

OPTIMIZING SALES THROUGH DIGITAL MARKETING IN MSMEs IN WEST JAVA

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Abstract

Community service to gather is one of the Tri Dharma of higher education. This service was carried out for two months during the Covid-19 pandemic, so there is a limited access to gather offline. Therefore, under the supervision of lecturers, students provide assistance to MSMEs around their homes in the West Java region. The peak activity of this service is a webinar on optimizing marketing using social media. The program carried out in this service is helping partners to increase market share and sales through digital marketing, especially social media such as WhatsApp, Facebook, and Instagram. In addition, partners are also assisted to be able to open a shop on an existing marketplace. Partners who sell food are helped to become Gofood and/or GrabFood partners. Partners are also given knowledge about running a business through the marketplace, so that their business can grow more. The end of result of this service is that partners can increase their market share and sales.

Keywords: Digital Marketing, Media Sosial, Marketplace.

INTRODUCTION

The Covid-19 pandemic has forced all levels of society to reduce activities outside the home in order to break the chain of transmission of the virus. This has caused many of MSMEs to experience a drastic decline in sales turnover, some even going bankrupt.

In order to help MSMEs overcome the problem of decreasing sales turnover, our community service this time is focused on optimizing MSMEs sales turnover through the use of social media as a marketing tool. Given the current conditions, people cannot be separated from gadgets and social media. The targeted MSMEs are MSMEs located around where students live in the West Java region, so that students can really contribute to the community around them.

In the current digital era, the use of smartphones is part of people's daily activities. The results of research conducted by We Are Social in collaboration with Hootsuite found that the average Indonesian people access social media for 3 hours 14 minutes every day, with total of 170 million active users or around 62% of total population of Indonesia, as presented in "The Latest Insight Core of The State of The Digital" published February 11, 2021 (Adam Rizal, 2021).

Currently, information technology plays an important role in human life, including business activities. Conventional buying and selling mechanisms are starting to be replaced by digital buying and selling. Therefore a more modern marketing strategy is needed, namely by digitizing marketing to gain a wider market share to increase sales (Pradiani, 2017).

During the pandemic, people were asked to reduce their activities outside the house, unless they have to. Therefore, face to face buying and selling activities have decreased, while online transaction increased. The United Nations Conference on Trade and Development (UNCTAD) survey in 9 developed countries, namely Brazil, China, Germany, Italy, Russian Federation, South Africa, Switzerland, and Turkey, shows that online purchases in these countries have increased by 6 to 10 points (Rini Lestari, 2020).

On the other hand, not all producers have the expertise to carry out digital marketing/selling, especially MSMEs. Many MSMEs have gone bankrupt due to the impact of this pandemic. This is due to hampered marketing channels due to this pandemic. Marketing channels are defined as all efforts to provide goods/services from producers, distributors to consumers by generating value (Koeswand, 2018 in Nardi, et al 2020).

Based on an initial survey of several MSMEs affected by the pandemic, in general the problem they face is a lack of knowledge about digital marketing. In fact, in sales transaction, marketing plays a fairly large role. Apart from product quality. This phenomenon is known as The Network Effect, namely the level of sales of product not only depends on product quality, but also depends on how large the network is related to the product (Gretz and Basuroy, 2013). One effort to increase the network is to use digital marketing. Apart from the relatively cheap costs, the reach of consumers through digital marketing has become wider and has varied segments.

Digital marketing is a marketing activity including branding using various web based media (Sanjaya and Tatrgan, 2009). Digital marketing allows communication and transactions to be carried out in real time with access to a fairly wide range of potential consumers, even throughout the world.

METODE

This community service also aims to improve students' soft skills and hard skills, with the target of activity being to help MSMEs around where they live to increase their turnover through digital marketing, especially social media such as WhatsApp, Facebook, and Instagram. In this service, there are 40 partners with various types of business spread across West Java such as Bandung, Sumedang, Bekasi, Bogor, Karawang, and Kuningan. The following is a list of partners:

Table.1 List of Partners

No	Mitra Binaan	No	Mitra Binaan
1	ToraJojoba Ice Cream	21	Angkringan
2	Sedboi Burger	22	Roti Bakar
	Harapanku Tea Brew and		Confuseshocking
3	Toast	23	
4	Kala Aru	24	House of Dessert
5	Teh Poci Pohon Bambu	25	Warung Nasi Ibu Enur
6	Ayam Gunting Pohon Bambu	26	Galery Photo
7	Green 9	27	Manzo Shop
8	Warung Seilla	28	Bara Eats
9	Rumah Frozen Food Hamada	29	Warkop ADD
10	Toko Wijaya	30	Laris Manis
11	Warung kopi Oi	31	Canelle Rolls
12	Pasar kaget	32	By Gee Bee
13	Pempek Laopan	33	Warung sate bang jul
14	Urmate Store	34	Svnflower
15	Baju Baswara	35	Obaawithlove
16	Kaka Boba	36	Makisye_store
17	Mohga Delight	37	Labu Bintaro
18	Nowa Snax	38	Bebek Khilaf
19	Catering Mama Ely	39	Angkringan Gempol
20	Susu Murni CLBK	40	Pempek Madre

Apart from coaching in the field, a webinar was also conducted on optimizing marketing through social media with the aim of providing the trained partners with the provision to be able to continue marketing activities through social media independently. So that after the service ends, the partners can further develop their business.

Activities undertaken during these two months are:

1. Conducting surveys and data collection on prospective partners who meet the following criteria:
 - a. Have a product to sell
 - b. Don't have a social media account to make sales yet
 - c. Not yet collaborating with existing marketplaces such as Shopee Tokopedia, Lazada etc.

2. Identify the needs and constraints of the partners.
3. Create an Instagram/Facebook account or register partners on an existing marketplace.
4. Prepare content for social media from each partner.
5. Organize activities on the partners' social media
6. Provide training on how to manage social media to partners.
7. Conduct training for partners with the title Social Media Marketing Optimization.
8. Prepare modules for partners.

RESULT AND DISCUSSION

The first activity we carry out in this community service process is identifying potential partner by conducting surveys and interviews to get partners who met the specified criteria. These criteria are having a product to sell, not yet having a social media account, and not being registered on an existing marketplace.



Figure 1. Interviewing potential partners

Furthermore, the partners who meet the criteria are assisted in preparing various digital marketing need, such as logo design, packaging design, making product photos, creating advertising content.

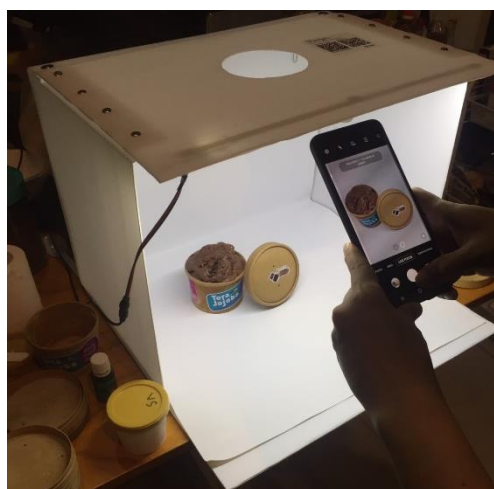


Figure 2. The process of making product photos

After all presentations are complete, the partners create a social media account, namely Instagram, register it on the marketplace platform, and for food product register it on GrabFood and GoFood.

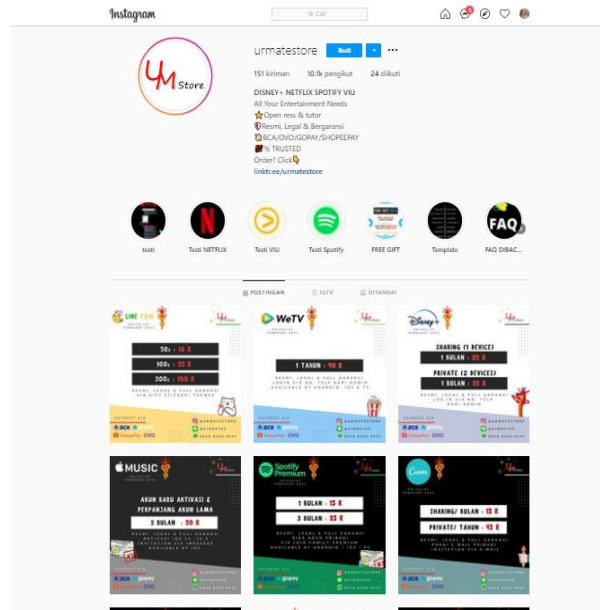


Figure 3. Example of partner's social media account

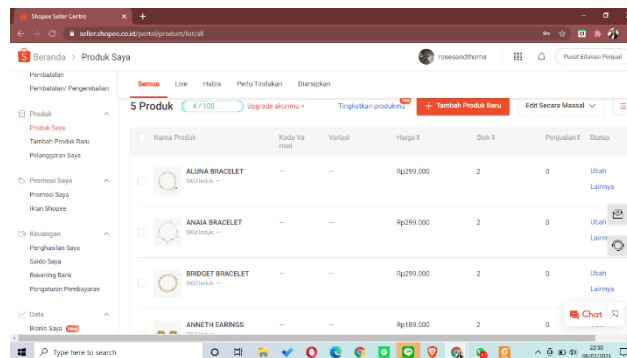


Figure 4. Example of partner's account in the marketplace

Furthermore, partners are given education regarding things that must be considered when using social media as a marketing tool through online training. The aim of this training is that digital marketing can have the maximum effect on partners' sales turnover. The following are things that must be considered when carry out digital marketing, namely:

1. Start with clear goals.

Target setting is very important in conducting marketing, so that the achievement of the efforts that have been made can be measured. Some goals in social media marketing include: increasing engagement through getting likes, shares, and comments, getting leads, increasing followers.

2. Identify the target market.

Get to know our potential target customers by determining their demographics, age, habits, and others.

As a result of two months of coaching, the trained partners have and are able to manage social media accounts used for selling. The benefit felt by the partners are increased sales turnover, oth sales through social media accouns and marketplaces. Followers of the partners' social media account also increased quite significantly. This proves that good and consistent management of social media accounts, by displaying interesting content can increase followers of social media accounts, which ultimately expands the market share of goods offered by partners.

CONCLUSION

The conclusions from this community service activity are:

1. Before the service was carried out, most the partners were hampered by promotional problem, especially during the pandemic which caused their sales turnover to decline.
2. Well-managed use of social media can increase the market share of the partners.
3. Social media commonly used as promotional and marketing media include WhatsApp, Instagram, and Facebook.
4. Using market places is also another alternative for marketing partners' products, such as Shopee and Tokopedia.
5. Collaborating with GrabFood or GoFood is another marketing alternative, especially for partners operating in the culinary business sector.

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