

Strengthening Business Management and Marketing Strategies for Perfume Microenterprises in Muara Kidul Village, Pasir Jaya Village, West Bogor District

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Abstract

This study aims to strengthen business management and marketing strategies in micro perfume businesses in Muara Kidul Village, Pasir Jaya Sub-district, West Bogor District. This program is carried out as part of the Community Service Program with the "One Village One Product" (OVOP) approach to improve the competitiveness of local products through strengthening management capacity and implementing effective marketing strategies. The results of the activities show an increase in understanding of business actors regarding the perfume making process and marketing techniques, as well as an increase in the ability to manage businesses more professionally.

Keywords: Micro Business, Business Management, Marketing Strategy, Perfume, OVOP.

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Introduction

Community service is carried out by a group of lecturers and students in order to advance the welfare of the community and educate the nation's life. Through various activities related to community service in the form of counseling, training, courses, and other similar activities aimed at increasing the knowledge, skills, creativity or character of the target community (Lai, n.d.). One of the programs is "One Village One Product" or better known as OVOP. The OVOP program aims to develop products that can compete in the global market while emphasizing local added value and encouraging the spirit of creating community independence (Zaky & Lubis, 2018).

One Village One Product (OVOP) is a concept that was first introduced in Japan in 1979 and has been adopted by various countries, including Indonesia. The essence of this program is to encourage each village to develop one product that is distinctive and has the potential to be marketed widely. (Kurokawa et al., 2018)

Since 2006, the One Village One Product (OVOP) concept has been studied and adopted by various countries, especially in Asia. OVOP is applied in general to solve the problem of social and economic disparities that occur between villages and cities in Asian countries. In addition, OVOP has also begun to be studied by countries in Africa, especially as one of the solutions for poor regions that are still very dependent on the central government. In this section, the application of OVOP in Asian countries is presented, which has started earlier than OVOP in Indonesia (Triharini et al., 2014).

The study conducted (Nainggolan et al., n.d.) shows that the application of modern technology in running micro, small and medium enterprises (MSMEs) can help business actors explore the potential of existing businesses in Sei Suka Deras Village. By utilizing technology, MSME players are able to optimize marketing

strategies, understand marketing mechanisms better, and use electronic media to promote their products and services. This ultimately has a positive impact on increasing sales and profits obtained. In addition, research conducted by (Khoirunnisa et al., 2024) shows that the application of creative and innovative marketing strategies in running micro, small and medium enterprises (MSMEs) in Klampokan Village, Situbondo, can help business people expand market reach and improve the quality of competitiveness. With this strategy, MSMEs are able to reach a wider target and improve the village economy in a sustainable manner. This ultimately has a positive impact on community welfare and local economic development. In the context of the OVOP program, it provides an opportunity for students to be directly involved in village economic empowerment, with a focus on developing unique local potential.

Method

The method used in this research is a qualitative descriptive approach. This research uses a qualitative approach with a case study design to explore the implementation of the One Village One Product (OVOP) program in perfume development during. The data collection techniques used were interviews conducted with village officials, Mr. Fahir (perfume craftsman) to understand their perceptions, experiences, and views on the implementation of the OVOP program in perfume development. Direct observation in daily activities related to perfume development, including the production process, training, and marketing. This observation was conducted in a participatory manner, where the researcher took part in the activities to gain a deeper understanding.

This research was conducted in one of the villages identified as a village that develops superior products through the OVOP program, the research subjects include:

- a. Lecturers and students involved in perfume making
- b. Village officials who support the OVOP program
- c. Mr. Fahir, local perfumer and craftsman

Result

This activity was carried out in Pasir Jaya Village. Lecturers and students of the Faculty of Economics and Business, Ibn Khaldun University, Bogor. Before practicing perfume making in Pasir Jaya Village, of course, it begins with coordination with related parties. Starting with coordination with Mr. Yudistira (Lurah), Mrs. Finny (Kasi Ekbang), Mr. Fahir (business owner) and related village officials. In the first coordination with Ms. Finny as Kasi Ekbang discussed MSMEs in the Pasir Jaya area, one of which is the Perfume MSME located in Kelurahan Pasir Jaya RW 04.

The coordination continued with Mr. Fahir as the business owner discussing various kinds of perfumes. Mr. Fahir explained about various kinds of perfumes including: Dish soap, liquid detergent, extra fragrant softener, floor cleaner, glass cleaner, fragrant carbohic & lemongrass, clothes lubricant or deodorizer, hand washing liquid soap, carwash, helmet deodorizer, laundry perfume, and refill perfume.

The process continued to the implementation stage. At this stage, the plans that were made during the preparation stage began to be realized one by one. The concept of making perfume requires tools and materials. Since we do not have perfume-making tools, Mr. Fahir suggested buying only the raw materials such as seeds

and alcohol.



Figure 1. Photo of perfume making in Pasir Jaya Village

In general, the training with Mr. Fahir in perfume making is to provide an in-depth understanding of perfume ingredients, mixing techniques, and the perfume making process. While the specific goal is to be able to develop skills in creating fragrances, helping someone express their identity and personality through a distinctive and different scent.

Table 1. List of raw material costs, quantities and prices

Raw Material Type	Qty	Units	Total
Armani sie seedlings	1	100ml	Rp. 75.000
Aventus creed seedlings	1	100ml	Rp. 85.000
Alcohol	1/4	250ml	Rp. 17.500
Perfume bottle	24	pcs	Rp. 90.000
Absolute	1/4	250ml	Rp. 20.000
Quantity			Rp. 287.500

Conclusion

Overall, the perfume-making workshop gave us the understanding to get started in the field of making our own perfumes, both for personal and commercial use. We would like to express our deepest gratitude to Mr. Fahir for this valuable perfume-making training. The training not only provided in-depth knowledge of the perfume making process, but also inspired us to develop our skills in this field.

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