

Development Program on Digital Marketing and Brand Strengthening for Cellular Businesses in Gunungkidul Regency

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ABSTRACT

Purpose - The development of communication technology has boosted the level of business competition, one of which is SMEs selling mobile phones. Msellular & Apple Store is one of the SMEs engaged in mobile phone trading and is located in Wonosari, Gunungkidul, DIY. The business problems faced by Msellular & Apple Store are (1) Social media as an online marketing tool has not been used optimally (2) The identity or brand of the store is not well known by the local community (3) There is no customer database that can be used as a source of marketing programs. **Methods** - The methods used in this program are: (1) counseling, (2) training and (3). Mentoring. The counseling carried out is educating partners about strategies for strengthening brands and expanding cooperation networks. Training activities include: (1). content creation for marketing through social media and (2). create a customer database based on IT. Mentoring is intended to monitor program implementation. **Result and discussions** - The solution to solve that problem are: (1) Optimizing the use of social media through improving design and content, (2) Strengthening store branding through collaboration with other parties and (3) Develop a customer database based on information technology. **Conclusion** - The results of this activity are: (1). content on social media is increasingly attractive and used as a marketing tool, (2). the establishment of cooperation with other parties to strengthen the store brand and (3). availability of customer database to support marketing activities.

Keywords: *development program, digital marketing, brand strengthening*

INTRODUCTION

Mselluler & Apple Store Wonosari is a mobile phone shop located at Jalan Veteran No 20 Kepek, Wonosari, Gunungkidul, Daerah Istimewa Yogyakarta. This store provide various types of mobile phone especially iPhones (apple) and cellphone accessories such as chargers, headsets, and other cellphone needs. Msellular & Apple Store Wonosari consists of two stores namely Mselluler which provides all types of Android and Apple Store Wonosari which provides Iphone types. Mselluler & Apple Store Wonosari also complements its business by providing cellular repair services.

In running its business, this store faces some problems, such as: *first*, social media as an online marketing tool has not been used optimally. The main problem with Msellular & Apple Store Wonosari is the difficulty of expanding marketing. This makes it difficult for Msellular & Apple Store Wonosari to distribute the products offered. This store previously had retail accounts on social media but the management was not maximal. One of the social media accounts that Msellular & Apple Store Wonosari already has is Instagram. The store's instagram accounts are @m_cellular (old account) and @applestore_wonosari (new account). The account is poorly managed so its performance is not maximal. One of them, such as product photos, video content, and promos, are still not attractive enough so that they have not been properly socialized to customers.

Second, the identity or brand of the store is not well known by the local community. One of the next problems experienced by Msellular & Apple Store Wonosari is that they do not yet have a branding that can be known by local consumers, so that the products offered are difficult for potential consumers to recognize. Branding is something that is needed by a store or company, because branding is a store identity that makes it easier for consumers to recognize it. The branding carried out by Msellular & Apple Store Wonosari is still very minimal and unorganized. Whereas identity branding in stores is very important in order to increase prices and characteristics that are not owned by other stores, and so that they can be widely known by the public, especially Gunungkidul and its surroundings.



Figure 1. Location of Community Service Program

Third, there is no customer database that can be used as a source for preparing marketing programs. The main problem experienced by Msellular & Apple Store Wonosari is the lack of communication or relationships with consumers. It looks trivial but the impact for the store is huge. Often business actors consider consumers, especially customers, only as a source of income. The underlying problem is the absence of complete consumer data so that it is still necessary to communicate. Customers or consumers tend to choose stores that want to hear their voices, where consumers are given access to communicate in submitting input, criticism, or getting the latest information. If the store is more and more loyal to consumers, then consumer loyalty will be stronger and the effect on marketing is getting bigger.

METHOD

The methods used in this program are: (1) counseling, (2) training and (3). Mentoring. The counseling carried out is educating partners about strategies for strengthening brands and

expanding cooperation networks. Training activities include: (1). content creation for marketing through social media and (2). create a customer database based on IT. Mentoring is intended to monitor program implementation. The method that has been implemented can be explained as follows:

a. Optimizing the use of social media through improving design and content to increase consumer attractiveness.

To reach a wider market, the business can take advantage of current technology, to promote the products offered, such as social media Facebook, twitter, Instagram, WhatsApp business and so on to become a new marketing area. For beginner, choose one that fee suitable as the right medium for product marketing and try to focus first. Social media that are used as marketing solutions are Instagram and WhatsApp business. With the various features offered there, the store can spread news, advertisements and other content quickly. Video and photo content that is created and uploaded will later become the spearhead for expanding marketing through social media.

One of the main reasons for using social media is that stores can get instant feedback about your marketing strategy and product quality. People on social media will not hesitate to provide their comments and criticisms. This will provide a clearer picture of whether the marketing strategy being implemented is right or wrong. Another reason is that the store can communicate with customers who are in the market segmentation. Customers will appreciate and feel respected from a quick response to a message or comment they leave. Furthermore, always evaluate regularly so that the marketing strategy remains on the right track. After being optimal enough on one platform, then just try on other platforms.

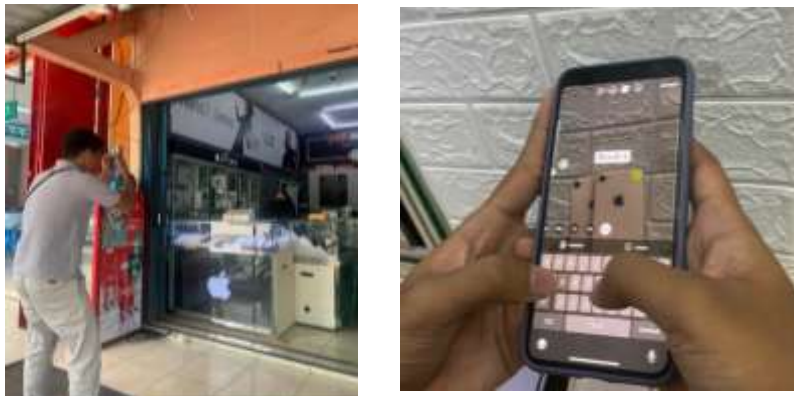


Fig.2. Creating content for promotion on social media

b. Strengthening store branding through collaboration with other parties

Today's businesses tend to brand their products online. Online branding is considered easier and more effective because it can be done anywhere and saves costs. However, should not ignore the offline branding process. The intended consumers also need to see firsthand how the products and services work before finally deciding to choose the store.

This offline branding is done internally and externally. Internal branding is done by arranging the store design so that it is easily seen and recognized by customers. One of them is to provide a design with the name Msellular & Apple Store Wonosari in front of the store or in the store section that is easily seen by potential customers. A store must at least have a clear identity so that it is easy to find and be found by customers.

The external offline branding process is carried out by establishing good relationships with outside parties, for example, such as restaurants, organizations, and other communities. Besides,

the branding process must always balance with quality. No matter how hard the effort is made in branding, if it is not balanced with the quality of the products and services provided, consumers will not survive therefore, the branding process must also be appropriate in order to have a positive impact on Mselluler & Apple Store Wonosari.

This offline branding activity in collaboration with other parties takes the form of making banners or banners like in a restaurant which includes support by Mselluler & Apple Store Wonosari, in that way it will make visitors at the place curious. In addition, you can also leave your browser at restaurants or other places so that visitors who come to these places can also see and find out what Msellular & Apple Store Wonosari is. By doing such cooperation, the surrounding community will get to know Msellular & Apple Store Wonosari. The main target for collaborative branding is a restaurant because every visitor there is sure to relax while enjoying a meal.



Fig. 3. Banner installation for store brand reinforcement

c. Develop a customer database based on information technology

Collect a complete customer database in the form of names, cellphone numbers and addresses. This collection can be done in various ways, one of which is consumer segmentation or consumer grouping. This grouping can be done based on the purchase history of consumers. Important data such as names, addresses, and WhatsApp numbers can be viewed to increase sales. Another way to collect customer data can be done by filling out the customer book provided by the salesperson. This data can be used to offer new products from Mselluler & Apple Store Wonosari to offer promotional programs to customers.



Fig. 4. Operational Data

RESULTS AND DISCUSSION

3.1. Community Services Implementation Impact

In the implementation of this community service, several programs have been carried out which have made some progress. One of the most visible progresses is the reach of social media, especially Instagram. Followers are growing and story viewers are also getting more optimal. Some of these changes include the following:

Problem	Conditions before implementation of community services	Conditions during implementation of community services
Social media as an online marketing tool has not been used optimally. This has an impact on the limitation of marketing reach.	Social media is rarely activated because it doesn't have content material to upload.	Content creation is done regularly by the salesperson. Every salesperson per day is required to create content, both photos and videos, so that after that it can be directly shared on social media. The store's social media accounts are always active so that followers and viewers are also increasing.
The identity or brand of the store is not well known to the local community	Store branding is still weak so most people are not familiar with the Msellular & Apple Store Wonosari. This has an impact on the level of sales which is still relatively low.	After cooperating with other parties through the installation of banners with the identity of the store, it has had a positive impact. At least the name of the shop is better known by the people in Gunungkidul.
There is no customer database that can be used as a source for preparing marketing programs	There is still a lack of communication and loyalty with customers who come to the store or after visiting the store so that it hampers the marketing process, for example, it is difficult to offer updated goods to customers.	After the recap of the visitor's WhatsApp number database, it can make it easier to pull customer data per month. Communication with customers is getting better and better so that the current marketing process becomes easier with the database.

According to Thoyibie (2010), social media is content containing information, created by people who utilize publishing technology, is very accessible and intended to facilitate communication, influence and interaction with others and with the general public. Today, the practice of marketing through social media is starting to develop and is used as a product marketing tool to promote a company's brand and brand. Richter and Koch (2007) state that social media is an online application, tool and media intended to facilitate interaction, collaboration and sharing of material. Another definition of social media is a group of internet-based applications built on the ideological and technological foundations of web 2.0, which enable the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). Meanwhile, according to Kotler (2012) social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa.

The results in the Terrasista and Sidharta (2021) study show that there is a significant influence between social media marketing and brand image on consumer buying interest. Researchers use Social Media Marketing because it is an attempt to use social media to persuade consumers of a company to use valuable products or services (Ward, 2010). According to Neti (2011) social media marketing consists of efforts to use social media to persuade consumers by a company, product or service that means, social media marketing is marketing that uses online communities, social networks, blog marketing and others.

3.2. Evaluation of Community Services Results

During the two months community services, there were several evaluations obtained as follows:

1. The creation of photo and video content is more organized and more consistent than before. After the community services activity, the store's social media account is more active and it is hoped that in the future it will be more powerful.
2. After the branding collaboration and strengthening store branding, Msellular & Apple Store Wonosari began to be gradually known by the local community. This does not have an immediate impact, but the long-term changes will be seen.
3. Customer database recording has been carried out routinely and used to promote products through WhatsApp.

3.3. Outcomes of community services activities

The outputs of the implementation of this community service program are: (1). Increased knowledge and skills of partners about online marketing, (2). Promotional activities through social media are increasingly attractive, store names are better known to the public through store branding activities and (3). Increased consumer interest in making purchases at the Msellular & Apple Store Wonosari.

CONCLUSION

The conclusions from the implementation of this community service activity are as follows:

- a. The existence of a training program on the use of social media as an online marketing tool can increase consumer buying interest and have an impact on increasing sales.
- b. Content delivery on social media has been well managed so that it can be one of the attractions of online promotion.
- c. The existence of a cooperation program with other parties through the installation of banners containing the name of the store "Msellular & Apple Store" can increase store branding.
- d. Customer database management can be a means to promote Msellular & Apple Store products through WhatsApp media.

Recommendations given to Msellular & Apple Store Wonosari store based on the results of the implementation of community services activities are as follows:

- a. Develop interesting and creative content so that it can be an attraction in promotions, especially on Instagram. To reach more viewers and followers, it would recommend to use the sponsored Instagram feature.
- b. With the current development of information technology and social media, there should be at least one employee who is focused and active in social media development by creating creative and innovative content. That way the product or business will be better known and sales can be increased.
- c. Improving relationships with other parties, one of which is by expanding branding so that it can be widely known by the public or new customers.

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