

Training on Development of Work Relationships and Social Media Marketing in MSMEs

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ABSTRACT (12pt, bold, italic)

Purpose - This service community aims train handicraft' MSMEs in Yogyakarta. The COVID-19 pandemic has had a negative impact on MSMEs, one of which is handicraft MSMEs. The purpose of this training is a strengthening the development of work relations and product marketing through social media

Methods- This service community use the preliminary survey and observations to analysis of the situation in the community of MSMEs in the Yogyakarta area. By continuing to apply health protocols and limiting the number of participants, counseling and training on work relations and social media marketing are carried out offline with a total of 25 existing MSME participants in Yogyakarta, uses lecturer, sharing, discussion and training method for 1 day

Result and discussions-The results obtained after the training show that the strengthening work relations and using social media can effective as a marketing media and increasing turnover. In addition, the development of social media also needs to involve the youth for increasing digital marketing innovation

Conclusion- Based on this service can be concluded that the service activities for strengthening work relations and social media marketing for MSMEs are very important because there are still many micro business actors who have not maximized their work relationships and utilize social media as a marketing strategy

Keywords: *MSME, Relationship, Social media, Marketing, Training*

INTRODUCTION

The COVID-19 pandemic has had an impact on various fields of life, including the economy. According to the report from the Central Statistics Agency (BPS) in 2020 that the public finance sector experienced a decline where monetary developments only grew by 2.97%(Rahmi, 2021). The decline was also felt by SMEs in Yogyakarta. Yogyakarta as a tourist destination provides an opportunity to increase the number of MSMEs. Based on data from the DIY Cooperatives and MSMEs Office, there are 230 thousand MSMEs and contribute 98.2% to the economy(Singgalangnews, 2020). However, due to the COVID-19 pandemic, economic growth has decreased from an average of 5.47% in the 2010-2019 period to 2.69% in 2020.(Mahadi, 2021).

The decline in economic growth was due to the decline in the income of DIY SMEs by up to 80%(Singgalangnews, 2020)because more than 59% of MSMEs experience product marketing

problems during the covid-19 pandemic (Dinnata, 2020). Meanwhile, the number of social media users in Indonesia is around 150 million people who spend more than three hours using social media (Entrepreneur, 2021). This situation should be used as a marketing tool. However, most MSME actors complain about the lack of knowledge in expanding relationships, attractive product marketing techniques and lack of innovation in the use of technology and social media. Though, according to Saragih & Tarigan, (2020) Social media marketing is a process that encourages individuals to promote through websites, products or services through online social media and to communicate by utilizing a much larger community.

In addition to marketing technical issues, work relations as part of human resources also have an important role as a team from production, marketing, finance and service. Strengthening work relations is also not only between superiors and subordinates but also between fellow employees so that a harmonious and harmonious team performance is needed. According to Zipi & Himam (2016) team performance in a company running the process of business activities with the aim of promoting customer satisfaction. therefore, a solid and growing working relationship will be able to support the right marketing strategy.

Based on the identification of problems presented by MSME actors, it shows that all MSME actors use social media as a means of social activities and friendships, even work relations are still limited so that MSMEs are expected to be able to strengthen work relations and utilize social media to the fullest as an effective marketing strategy.

METHOD

Based on the preliminary survey and observations that the Community Service Team carried out as an analysis of the situation in the community, especially MSMEs in the Yogyakarta area, the majority did not understand and did not understand about work relations and the use of social media as a marketing medium. The Community Service Team wishes to build understanding among the community, especially MSMEs in the Yogyakarta area. Community service activities were carried out at the Tamansiswa Yogyakarta Building. This community service activity team consists of 4 people with details of 3 lecturers and 1 postgraduate student. By continuing to apply health protocols and limiting the number of participants, counseling and training on work relations and social media marketing are carried out offline with a total of 25 existing MSME participants. in Yogyakarta. This activity lasts for 1 day, namely on June 16, 2022 starting at 09.00-15.00 WIB. The implementation of this community service activity uses several methods, including:

1. Lecture method

Community service giving lectures and counseling about work relations and digital marketing.

2. Sharing and Discussion

The question and answer method was carried out to provide responses to the participants to the explanations explained by the resource persons and to review the problems faced by MSMEs in the Yogyakarta area. This is to help get feedback.

3. Training on Making Digital Marketing

In the next session the Community Service Team practiced and provided technical training and assistance to MSME participants in the Yogyakarta area how to make digital marketing processes such as Instagram and Facebook as a medium to market MSME products. The participants practice using cellphones and laptops. (Garamond, 12pt font, spacing 1.15).

Here are the steps in diagram form:

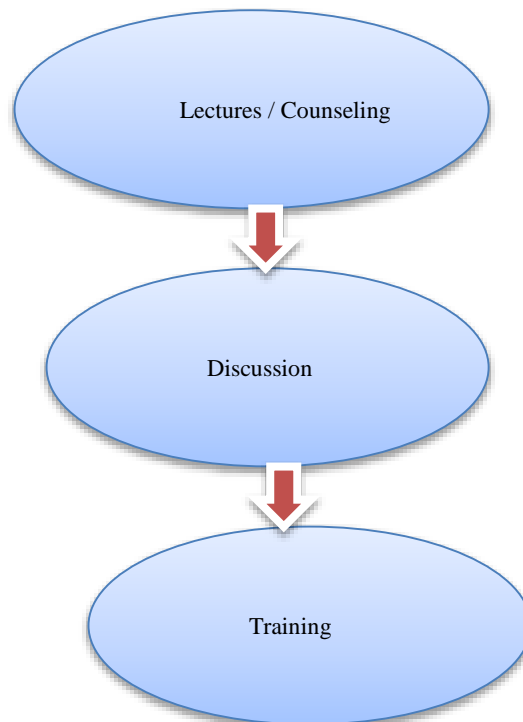


Figure 1. Implementation Method

RESULTS AND DISCUSSION

Devotion through this form of training consists of two materials. The first material is in the form of strengthening work relations delivered by Dr. Muinah Fadhillah, M.Si. Work relations that exist between superiors and subordinates are open and familial. The working relationship that exists is also a patron-client working relationship, characterized by an imbalance in exchange, a face-to-face nature and is flexible and widespread. Since the outbreak of the Covid-19 outbreak, many micro and macro companies have laid off their employees. The large contribution of MSMEs in absorbing local workers shows the importance of the role of MSMEs in national development. The increase in the number of layoffs requires an effort to stimulate marketing activities that involve all parties, including the government, media, and even campuses. Therefore, The training activities provided by the campus are one of the efforts to encourage MSMEs to discuss in identifying work relationship problems both vertically and horizontally as well as providing appropriate and optimal solutions. MSMEs are expected to stabilize the community's economy.

Then continued with the second material, namely knowledge of social media as a marketing strategy which was delivered by Dr. Ambar Lukitaningsih, MM as a Marketing lecturer and Brama Aji Putra, a postgraduate student. In the social media training materials, it has been identified that all participants have whatsapp social media and most have facebook and instagram accounts, and a small portion have tik tok and youtube accounts. Based on the identification results, the implementation of the training is directed at optimizing the WA, FB and IG applications. Trainees are introduced to all three social apps through a dedicated business-focused account. This is done to separate personal and business accounts and further optimize the benefits of the business

features already provided by the three applications. Digital marketing training is the right alternative in order to bridge MSME actors. Those who during the pandemic experienced difficulties in marketing directly (offline) so that an online marketing strategy was needed through marketing digitalization.

In the training session led by Dr. Gendro wiyono, MM, was also given insight into the promotional materials that need to be uploaded on social media that can influence customers' purchase intentions. The promotions carried out also require planning in setting the right strategy and at the same time selecting potential customers as promotional targets. Participants are given examples of interesting strategies such as providing special discount programs, uploading funny and interesting product images and in accordance with the product functions offered. In addition, it is also given an understanding of how to process the right communication to continue to build relationships with customers.



Figure 2. Social media marketing material training activities
Source: personal document

CONCLUSION

From the community service activities that have been carried out, it can be concluded that the service activities for strengthening work relations and social media marketing for MSMEs are very important because there are still many micro business actors who have not maximized their work relationships and utilize social media as a marketing strategy. The main problem in training is the lack of team communication in work relations and the ability of participants to practice marketing training using social media is still weak, so intensive assistance is needed to train and improve the understanding and skills of MSMEs. In addition to these problems, the age factor of MSME actors, who are mostly old, also influences the training, especially in the use of social media as a marketing strategy.

The advice given by the service team is that MSMEs should be given more training and assistance in the use of social media and digital marketing as well as strengthening work relations in the form of activities outside the working day to optimize teamwork and marketing strategies through digital technology.

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