

Conference Paper

Layout Optimization of AMAN Osing's Marketing Media and Promotion

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ABSTRACT

An initiative to preserve the Osing cultural practices led to the creation of the Alliance of Indigenous Peoples of the Archipelago (AMAN) Osing. Due to unfavorable circumstances, AMAN Osing experiences revenue instability and must come up with creative solutions to continue performing normal tasks like their traditional school called 'Pesinauan Isuk'. After observing AMAN Osing's efforts for some time, it has become clear that (1) marketing is still not at its best; (2) there are few ways to promote to the vast community; and (3) there is little room for movement because of Covid-19 and scarce resources. Given the issues AMAN Osing is experiencing, assistance is required to fix these issues. Following a discussion, it was determined which issues needed to be fixed right away. The proper use of public space and recognizing the best promotion tools are the top problems that need to be solved. The product of this mentorship activity is publishing in mass media, which creates modules for all socializing participants to better comprehend the existence of published journals about this activity, design ideas for suitable public locations, and the best promotional channels to use.

Keywords: Layout optimization, marketing medium, promotion, traditional school

Introduction

Since the Covid-19 outbreak, there has been a significant drop in tourism in Indonesia. The Ministry of Tourism and Creative Economy (Kemenkraf) reported that the number of international visitors entering Indonesia in 2020 will be approximately 4.052 million, or approximately 25% of the total number of foreign tourists entering Indonesia in 2019. This ailment had a significant influence on the local economy, particularly in places where tourism is prevalent, such as Banyuwangi (Nurhalimah, et al., 2020).

Banyuwangi is located in the easternmost extremity of the island of Java, 104 kilometers from the island of Bali. Since Banyuwangi was designated Excellence and Innovation in Tourism by the United Nations in 2016, international awareness of Banyuwangi as a tourist destination has increased (Traveloka.com, 2020). Unfortunately, the Covid-19 pandemic has restricted the area for tourist actors and diminished regional sentiments towards Banyuwangi tourism. This state is a cause for concern that necessitates the cooperation of the government, society, and communities in Banyuwangi to remain adaptable to present conditions. One of Banyuwangi's cultural groups is the Alliance of Indigenous Peoples of the Archipelago (AMAN).

The Alliance of Indigenous Peoples of the Archipelago (AMAN) Osing is an independent community group whose mission is to build a just and prosperous living for Banyuwangi's indigenous population. Since 2017, AMAN has conveyed Banyuwangi's distinctive culture to domestic and international tourists through a variety of local wisdom programs such as Art

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Performances and Isuk Pesinauan (Morning Schools, Traditional Classes, and Travel Guides). The shock of the Covid-19 pandemic compelled AMAN Osing to innovate to continue activities such as the Isuk Pesinauan, which has permanent pupils. AMAN Osing can sell products depicting traditional Osing motifs, such as Gandrung and Barong, as a means of contributing. However, this effort is still not supported by adequate company marketing, and sales are still inconsistent from location to location. The establishment of a pilot program for the use of public space as an official outlet for the sale of commodities, as well as aid with suitable promotion, will improve the sales of these products, which already possess their distinctive qualities.

Material and Methods

There is an urgency for improvement efforts that need to be made. It is hoped that this community service can provide an example of appropriate public space and can also provide optimal marketing assistance so that it can increase merchandise sales and help smooth AMAN Osing's routine activities. This activity has the aim of transferring knowledge so that it can provide an understanding to the public how the public can utilize appropriate public space and can maximize the merchandise they sell using various marketing efforts such as through social media platforms. It is hoped that this activity will be able to encourage sales and help smooth AMAN Osing's routine activities such as Pesinauan Isuk.

Results and Discussion

The penalty for paying compensation is a consequence of deceit or corruption that endangers the country's finances or the country's economy. A Juridical means is needed to recover the losses, namely in the remittance of replacement money. Replacement money is an additional form of punishment (criminal) in corruption cases. In essence, both legally and doctrinally, judges are not required to always impose additional penalties.

Promotion media

The word media has the meaning of intermediary or introduction, namely the intermediary of the source of the message and the recipient of the message. In other words, the media is a tool or means used by someone to convey a message from a communicator to the public. In the field of selling goods and services, promotional activities are needed.

What is meant by promotional media is the way business people convey, disseminate, and offer the products or services they sell so that potential consumers are interested in buying. While promotion can be interpreted as a form of marketing communication, which means all activities that seek to disseminate information that can influence or persuade consumers to buy the products offered to increase marketing and make buyers loyal to the products they buy.

Promotional activities can be carried out directly or through promotional media. Promotional media is a means used to support promotional activities and the introduction of products or services to the public. Promotion is an activity in the field of marketing that is a communication made by the company to buyers or consumers.

Which contains news, persuasion, and influences everything about goods and services produced for consumers, all of these activities increase sales by attracting consumers' interest in making purchasing decisions in the company.

Currently, in an all-digital era, promotional media are often divided into two parts, namely online and offline media, in other words, promotion via the internet and not using the internet. Promotional media with the internet, for example by using social media, marketplaces, etc. As for offline promotions, we often see them using media of flyers, banners, brochures, radio broadcasts, and television broadcasts.

Online promotion media

Online marketing is a series of marketing activities, from planning, action, and service to product delivery. Most of their activities use the internet. Online marketing can be done through social media that you have such as Facebook, Instagram, Twitter, WhatsApp, etc. Internet Media Promotion, namely promotion progress through electronic media.

The promotion of the use of internet media is motivated by the increasing number of internet users today. Technological developments can change everything, including in the business field. However, this makes it very easy to expedite the buying and selling process.

Promotion through internet media is usually through website banner media and also other paid advertising programs such as Google AdSense and Facebook ads. Promotion is very important for the development and success of a business. This cannot be separated from the use of the right promotional media so that it has a good impact and is right on target.

The presence of various social media supported by the power of the internet can facilitate promotion. Promotion through online media can be done using Facebook, Instagram, WhatsApp, YouTube, Twitter, blogs, and so on.

Utilization of the internet as a promotional media has various advantages compared to other media, namely, it can be done anywhere and anytime, at a lower cost, and has a wider and unlimited reach. Online businesses have various kinds of buying and selling media and promotions. Starting from websites, and social media to business networks.

So far, people are still hesitant to do business online for fear of not having a safe sales medium. Even though online media is very easy to use and has a wide reach. Online media can allow us to do anything easily and quickly, including online business activities.

Media - online promotion media

Facebook, besides being famous as a social media, Facebook is considered very easy to do business. Facebook also has Facebook Ads facilities for online businesses. Twitter, Twitter is also used as a medium for product promotion from online stores.

Almost all online stores have an account on Twitter. Like Facebook, Twitter is considered very easy to reach by online store customers wherever they are. Because everyone can now easily access Twitter using a smartphone. Instagram, Instagram is a special social media for photography so that our online business is easier to grow.

Those who have Facebook and Twitter social media accounts certainly have Instagram accounts. Even more, are starting an online business from Instagram. In addition to providing ease of use, Instagram also helps us in achieving our marketing targets.

With Google+, online business owners can find more of their potential customers. In a loop, we can get followers and turn them into potential customers for our online store. Kaskus, the Buy and Sell forum is one of the media that Kaskus created specifically for online entrepreneurs.

Seeing the growing development of online businesses and the opportunity to be able to help the success of online stores through social media, Kaskus can be a complement for online business owners to be able to promote. Marketplace, in addition to using a website, online business owners will usually market their products in marketplaces such as Shopee and Tokopedia.

This marketplace helps online businesses to have their online shop page and upload products and product promotions. Blog, this blog has a different function from a website that is intended for online business activities. Blog serves to be able to support the promotion of online business.

Starting from publishing articles about online store business and products, loading the latest news to displaying achievements that have been achieved. Email marketing, considered too old-fashioned, email marketing has tremendous power to promote online. On average, most online stores even include email marketing.

From there we have a great resource to be able to send our customers the latest promotional news or product offers. Websites, the advancement of internet media has made websites more

attractive to the public to promote their business products. Through this website, you can advertise complete business products with complete specifications and information.

On the website, you can advertise or promote it through a personal website that is specifically designed as a medium for promoting your business products, or other people's websites that have quite heavy traffic. Business Networking, online business is dominated by transactions in cyberspace. However, that does not mean that online businesses can only promote in online media.

Because online marketing cannot be completely done online, sometimes offline media are touched, in this case, the delivery process for example. we need to send it directly either by ourselves or using a courier service.

Offline marketing media such as brochures, pamphlets, and stickers can also be promotional media for you. You are also required to balance online promotions and offline promotions by participating in bazaars, exhibitions or even sponsoring events. by balancing these 2 (two) marketing methods, it will be easier for us to achieve these targets.

Youtube, like other social media, is also a medium that is often visited by today's smartphone users. So that we can take advantage of these media to make our business run smoothly to reach the target market.

Business layout as a basic media promotion

In today's modern era, competition is a major problem for companies. This means that companies must make changes to win the global competition. One of the things that are needed is the flexibility of the company's layout planning because the ability to produce a good layout will affect reducing costs, production time, increase product quality, and the company's ability to make changes according to global market demands. Company layout or facility layout has a meaning, namely the procedures for managing company facilities to support the smooth production process. This facility arrangement will utilize the space for placing production facilities such as machinery, material storage, and other company facilities. While the layout is the arrangement of departments, workplaces, and company equipment (Arif, 2017). The layout can be interpreted as part of the design, such as a sketch of a building drawn by an architect then becomes a detailed blueprint that will be done by construction workers (Hahn & Mangun, 1997).

Conclusion

Promoting online does not kill conventional marketing, but instead reinforces each other. Although direct promotion (word of mouth) is still considered the most effective and successful, every tourist destination manager needs to add a marketing platform to make it more optimal. By utilizing the internet, it is hoped that it can increase the interest of potential tourists to come to destinations that are not yet well known. So, the socialization and assistance of digital marketing strategies at AMAN Osing are carried out as follows:

- Create and collect Google My Business (GMB) reviewers
- Create and provide examples of attractive and optimal website content
- Provide a list of potential partners to work with

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