

## Mentoring of Mekarsaluyu Women Farmers Group as MSMEs Producers of One Village One Product in Utilizing Digital Marketing as a Promotional Media

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### ABSTRACT

BARAYU MSMEs is an OVOP producer of MSMEs in Margaluyu Village that needs help increasing its income due to the marketing methods used. For this reason, business actors need changes in the promotion model to maintain their business. Technological developments have made social media widely used, opening up opportunities for business actors as a medium for product promotion. This service aims to provide knowledge and promote products, assist in creating trademarks, MSMEs logos, websites, and skills for MSMEs in designing product promotions on social media and increasing product sales. Assistance uses the Participatory Action Research (PAR) method: observation, interviews, discussions, assistance, and Output. The results obtained after carrying out this service are increased knowledge and Understanding of BARAYU MSMEs owners regarding the existence and potential of social media in promoting products, the creation of the brand name "BARAYU," the creation of a logo and website as well as MSMEs social media accounts, increased skills of MSMEs owners in using social media as a promotional medium, and increasing the number of product sales.

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### INTRODUCTION

Changes in development patterns that implement the concept of regional autonomy provide ample space for regions to encourage economic growth and break up the atmosphere around their communities. The regions can develop rapidly and significantly contribute to national economic growth with better and more mature decentralization. So that the distribution of development results can be achieved and the welfare of its residents can be increased. The Sumedang Regency Government is implementing the above movements and changes by building superior regional products. One of the policies that the Sumedang Regional Government can take to increase PAD is to support Micro, Small, and Medium Enterprises. In increasing PAD, MSME businesses have a very prospective role. In 2021, MSMEs in Sumedang Regency were 18,472 (Satudata.go.id)

Micro, Small, and Medium Enterprises (MSMEs) significantly impact Indonesia's macro economy. As a source of creativity, MSMEs provide broad and even employment opportunities, planning from the momentum of the lower and middle classes, generating income sources for hundreds of millions of people, and reducing unemployment rates. The growth of MSMEs directly helps GDP growth by providing economic

access to broader areas and fairer access to purchasing power. Moreover, MSMEs directly impact innovation in flexible products and marketing, helping Indonesia diversify its economy and providing global competitiveness. With good economic conditions, there is a strong potential that can provide macro stability for the economy.

Villages are often the center of MSMEs' growth because they utilize the potential of natural resources and local labor to produce goods and services productively. MSMEs in villages play an important role in driving the local economy by creating jobs, increasing residents' incomes, and expanding access to goods and services in their communities. Macroeconomically, the MSME sector in villages significantly contributes to the national Gross Domestic Product (GDP) and helps in economic diversification and poverty reduction.

Margaluyu Village is located in the western part of Tanjungsari District, Sumedang Regency, directly bordering Sukasari District. It is about 1.3 kilometers from the center of Tanjungsari District when viewed from the north. The history of Margaluyu Village records it as the village of origin of several new villages, including Kutamandiri Village and Sukarapih Village, before the regional expansion in 1983. This expansion was carried out based on the Decree of the Regent of Sumedang No. 140/SK/SK.19.Pem/1983, in which Margaluyu Village was divided into three separate villages, namely Margaluyu Village, Kutamandiri Village, and Sukarapih Village. The expansion was carried out because the area of Margaluyu Village was large, and the population was sufficient to form three separate villages. After the expansion, the area of Margaluyu Village only covered the northern tip of its original area.

Margaluyu Village, in Tanjungsari District, Sumedang Regency, was chosen as the location for Thematic PKM by Djuanda University students under the coordination of LLDIKTI IV West Java and Banten. This village has four hamlets, 11 RW, and 35 RT. The Margaluyu Village government office is located in Mariuk Hamlet. H. Mamat is the head of government, supported by 1 Village Secretary and 4 Hamlet Heads.

The purpose of community service by organizing assistance at OVOP Margaluyu Village, namely BARAYU (Margaluyu et al.) in utilizing digital marketing as a promotional media 1) Providing knowledge and Understanding of the presence and possibilities of social media in enhancing product promotion. 2) Assisting in creating websites, logos, and social media for MSMEs. 3) Providing skills for MSMEs in designing product promotions on social media. 4) Increasing the number of sales. 5) Redesigning the Production layout. The OVOP concept, according to the Deputy Minister for MSMEs Resource Assessment, Ministry of Cooperatives and MSMEs of the Republic of Indonesia, is a government effort to increase the added value of superior regional products in order to improve community welfare in cooperatives or business actors (Kemendagri.go.id). The One Village One Product (OVOP) program is defined as a program that is expected to overcome the problem of depopulation caused by people of productive age leaving their hometowns and seeking a better life by moving to other cities or areas. Apart from that, one of the most emphasized goals in the OVOP program is not only the prosperity and improvement of the regional and national economy, which is assessed from the size of the GNP (Gross et al.), but also the inner satisfaction (Gross et al.) of the local community that is empowered (Rusnandari, 2013).

According to Tjiptono and Diana (2020), digital marketing is a strategy for quickly and efficiently promoting products to consumers. Digital technology is widely utilized in buying and selling transactions because it is perceived to facilitate both consumers and sellers. Sellers have the opportunity to reach a broad market, while consumers can compare prices among different sellers.

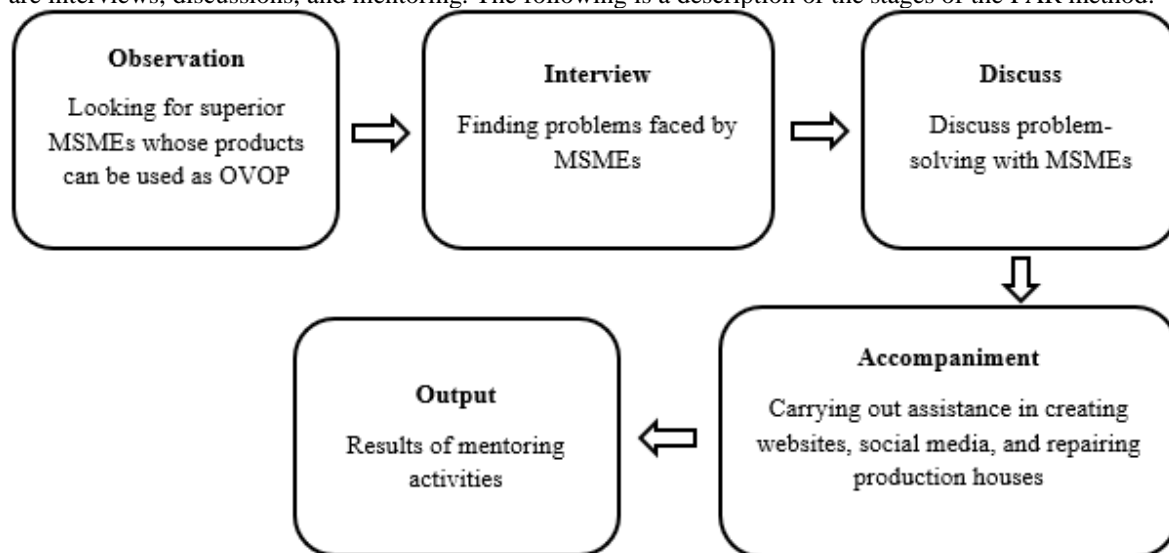
However, many micro, small, and medium enterprises (MSMEs) in Indonesia have yet to embrace digital marketing as a promotional tool fully. One of the challenges MSME entrepreneurs face in marketing their products is their need to understand digital marketing. Therefore, it is hoped that society can adapt to current advancements to enhance its Understanding of technology. This requires mentoring and development to utilize technology as a practical informational resource.

Implementing effective digital marketing strategies can improve OVOP MSMEs' assistance. MSMEs can significantly increase their market reach and strengthen their branding by utilizing online platforms and social media. In addition, digital marketing allows MSMEs to access in-depth analytical data, better understand consumer behavior, and respond to market trends quickly and appropriately. Thus, integrating OVOP with digital marketing expands MSMEs' business opportunities and empowers them to compete in the increasingly competitive digital era.

Social media has now grown and developed rapidly. According to a report from Datareportal, active social media users in Indonesia reached 167 million people in January 2023. The social media that the Indonesian people widely use is WhatsApp, with a percentage of 92.1%, followed by Instagram, at 86.5%, and Facebook at 83.8%. Seeing the number of social media users continues to increase, this can be an opportunity that business actors can utilize. As a promotional media and direct communication with consumers, business actors know what the market needs.

**RESEARCH METHOD**

This program integrates the Thematic PKM activities of Djuanda University students with several other universities in West Java and Banten under the direct coordination of LLDIKTI IV and Community Service of Professors in the LLDIKTI IV environment of West Java and Banten. This program was implemented in Margaluyu Village, Tanjungsari District, Bogor Regency, West Java Province. The activities were carried out from February 17 to June 17, 2024, starting from the preparation of the proposal to the final report. In implementing this community service, the method used to solve problems in community service is the PAR (Participation et al.) method, namely participatory research among residents in a community or broader social scope to encourage transformative actions (changes in living conditions for the better). The stages carried out are interviews, discussions, and mentoring. The following is a description of the stages of the PAR method:



**Figure 1. Stages of implementing community service**

**RESULTS AND DISCUSSION**

a. Observation Results

Thematic PKM students, in collaboration with village officials, are conducting observations to identify potential MSMEs in Margaluyu Village that can be used as superior OVOP products. They use several criteria in the selection process, such as the uniqueness of local culture, product quality and aesthetics, market potential at home and abroad, and continuity of production supported by local resources. After conducting an in-depth search, BARAYU MSMEs were selected as the superior MSMEs of Margaluyu Village. This decision was based on BARAYU MSMEs being part of the Mekarsaluyu Women Farmers Group, which is considered to have competent human resources and by the established criteria. This step is expected to strengthen the position of the MSME in marketing its products more widely both in the domestic and international markets, as well as improve economic welfare for the local community of Margaluyu Village as a whole.

b. Interview result

The interview with the head of the Community Empowerment Group (KWT) in Mekarsaluyu Village, Margaluyu, revealed that local MSMEs face challenges in maximizing their income due to their conventional product marketing methods. Businesses like BARAYU rely solely on conventional word-of-mouth promotion. Consequently, only a fraction of people know BARAYU's products, limiting its market reach. To address this issue, promotional media must expand product visibility so consumers can become acquainted with BARAYU's offerings. Before launching promotions, it was agreed upon in the interview that the following issues faced by BARAYU should be addressed: (1) Limited knowledge, Understanding, and skills regarding the potential of social media in promoting products. (2) The absence of a logo, website, and social media accounts for MSMEs results in low product recognition among the public. (3) Lack of skills in creating attractive and simple promotional media. (4) Inadequate production facilities, including building structure and production equipment. (5) Low product sales. Therefore, efforts are underway to develop a branding strategy, including a logo and standing pouch, then leveraging social media for broader product outreach.

c. Discussion results

After knowing the problems in MSMEs BARAYU, steps are prepared as a solution. In this stage, business owners are involved in selecting solutions based on the conditions of MSMEs. To solve problems in terms of product branding, assistance regarding logo creation is carried out. Regarding promotion, assistance is provided regarding using social media and websites as promotional media using a promotional mix.

Promotion mix is a way business actors use to provide information about products or services. A promotion mix is a unique combination used to achieve advertising and marketing goals; a promotion mix consists of the following:

- 1) Advertising is all non-personal presentation and promotion of ideas, goods, or services by a sponsor who pays for the communication.
- 2) Personal Selling involves direct interaction between one or more prospective buyers to make a sale.
- 3) Public Relations comprises various programs designed to promote and protect a company's or its products' image.
- 4) Sales Promotion consists of short-term incentives to encourage the trial or purchase of products and services.
- 5) Direct Marketing involves direct communication with individual consumers to elicit a direct response and foster enduring customer relationships. In direct marketing, companies or sellers typically approach consumers directly to offer their products or services (Kotler & Armstrong, 2016).

d. Assistance Results

Using the PAR method, the mentoring process focuses on imparting Understanding understanding and skills to create social media and website platforms. Community mentoring aims to establish a promotional system through social media that business operators can sustain independently. Therefore, simple and widely accessible media are chosen for promotional content creation, ensuring ease of Understanding and broad reach.



**Figure 2. Photo of BARAYU product manufacturing assistance activities**



**Figure 3. Photo of Assistance Activities in Making Product Promotion Media**



**Figure 4. BARAYU Product Photo**

Source: Community service activity data, 2024

In supporting MSMEs BARAYU, the initial focus is on introducing an understanding of branding, mainly since these micro, small, and medium enterprises (MSMEs) have limited knowledge in this area. Currently, they do not possess a trademark or logo. The mentoring involves several activities, including:

**Table 1. Activities Carried Out During Community Service**

No	Theoretical basis	Activities performed
1	Branding	Creation of trademarks and logos accompanied by business owners
2	Promotion	Advertising
	Personal Selling	Assistance on how to communicate with consumers
	Public Relation	We provide advice and Understanding on building good relationships with Instagram followers.
	Sales Promotion	Mentoring and providing advice on sales discounts as a promotional tool.
	Direct Promotion	I am mentoring in creating engaging Instagram post captions.

Based on the data in Table 1, the program conducted during the service involves introducing branding concepts, specifically creating trademarks and designing logos, with guidance provided by the business owner.

The introduction to the promotional mix to be used for social media promotion was conducted with the owner of MSMEs, BARAYU.

- 1) Advertising, including creating a website and Instagram account, training in using these platforms, and coaching on poster design for promotion, was introduced to the owner of MSMEs, BARAYU. Both the website and Instagram were chosen as promotional channels due to their extensive reach, and the business owners' interest in these platforms suggests that they will endeavor to learn more about them. The owner received guidance on creating web pages, articles, and posters for promotion. Poster creation utilized Canva for its user-friendly interface and cost-effectiveness, aiming for continued poster production by the owner to advertise their products. Advertising BARAYU on WhatsApp and Instagram aims to introduce the product and prompt quick responses or actions from consumers. Digital marketing helps save on advertising budgets business owners would otherwise spend to attract clients (Kurniawati et al., 2022).
- 2) Personal Selling involves teaching MSMEs operators how to communicate with consumers, especially through social media. The presence of social media facilitates direct interaction and two-way communication between consumers and sellers. This enables MSMEs BARAYU to listen to consumer feedback and responses directly. In their promotions, MSMEs BARAYU utilizes features such as Direct Message (DM) and comment sections on Instagram, website comment features, and WhatsApp chat.
- 3) Public Relations utilizes the website and Instagram to build brand reputation. The owner of MSMEs is educated on how to establish a reputation through social media, such as creating articles on the website and greeting content on Instagram. This is intended to foster closer relationships with stakeholders through greetings containing greetings, congratulations, expressions of gratitude, and greetings for specific celebrations.
- 4) In Sales Promotion, the MSME owner was advised to conduct promotions, which they agreed to implement. Through the previously established website and Instagram account, they offered free shipping for every purchase of 10 products weighing 100 grams each. This promotion was carefully calculated and considered to ensure the business owner continued to earn profits.

- 5) Direct Marketing involves using social media to facilitate two-way communication. The MSME owner was trained to create captivating Instagram captions for direct marketing promotion. Engaging captions can influence consumers to purchase products.

e. Output

The mentoring provided to Micro, Small, and Medium Enterprises (MSMEs) resulted in several outputs: a website, a BARAYU business Instagram account, promotional posters, an attractive Instagram feed, and a trademarked logo.



Figure 5. BARAYU Trademark Logo

The trademark "BARAYU" and its logo were created to help consumers recognize the product and distinguish it from products made by other manufacturers. Before the service intervention, KWT Mekarsaluyu did not have the "BARAYU" trademark or a logo, which hindered brand awareness and made it difficult to differentiate their products directly. The selection and combination of colors, fonts, and visual elements involved the MSME owner.



Figure 6. BARAYU website display

The BARAYU website serves as a comprehensive business information platform, providing details on products, product catalogs, and promotional information. Following the creation of the BARAYU Instagram account, sales have increased, and orders have also been placed through the website.

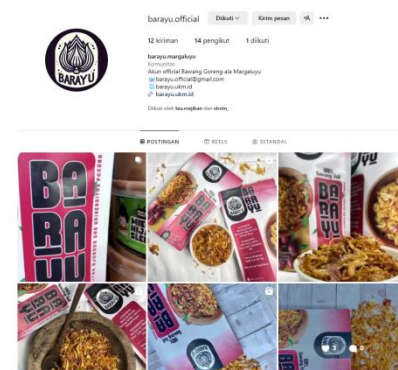


Figure 7. BARAYU Instagram Account Display

The BARAYU Instagram account facilitates consumer awareness of the products sold, serves as a communication channel between the business owner and consumers, and acts as a platform to gather customer feedback and suggestions. Since the creation of this Instagram account, sales have increased, with orders now being placed through Instagram. The Instagram feed is designed to be visually appealing, using striking colors to attract consumers' attention and ultimately influence them to purchase the products.



**Figure 8. Promotional Poster**

Posters were created as promotional materials through this community service initiative. These posters can be printed and distributed directly to the public, displayed in crowded areas, or shared via social media platforms such as the website, WhatsApp, Facebook, and Instagram. The creation of these posters has increased public awareness of MSMEs BARAYU. It is noted that after distributing these posters, there has been an increase in website visitors and online orders.

The results of the social media promotion mentoring in August for the Micro, Small, and Medium Enterprise (MSMEs) BARAYU showed an increase in product sales compared to the previous month. Despite the mentoring lasting only four months, it successfully boosted sales. It is hoped that the MSME owner will continue promoting and optimizing outcomes further. The specific results of this mentoring include (1) increased knowledge and Understanding of MSMEs' BARAYU owners regarding the presence and potential of social media in promoting products, (2) Establishment of a website, MSMEs logo, and social media accounts. (3) Enhanced skills of the MSME owner in using social media as a promotional tool. (4) Increased sales volume. These outcomes highlight the effectiveness of the mentoring program in improving business results through enhanced promotion and marketing efforts.

## CONCLUSION

OVOP, which stands for One Village One Product, is an integrative program aimed at boosting self-confidence in communities by leveraging their local resources to increase income for businesses and residents. It also aims to raise awareness about the potential and richness of local regions. Villages often serve as hubs for the growth of Micro, Small, and Medium Enterprises (MSMEs) because they utilize natural resources and local labor to produce goods and services productively. MSMEs in villages play a crucial role in stimulating local economies by creating jobs, increasing income for residents, and expanding access to goods and services within their communities. There is significant potential in Human Resources Development that could enhance opportunities for MSMEs to thrive. However, many MSME operators have yet to capitalize on these opportunities due to various challenges, including conventional promotion methods and a lack of Understanding of digital promotion through social media, as observed in the case of MSMEs BARAYU.

The community service through mentoring spanned four months, employing the Participatory Action Research (PAR) method, which involved stages from observation, interviews, and discussions to mentoring aimed at achieving desired outputs. During this service period, outputs included the development of a website, a business Instagram account, promotional posters, a trademark, and a logo for MSME BARAYU. The business operators were also equipped with Understanding and skills in utilizing websites, social media, and design applications. The mentoring provided to MSMEs BARAYU in utilizing social media for promotion has increased income. It is hoped that following the mentoring, the business operators will continue to use social media as a sustained promotional tool, thereby increasing product visibility and sales levels among consumers.

Thank you note

Thank you to the LLDIKTI IV, as the organizer of the community service activities, for their invaluable support and guidance throughout the implementation of this service project. We thank the Sumedang Regency Government for providing facilities and wholehearted support for this area's thematic Community Service

Program. Special thanks also go to Bank BJB for their significant financial support that contributed significantly to the success of the Thematic Community Service Program in Margaluyu Village. We appreciate MSMEs BARAYU for being our partner in the One Village One Product (OVOP) program, enabling us to contribute to the development and promotion of local products directly.

The support and collaboration provided have been the cornerstones of the successful implementation of this community service. We are grateful for this valuable opportunity and hope that this cooperation will continue for the progress and welfare of the Sumedang community.

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