

TRAINING ON MARKETING MANAGEMENT AND DIGITAL-BASED PRODUCT PROMOTION FOR MSMEs IN KAMPOENG REMITAN, MAYONG LOR VILLAGE, JEPARA REGENCY

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Abstract

Kampoeng Remitan is an MSME in Mayong Lor Village, Jepara Regency which is engaged in pottery such as piggy banks, jugs, remittance children's toys, roof tiles, and others. The business that has been carried out by craftsmen in MSMEs has not been known for generations. Whereas the resulting product is one of the superior products of the local area. Lack of management in the field of marketing and promotion is one part of the cause. Whereas in the current era, digital-based marketing management and product promotion are very popular with many traders. Many MSME actors use the internet through social media or websites as a business field with good turnover prospects. Thus, the purpose of this training activity is the need for MSMEs in Kampoeng Remitan, Mayong Lor Village, and Jepara Regency to adapt to technological developments in terms of online or digital-based marketing and promotion. The existence of this activity is useful as an increase in the knowledge capacity, ability, and competence of craftsmen in terms of using the internet as a digital marketing, promotion, and sales medium.

Keywords: Training, Management, Marketing, Promotion, Digital.

INTRODUCTION

Mayong Lor is a village in the Mayong District, Jepara Regency where many residents make a living as craftsmen of clay or pottery crafts such as piggy banks, jugs, traditional children's toys remittances, wuwung, roof tiles, and others. One of the MSMEs in Mayong Lor Village that is engaged in pottery is the Kampoeng Remitan MSME.

MSME Kampoeng Remitan is a group of pottery craftsmen with different handicraft commodities from one another but still based on clay. The main problem experienced by Kampoeng Remitan is that many people other than Mayong Lor Village are not familiar with the results of their products. This resulted in the slow pace of development of their superior products compared to pottery craftsmen from other regions such as Plered (Purwokerto), Kasongan Jogja, Wedi (Klaten), and others. One of the things that causes these problems is the lack of digital-based marketing and promotion management. Pottery craftsmen at Kampoeng Remitan SMEs are more accustomed to conventionally marketing their products in cultural events such as sekatenan (in Solo), dhandhangan (in Kudus), dukderan (in Semarang), night markets, exhibitions, or local markets. They do not fully understand the use of internet technology based on marketing or online promotion through online stores, websites, and others.

The use of technology by using the internet can accelerate and facilitate the process of selling products and even allow an increase in turnover (Sarfiah et al., 2019; Sugihartini et al., 2019).

Digital-based marketing and promotion management have many benefits, namely as follows (Kristiyanti & Lisda, 2015).

- a. Products can be reached anytime and anywhere. This can make consumer prospects wider because it can be accessed by anyone
- b. Advertise through social media is cheaper than through mass media
- c. At this time, many people in their productive age use mobile phones as a communication tool so that marketing and promotions become more effective and efficient
- d. There is an increase in turnover. This is because, with the marketing and promotion of digital-based products, sellers will store catalogs, product information on product availability, information about products, give discounts, and others online. This can be a mutualism symbiosis between buyers and sellers where both can have their respective advantages.

Currently, many MSMEs are already using technology to sell and many of them are getting an increase in turnover (Sugihartini et al., 2019). The existence of technology is very influential on business development. If traditional MSMEs do not improve, they will be unable to compete with other MSMEs (Prasetyo et al., 2022; Suharto et al., 2017). This is also exacerbated by the impact of COVID-19 where the economy has not recovered as usual and in some sectors, it still looks sluggish (Bahtiar & Saragih, 2020; Dwinarko et al., 2022). Thus, the use of technology in terms of online marketing and promotion is needed to increase productivity and turnover (Bakhri & Futiah, 2020; Bukit et al., 2019; Hardilawati, 2020).

From the description of the conditions above, the problem formulations of this training activity are (1) how to provide knowledge to increase the competence and skills of Kampoeng Remitan SMEs in terms of digital-based marketing and promotion management?; and (2) What kind of digital marketing and promotional media innovations are suitable for craftsmen in Kampoeng Remitan SMEs to use when trying to increase turnover? Thus, the objectives of holding marketing management training and promotion of digital-based products for Kampoeng Remitan MSMEs are: (1) providing knowledge to increase the competence and skills of Kampoeng Remitan MSME craftsmen in terms of digital-based marketing and promotion management; and (2) adapting technology through the application of digital-based marketing and promotional media innovations to increase the sales turnover of pottery products.

IMPLEMENTATION METHOD

Service activities in the form of marketing management training and promotion of digital-based products for Kampoeng Remitan SMEs are focused on helping craftsmen in the context of utilizing technology as a product promotion media as well as selling pottery products. This activity is expected to increase product sales turnover and expand market share. The activity was attended by five craftsmen who were representatives of Kampoeng Remitan SMEs and three lecturers as a service team from Muria Kudus University.

The methods used in this training activity are socialization, training, mentoring, and group discussion. At the socialization stage, the service team presented the background, objectives, and benefits of the training activities as well as presented material on digital technology that

can be used by craftsmen to be utilized in marketing management and promotion in general. The technologies that can be utilized include websites, social media, online stores, and others.

During the training activities, the service team explained how to use websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee. While in mentoring activities, the service team accompanies craftsmen to do exercises using websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee. In the last activity, namely group discussion, the service team with craftsmen held discussions as well as evaluation of the activities that had been carried out as well as the problems faced to find further solutions and anticipate obstacles that might arise when implementing websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee.

RESULTS AND DISCUSSION

The trial program will be held in August 2022 in Mayong Lor Village, Jepara Regency. The activity was attended by a service team from Muria Kudus University, Kampoeng Remitan's MSME partners in this case were pottery craftsmen and students. The knowledge provided by the service team to partners during the training was skills and competencies in terms of managing marketing and promotion management using digital technology, namely websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee.

The website address for Kampoeng Remitan SMEs which was previously built by the service team is <https://kampoengremitan.com/index.php>. The following Figure 1- Figure 5 is an image of digital technology used by partners in the mentoring program.

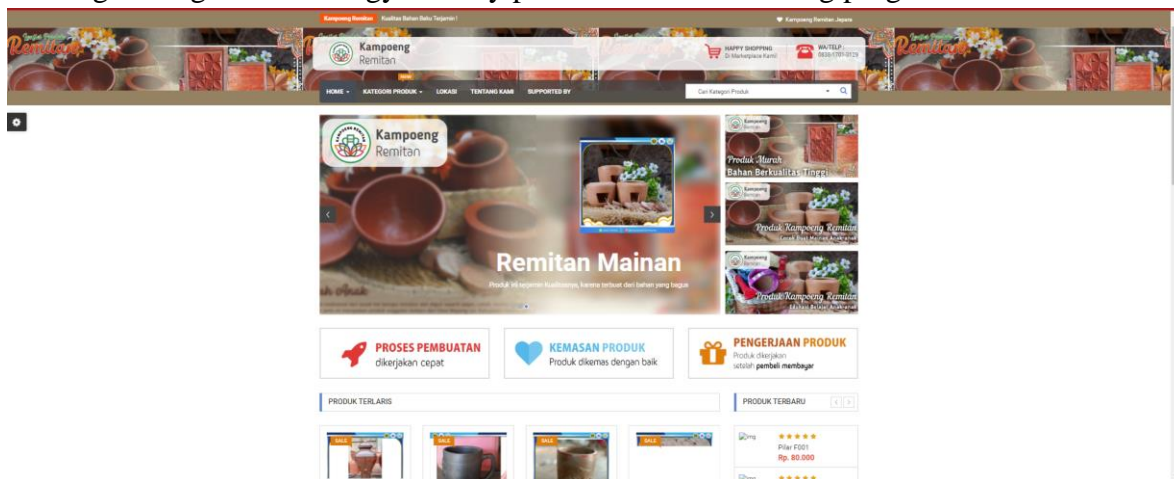


Figure 1 Display of the Kampoeng Remitan MSME Website

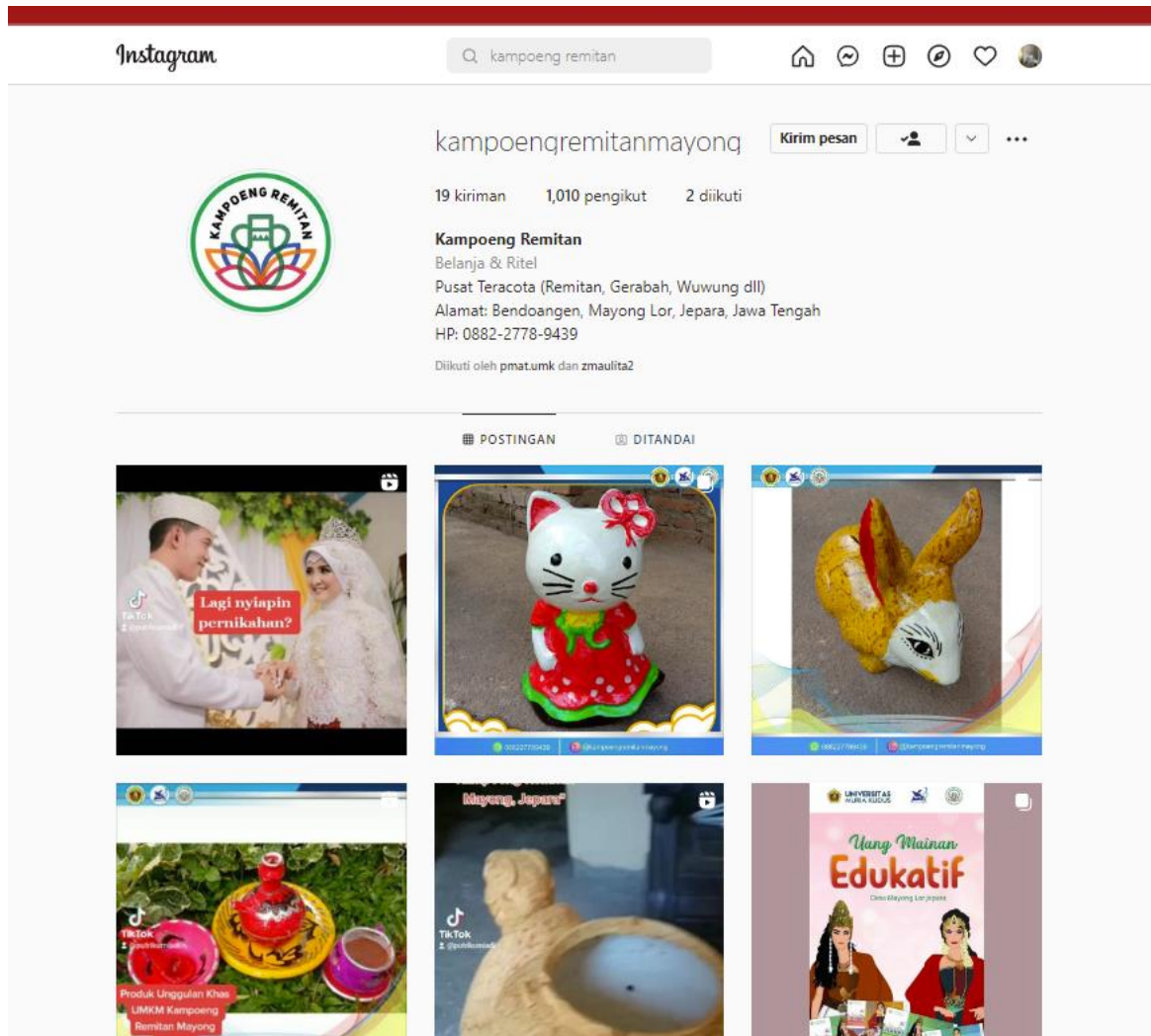


Figure 2 Display Social Media Instagram

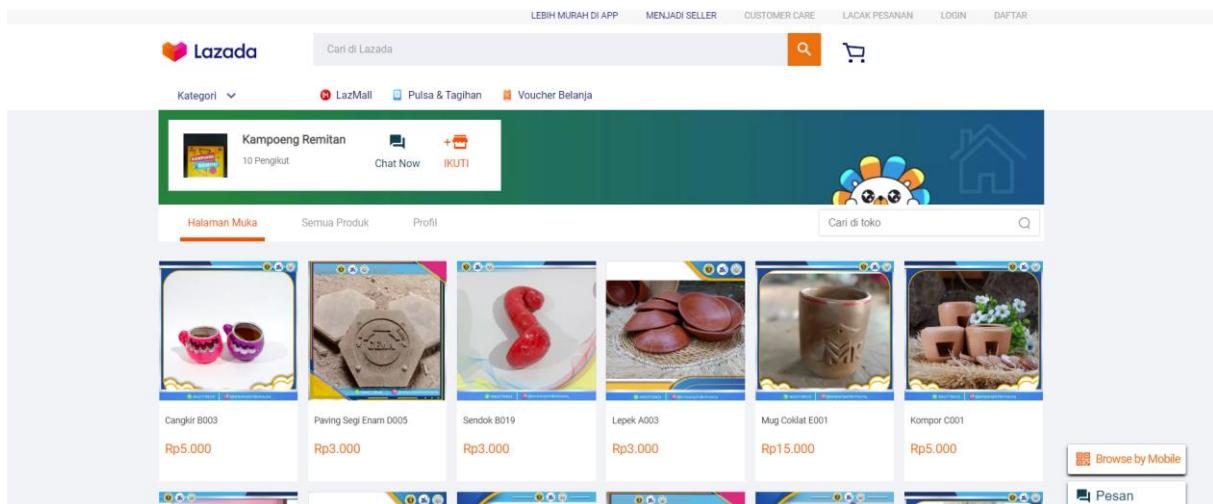


Figure 3 Display of Lazada MSME Market Place Kampoeng Remitan

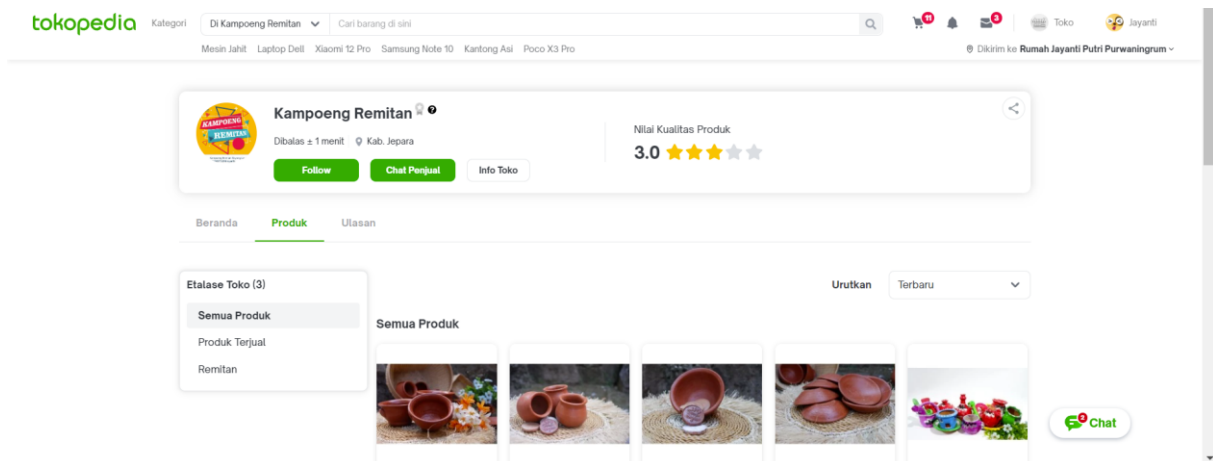


Figure 4 Display of Tokopedia MSME Market Place Kampong Remitan

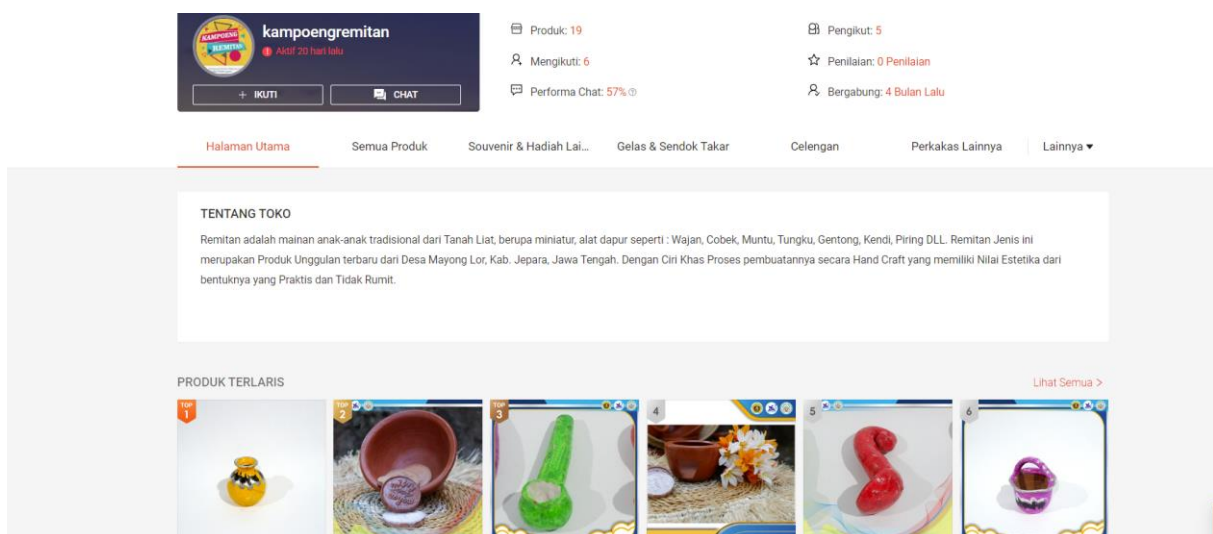


Figure 5 Display of Shopee MSME Market Place Kampong Remitan

The development of digital-based marketing and promotion management is an innovation carried out by a service team for Kampoeng Remitan MSME partners where craftsmen can carry out buying and selling transactions widely and unlimitedly. Especially for the website created by the service team, is a non-transaction website where craftsmen and buyers in this case cannot transact directly but are required to use a marketplace with a link that is already available on the website. Thus the website is only used as a promotional medium and an online catalog. This is under the needs and limitations of craftsmen in managing digital-based marketing. Therefore, if a consumer sees a product on the website when they want to buy a product, they will be asked to choose a purchase and payment through Lazada, Tokopedia, or Shopee. The following Figure 6 is a picture of the activities during the training.

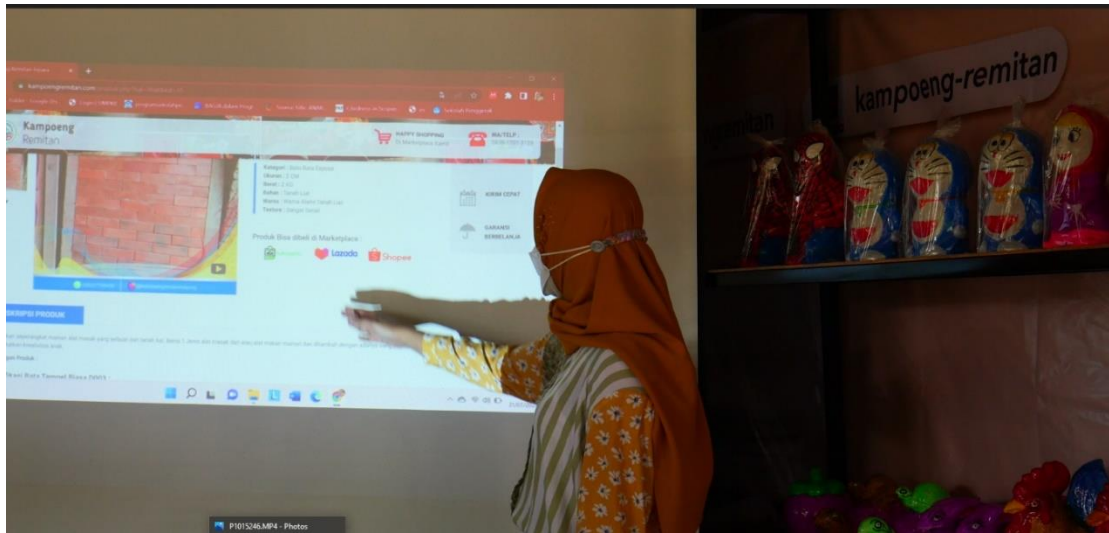




Figure 6 Training Activities

Good and well-organized business governance is the basis for good business management (Atmaja, Hanung & Hartono, Budi, 2021). The use of digital technology today in the context of product marketing is very much needed. This is aimed at optimizing promotions that lead to an increase in consumer purchasing power (Rifai & Meiliana, 2020; Saefullah et al., 2021). From the ongoing activities, the following results were obtained.

- a. Craftsmen at Kampoeng Remitan SMEs have a high interest and motivation for change. This is evidenced by their activeness and enthusiasm during the training program.
- b. There is an increase in product competitiveness, competence, skills, and knowledge of craftsmen in terms of digital-based marketing and promotion management governance.
- c. The practical activities carried out during the training facilitate the craftsmen in implementing the skills that have been transferred by the service team as well as being a means of finding solutions when there are obstacles in managing digital-based marketing and promotion management.

CONCLUSION

Training activities in the form of marketing management and promotion of digital-based products for Kampoeng Remitan SMEs that have been carried out by the service team are activities needed by craftsmen. This activity produces several outputs, namely websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee. In addition, there is also an increase in the competence, knowledge, and skills of craftsmen in operating systems and governance on websites, social media (Instagram and WA for business), and online stores such as Lazada, Tokopedia, and Shopee.

The learning system with an andragogy, collaborative, and participatory approach during training makes the training activities carried out run smoothly. The training participants were

motivated and active during the discussion which implied the optimal transfer of material provided by the service team to the participants.

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