

Strengthening Online Marketing and Product Innovation for The "Nglarisi Jogja" MSME's Community

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ABSTRACT

Purpose - The programs implemented to overcome these problems are: (1). provide training using social media. Especially Instagram, Facebook and features like snap stories and reels, (2). Conduct product innovation with the aim of increasing the attractiveness and increasing the economic value of the product

Methods - The methods used in this activity are: training for the use of social media and assistance in product innovation .

Result and discussions - The achievements of this activity are: partners can use content on social media to market MSMEs products, (2). increasing product variants through product innovation in the form of hampers and parcels.

Conclusion - "Nglarisi UMKM Jogja" is a Community of Micro, Small and Medium Enterprises (MSMEs) located in the city of Jogja with 80 business members. This community is a place for MSMEs actors to exchange information and help each other promote MSMEs products. Business fields in this community include culinary, craft, services and fashion. Facing increasingly fierce business competition, community members must strive to attract consumer buying interest. However, there are a number of obstacles faced by community members. These obstacles are: (1) Not optimal use of social media as a means of online promotion for MSMEs products. This is due to the limited knowledge of members, especially the middle-aged in operating social media, (2) Lack of product innovation in MSMEs so that it is less attractive to consumer buying.

Keywords: *online marketing, product, innovation, MSMEs*

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the solution and choice for today's citizens to survive in the pandemic era. The number of MSME actors during the pandemic has increased, with employees being laid off, layoffs at many companies and so on. However, it turns out that MSMEs are also a sector affected by the pandemic. But they have no other choice but to stay. Various ways have been done so that MSMEs can survive in the midst of the onslaught of the pandemic. The thing that spearheads the buying and selling process is in marketing.

Seeing the number of DIY MSMEs which are very varied, innovative and of high quality but have a stagnant marketing system so that the results are not optimal. In fact, it is not uncommon for the products produced to be only consumed or used by a handful of people even though the

products are of high quality. Even ironically, these MSMEs products are not recognized by people. Seeing this phenomenon, Dyah Marini as a founder then formed a community called “Nglarisi UMKM Jogja”.

Nglarisi UMKM Jogja is a community or association located in the city of Jogja with a temporary number of 80 SMEs. This community is also a forum / place for UMKM actors to exchange ideas and also help each other which of course in the context of UMKM this community stands for the purpose of as a forum for MSME actors to develop and also help support and promote MSMEs results with social media, electronic media, online media and print media.

The purpose of the Jogja MSME Nglarisi Community is to help market the products of MSME members. MSME members besides doing conventional marketing also do marketing through social media, electronic media, other online media and print media. In addition, "Nglarisi UMKM Jogja" has also begun to actively collaborate with a number of parties, both government and private institutions to carry out training, exhibitions, and training activities oriented to the marketing of MSME products.



Fig 1. UMBY Team and Team Nglarisi UMKM Jogja

In line with the rapid growth of the MSME business today and has an impact on the high level of business competition, Nglarisi UMKM Jogja strives to be able to anticipate this. Based on preliminary observation at Nglarisi UMKM Jogja then a number of problems faced by this community are:

First, marketing activities cannot be optimized because online marketing media have not been utilized optimally by MSMEs members. One of the problems found in Nglarisi UMKM Jogja is the lack of use of social media as an effective promotional tool for some members, especially those who are middle-aged, for them social media is a difficult thing to do, such as using Instagram, Facebook and the features in it. such as snap stories and reels as an effective means of product marketing.

Second, lack of product innovation in SMEs so that it is less attractive to consumer buying. In addition to online marketing, the lack of innovation is also a problem that needs to be addressed immediately according to the observations of the interns, because seeing the products being sold/marked is only limited to that, there is minimal innovation, and also unattractive packaging. reduce consumer interest in buying the product.

METHOD

The implementation of community service activities is carried out for three months starting from April, 2022 to June, 2022. The activity begins with coordinating with Nglarisi UMKM Jogja as a community drawing partner. The coordination is intended to determine the program to be implemented based on the identification of problems. then the program socialization to MSME

members related to the method and implementation plan. the next stage is the implementation of the program through counseling and training methods that involve the active participation of members.



Fig 2. Coordination and socialization

Solution activity is an activity carried out by a person by finding or suggesting appropriate solutions to existing problems, so that these problems can be solved through the proposed solutions. As for the program of activities or solution activities implemented in Nglarisi UMKM Jogja, it can be explained as follows:

1) Utilizing online marketing media to support the marketing of MSME products.

Utilizing online media for marketing is very helpful, but it is still not used optimally by MSME business actors, especially middle-aged members of the Nglarisi UMKM Jogja, but with the training activities that we carry out they have become aware that using social media as a product marketing tool is very important. easy and many are free too so it is very helpful because of its wide reach.

The training activities were carried out during sounding and also breaking fast on 20 to 24 April 2022, the first place carried out at the house of the community leader and then continued at Bakpia Menuk because in connection with the parcel packaging activity, the activity was attended by 15 Community members, the training day the third was conducted at Joglo Mantrigawen attended by around 40 community members, while the material presented was, what social media are very effective for promotion as well as techniques on how to create creative content and sentences/captions to support the content in order to attract customers. We also carry out interesting content blinding activities to attract consumers' interest, of course we do two things, namely by making good product photos and product designs for parcels and Eid dishes and making product videos posted on social media, of course, these activities are carried out with in a way that is as easy as possible so as not to confuse.

The results of the joint learning activities or training are fairly good and effective because many of the participants are enthusiastic and directly practice what is taught, so that the participants immediately understand how to create interesting content to promote on their social media.

2) Conduct Product Innovation.

It is undeniable that innovation is needed, especially in products that have been around for a long time and have decreased in number of sales, innovation aims to increase the attractiveness of the product and increase the economic value of the product, so that consumers become interested in buying the product, there are many ways that can be done in doing innovation. This product depends on the creativity of the maker of the product.

Eid is used by a number of parties to compete for profit. One of them is by offering parcels or Eid hampers. Today, Eid parcels are not only limited to basic necessities. Various products can be created to be Eid hampers.

In addition, the MSME community in Yogyakarta has also won the trust of various parties to hold exhibitions and to use their products for souvenirs by various agencies. This shows that MSME products are no less competitive with foreign products. It has been proven that Nglarisi MSMEs have won this trust, for example from the office which often invites Nglarisi to take part in MSME exhibitions. This means that we can fill it with positive things such as quality products.

Making and selling Lebaran parcels is an innovative solution that can be done in the near future, because in connection with Eid al-Fitr, of course this gets a good response from MSME members but not all members can participate in this activity, as for the contents of the Eid parcel. are nastar cake, kastengel, peanut cake, snow princess cake, milk pie. There are also cloth masks, ginger syrup, wedang herbs, shredded, potato sticks, sago cheese, old school cakes and black onions. The parcels were packaged attractively, after which they were marketed through online media, spread out parcel catalogs and visited government agencies, Dinas Perindustrian dan Perdagangan and UMKM.



Fig 3. Product Innovation

RESULTS AND DISCUSSION

3.1. Community Service Implementation Impact

Online marketing is an interactive marketing system that uses various communication media to increase specific and measurable responses (Sudaryo, 2020). Online marketing or digital marketing is marketing activities including branding or brand recognition using various web-based media such as blogs, websites, e-mail, adwords, or social networks. Digital marketing is not just talking about internet marketing but more than that (Sanjaya and Tarigan, 2009). Digital marketing undergoes a three-stage evolution process; First, information publishing (provider of interactive content/brochures) which uses the website solely as a source of information. Second, Transactional sites, sites that facilitate online transactions; and Third, Mass customization, namely the use of online technology capabilities to personalize messages and services to individual consumers (Tjiptono and Chandra, 2017)

Of the several programs we have run when carrying out the community service program related to the solution of the problems we encountered, we summarize some of the changes made in the table below:

Problem	Conditions before service	Conditions after community service
Marketing activities cannot be optimized because online marketing media have not been utilized optimally by MSME members.	There is still a lack or knowledge to utilize online marketing media so that product sales are still limited to word of mouth and physical store marketing.	Running a joint learning program utilizing social media as an effective promotional tool, as for the results of the program as follows, The increase in sales is accompanied by an expanding market because it is carried out with attractive marketing content (product photos, content editing and Youtube videos)
The lack of product innovation in MSMEs makes it less attractive for consumers to buy.	It's limited to selling the same products, so the fans don't increase	By implementing a product innovation program in the form of Eid parcels, the program becomes more value in terms of sales and also from an economic point of view as well as increasing the income of MSME members.

3.2. Evaluation Of Community Service Results

1. Evaluation of learning activities with online marketing media to support the marketing of MSME products.

In this activity previously, some MSME members were still in the cloud to do marketing by utilizing social media such as Instagram and Facebook, especially for middle-aged MSME members they thought it was difficult, but after this joint learning activity or training was carried out, they were very enthusiastic. and easy to understand the material presented and can also directly practice it at the time of the activity, so that the use of social media for product promotion can be applied by each MSME member after this joint learning activity.

2. Evaluation of "Parcel" product innovation activities.

In this program, the interns saw that innovation was still lacking in MSME members who only sold the same products, so they were considered less attractive to customers, so in connection with the entry of the month of Ramadan and Eid al-Fitr, we carried out parcel seller activities. which consists of MSME member products in the form of food and drinks such as peanut cake, nastar, kastengel, sago cheese, shredded, snow princess cake, ginger syrup and wedang spice, the packaging activity is carried out in one of the MSME members, namely bakpia menuk, parcel activities This can be said to be a success because there are quite a lot of orders until the 3rd day of Eid, from these activities it has a good impact on MSME member participants who participate in parcel activities, of course increasing income, besides that it also strengthens the relationship between members.

3.3. Lesson Learned

Product marketing that is incorporated in Nglarisi UMKM Jogja has also begun to actively collaborate with offline training activities, exhibitions, training and offline marketing activities even though with strict procedures. Currently, there are 80 members of Nglarisi UMKM Jogja, consisting of culinary, craft, service and fashion players. Some products such as bakpia, various processed foods and beverages, various batik, souvenirs and even services such as tutoring and so on. This promotion is done for free by utilizing the existing potential and network. the promotion model is done by creating YouTube content or uploading it on social media.

In accordance with the purpose of the Jogja UMKM Nglarisi Community, which is to help market UMKM products from very varied members, therefore Nglarisi anticipates this

by marketing / promotions on social media, electronic media, online media and print media and product marketing that is incorporated in Nglarisi UMKM Jogja also began actively collaborating on offline training activities, exhibitions, training and offline marketing activities, although with strict procedures

CONCLUSION

The achievements of this activity are: partners can use content on social media to market MSMEs products, (2). increasing product variants through product innovation in the form of hampers and parcels.

In the experience during the community service, there are many things that must be implemented but have not been or are still pending and there are still some shortcomings in the implementation of yesterday's community service, therefore the following are recommendations for future development: (1) MSMEs members need to intensify the use of digital marketing media to promote the products they produce. So that the promotion is always attractive to consumers, it is necessary to periodically update the content; (2) MSMEs members need to continuously innovate products according to consumer needs and desires or follow market tastes. Product innovation is not only limited to the type of product but also in the packaging aspect; (3) MSMEs members need to develop cooperation with other business actors such as shops and resellers to encourage increased sales of MSMEs products.

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