

## OPTIMIZATION OF DIGITAL MARKETING IN INCREASING SALES AT ROEMAH RADJOET RISANTI DEPOK

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### Abstract

Background: Digital marketing is a way to increase sales. Digital marketing in Micro, Small, and Medium Enterprises has not been maximized. UMKM Roemah Radjoet still uses conventional marketing. Objective: Increase students' understanding of marketing and help increase sales. Method: Carry out digital marketing training and video creation. Results: Implementation of collaborative activities between Dewantara Institute of Economics Students, Depok Sejahtera High School Students, Dewantara Vocational High School Digital Marketing Coach, and Mulia Padjadjaran Hospital. All teams make videos of owners and knitted products, then upload them on social media. Conclusion: After uploading the video, it is hoped that it will further increase knowledge and increase knitted sales.

**Keywords:** Digital Marketing, Sales, Roemah Radjoet

### INTRODUCTION

Knitting as part of the craft sub-sector also plays a role in the contribution of the creative economy to the family economy and Indonesia's GDP. Starting from home-based businesses to large-scale businesses, craft businesses with unique products are spread from Sabang to Merauke. One of them is Risanti, an MSME actor from Depok, West Java. The woman who is familiarly called Risanti opened a creative industry business in the field of handmade knitting, named Roemah Radjoet.

Her business started because of her passion for making crafts to fill her free time after work. Initially, she tried all kinds of crafts, from embroidery, and sewing, to having a particular interest in making knitting. Starting from a hobby, finally Risanti ventured to open orders and it turned out that many liked her knitting crafts.

Risanti started her business several years ago and has only focused on running the business since 2021. According to her, knitting products are now rare and increasingly difficult to find. Apart from being a source of income, through Roemah Radjoet, Risanti wants to preserve the knitting culture as a handmade product typical of the archipelago.

Roemah Radjoet has now produced various knitted products ranging from brooches, masks, mask connectors, pins, bags, wallets, shoes, amigurumi dolls, sweaters, hats, and vests. Istikomah's knit products are priced from IDR 5,000 to IDR 450,000 depending on the product

variant. Each of Roemah Radjoet's knitting products has its own uniqueness, so each model created will not be the same as the existing product.

Roemah Radjoet Risanti's variety of handmade knitted product creations said that his party prioritizes consumer comfort when using their products. So, he thought of making knitted handicraft products in accordance with the wishes of consumers. Besides that, it is also necessary to use social media to be maximized. Digital infrastructure in the Digital era can accelerate business productivity and have a further effect on increasing revenue. Digital transformation is considered important because the existence of this technology will increase the efficiency and effectiveness of business production (Anwar, 2023)

### **Problems, Targets, and Outcomes**

The raw materials used are local products and often He also recycles materials such as clothes to plastic to replace the use of yarn. For the production process, he is assisted by two employees with uncertain product capacities. Production quantities for small products range from 20 to 30 pcs per model. Meanwhile, for large products, such as bags, production takes 2 to 3 days per product.

It is not easy for Risanti to make good quality knitting crafts. Initially, she found it difficult to find the right combination of raw materials for her knitted products. Moreover, the need for yarn staples is very expensive in the local area. After conducting experiments, he finally found several places for raw materials that were in accordance with his wishes to utilize used materials that were not used.

In addition to raw material problems, he admitted that he had difficulty finding human resources. This is because his party has its own standardization of products and in the area where they live there are still very few crochet craftsmen.

In the pandemic, Roemah Radjoet felt a significant impact on his business, one of which was that his orders had dropped dramatically and had even been empty for several months. Based on the problems above, with these various problems, of course, support is needed in maintaining a knitting culture and of course, increasing sales so that MSMEs can still exist and support the nation's economy. The output target of this service program is expected to produce outputs in the form of student knowledge about marketing and increasing sales.

### **IMPLEMENTATION METHOD**

Based on problem identification, the team submitted a permit to Roemah Radjoet. After carrying out the permit then carry out meetings online and offline with the entire team. To improve cooperative relations, this activity works with students from Sejahtera Depok High School, Digital Marketing Tutor at Dewantara Vocational High School, and Digital Marketing Tutor at RS. Honorable Padjadjaran. The tutors provided Digital marketing materials to STIE Dewantara and Sejahtera Depok High School students which would help in increasing Roemah Radjut's branding.

After high school students and students understand making videos on knitted products. After going through the editing process, the video is uploaded via Instagram, Facebook, Whatsapp, Twitter, and Youtube on all team accounts. Video sharing is done repeatedly with the hope of increasing views in getting to know Roemah Radjut. The more people see it, the

higher people will know the product and the higher the chance to increase sales.

## **RESULTS AND DISCUSSION**

A strategy to increase sales through digital marketing has been carried out. Its implementation begins with making a work plan and preparing a team and partners who can work together.



**Documentation 1. Community service team preparation meeting**



**Documentation 2. The community service team and Students of SMA Bina Sejahtera preparation meeting**

After the team was formed, the team carried out digital marketing training by the Multimedia Teacher at Dewantara Vocational School and the Digital Marketing Team at Mulia Padjadjaran Hospital.



**Documentation 3. Digital Marketing Tutor at Dewantara Vocational High School**



**Documentation 4. Group photo of MULIA PADJAJARAN hospital tutor**

After all the teams understood how to make digital marketing-based short videos, the entire team took videos on the owners and products of Rumah Radjoet.

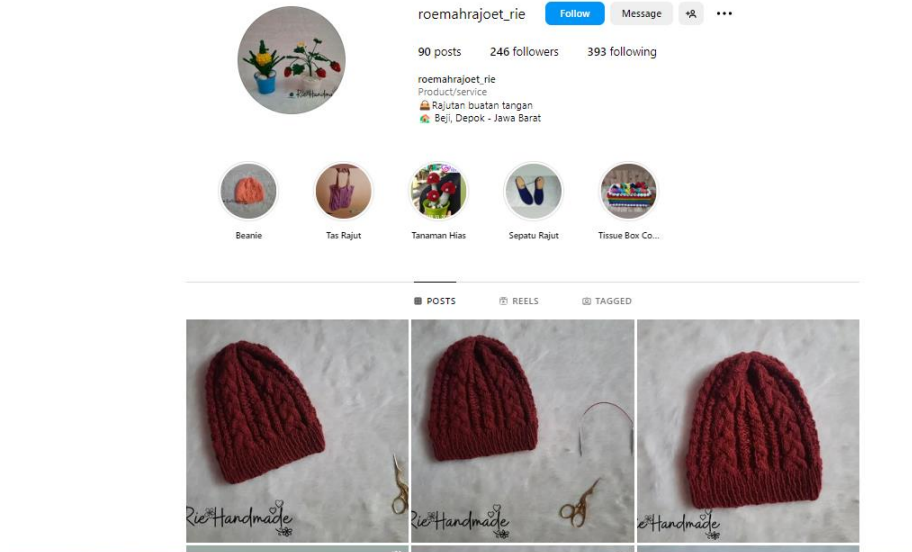


**Documentation 5. Video Creation Process**



Rajutan Tangan Asli Oleh UMKM "RoemahRajoet\_Rie" di Kota Depok, Jawa Barat PART 1

**Foto 6. Photos of result**



**Foto 7. Photos of result**

Businesses use the internet as a marketing tool for financial success and to help drive communications with online visibility and sales channels and social media advertising to be a powerful way to reach various markets for business expansion (Lindawati et al., 2020). By doing branding through social media, there is an increase in knitting sales. on adult knitted beanie products, mini crochet sling bags, new born baby clothes, face mats, tissue holders and deer dolls.

## CONCLUSION

The conclusion from the activities that have been carried out is that there has been an increase in sales through digital marketing for MSMEs. Recommendations for future community service activities are a strategy to boom or virtualize products to further increase sales.

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