

Conference Paper

Application of Knowledge and Digital Marketing to the D'Bakulan Business Group and Enye In Sidoarjo City

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Abstract

Empowerment of SMEs in Indonesia the most important part of improving the national economy. The development of SMEs as an effort to empower small businesses to achieve goals in creating a prosperous society. Empowerment is done to form an independent society in the economy. Many of the people who are still experiencing difficulties and obstacles in running their small businesses, including the Joint Business Group D'Bakulan and Enye, which are in the district, Sidoarjo, East Java. Various obstacles and problems that are being faced by KUB are caused by technological advances in presenting interesting products for KUB demands an active role in running a business together with knowledge and information technology in marketing online-based products, namely digital marketing. The joint business group D'Bakulan and Enye is a small community group that conducts joint business activities in the field of food production to meet market demands such as snacks and souvenirs typical of Sidoarjo City. This is in line with Sidoarjo City as a Transit City in East Java including Pantura and has an airport that at any time many migrants visit and buy souvenirs to carry as a typical city of Sidoarjo. Community service activities aim to provide solutions to the obstacles faced by KUB through innovative product FGDs, photoshop product design training and training in using online media to market available products based on digital marketing. Various solutions have been provided through this program such as digital marketing and the creation of innovative products and the creation of blogs to prepare joint business groups in marketing products using digital marketing.

Keywords: Empowerment of SMEs, knowledge, marketing digital

INTRODUCTION

Empowerment of SMEs is held as an effort to empower small businesses to achieve better goals in creating a prosperous society. Empowerment is needed to form a more independent society in the economy (Borshalina, 2015). Independence includes independence of thinking, acting and controlling what they do. Community independence is a condition experienced by the community that is characterized by the ability to think, decide and do something that is deemed appropriate in order to achieve solutions to problems faced with their abilities (Sanclemente-Téllez, 2017). Empowerment often fails due to the lack of readiness of SMEs in dealing with the market that continues to move (Sulistyo & Siyamtinah, 2016). Many of the people who still experience difficulties and obstacles in running their small businesses such as the Joint Business Group D'Bakulan and Enye in the district. Sidoarjo, East Java. KUB D'Bakulan has been established since 2011 and KUB Enye has been established since 2009. The joint business group

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D'Bakulan and Enye is a small community group that conducts joint business activities in the field of food production to meet market demands such as snacks and souvenirs typical of Sidoarjo City. This is in line with the city of Sidoarjo as a Transit City in East Java including Pantura and has an airport that at any time many migrants visit and buy souvenirs to carry as typical of Surabaya City. Gift products are a smart choice to run because they are very tempting to continue to be developed for the welfare of business actors. The majority of KUB in the district Sidoarjo is run by women. Women play an important role in helping families to be able to provide assistance from the economic side of the family even though their duties and obligations are as housewives and running a joint business in the district. Sidoarjo. This is a motivation for women who run a joint business to continue to increase the profitability of their business. However, several obstacles continue to be faced by KUB such as the decline in turnover that continues to occur until products that are almost the same as the products they produce. Various obstacles and problems that are being faced by KUB are caused by technological advances in presenting interesting products so that KUB demands an active role in running a business together with knowledge and information technology in marketing online-based products and guidance provided by expert teams. This is in line with the condition of the KUB D'Bakulan and Enye who still do not have the knowledge about the product and the application of information technology-based online marketing. Furthermore, this is not shared by the D'Bakulan and Enye joint ventures, it will not be able to compete in the market. The application of knowledge includes important things in carrying out a business to create products that sell well in the market and online-based technology in marketing products according to market tastes. Knowledge as a source of an organization that creates value and innovation. Every business organization needs knowledge as a source that must be learned and shared for all existing business organizations (Ahmed, Kristal, & Pagell, 2014). Creating quality products is influenced by the knowledge of the products that will be created according to market desires (Gagnon, Payne-gagnon, Fortin, Paré, & Côté, 2015). Knowledge related to learning organization learning organizations. knowledge serves as a means for an organization to gain knowledge and lead to changes in organizational behavior and performance (Tang, Fu, & Xie, 2015). Through effective knowledge and learning, business organizations can improve behavior, ability to innovate, and make organizational efficiency such as knowledge in creating innovative products, product advertising designs and display designs/product photos, flyers and photoshop Online-based technology is very important to introduce and provide information about products produced through online marketing, namely digital marketing. The term "digital marketing" has developed over time. From certain terms that describe the marketing of products and services using digital channels that describe the process of using digital technology to acquire customers and build consumer preferences, promote brands, retain customers and increase sales (Efrat, Gilboa, & Yonatany, 2017). According to the American Marketing Association, digital marketing can be seen as an activity, institutions, and processes facilitated by digital technology to create, communicate and provide value to consumers (Kannan & Li, 2016). A more inclusive perspective that defines digital marketing as adaptive is in the form of technical support as a process for companies to collaborate with customers and partners to jointly create, communicate, provide, and maintain value for all stakeholders. Digital marketing itself is activated by a series of adaptive digital touchpoints which include marketing activities, institutions, processes, and customers. Significantly, the number of touchpoints has increased by more than 20% each year as more offline customer shifts for digital technology and "young, digital consumer-oriented entry into the ranks of buyers (Kannan & Li, 2016). Some examples that can be applied to running digital marketing on KUB to introduce and help market products, namely the creation of Websites, Blogs, Facebook, Instagram, Twitter, Internet-based discussion grub and internet domain. From the above discussion about the solution that will be given to resolve the internal problems of DUBBulan KUB and Enye KUB, namely Knowledge and online-based digital marketing and expert assistance are expected to increase KUB revenue and provide assistance in the field of knowledge and technology to develop existing KUB. So that it is considered important for Knowledge and Digital Marketing Implementation in the Business Group together with D'Bakulan and Kye Enye in Kec. Sidoarjo, Kota Sidoarjo.

METHODS

The method of implementing ABDIMAS activities on the Application of Knowledge and Digital Marketing to the Business Group together with D'Bakulan and KUB Enye in Kec. Sidoarjo, Kota Sidoarjo, depicted in the following diagram Figure 1.1. With various situations described, various problems that are being faced by KUB as a joint business group association in developing knowledge and information systems based online to help sell and increase sales turnover. First, regarding their knowledge of online-based product development which is still poorly understood and requires intense guidance in following technological developments in marketing products. So far, KUB has only been able to sell using conventional methods without the slightest touch of technology. This is what drives them to be able to compete with competitors in online-based marketing through the knowledge they will have. Knowledge as a basic capital for a joint venture to be able and able to compete freely with the expertise possessed by a business organization, namely KUB. Second, joint business groups still have not implemented technology-based marketing by using digital marketing such as websites, blogs, and Instagram. The joint business group in the city of Sidoarjo must be able to make an online-based site that helps them to introduce the products produced with various attractive designs to be presented to the public as loyal consumers. Today's society has the desire to see a product easily, namely by using information technology-based online. The role and community service team will also provide manufacturing practices web/blog, which provides exposure to technology plays a role in creating profits that exist in a home industry and training KUB to be able to design an attractive image to get the attention of existing prospective customers. The home industry as a place for people to be able to prosper their families with various solutions offered to make it easier to make products and sell them using online-based technology. With a variety of solutions to be provided, the strategy becomes the determinant of doing service through communication between the team and the joint business group in determining the agreed objectives to achieve increased profits through community service programs. Communication strategies are needed to convey well and easily understood by the communicant, namely KUB members. Various priority issues based on the agreement of the proposed team with partners (KUB) as follows:

First, knowledge sharing as the beginning of conducting discussions to determine creative and innovative products, product advertising designs, online product displays, and photoshop training activities. Second, digital marketing as a further step to provide the best solution in dealing with online marketing by creating websites/blogs, Instagram, Facebook and Twitter in helping the advertising process in online media.

RESULT AND DISCUSSION

The method of implementing the service program activities for the PIKAT community about the application of knowledge and digital marketing to the Business Group together with D'Bakulan and KUB Enye in Kec. Sidoarjo, Kota Sidoarjo, described in the following implementation. The first training was held on July 7, 2018, in Bluru Kidul Village which was attended by 20 participants including the PIKAT team. Today's program discusses in more detail about how to apply knowledge Based on the model in Figure 1.2 shows that the distribution range of products that are marketed by KUB is very simple so product movement is limited. KUB which only distributes to the Consumers and the Store Party by limiting the products for sale. The model also explains that marketing networks are not optimal to be able to develop products produced by KUB so that it is not effective in increasing their sales in the market. From the innovative product training and marketing activities carried out, we as the Team hope to provide about marketing innovative products that as we know that the KUB problem as a whole is the same, namely about online-based product development that is still poorly understood and requires intense guidance in following technological developments in marketing products. The team provided training on the problem of the KUB

marketing method which was still less effective which based on our observations in the field, KUB D'Bakulan and EnYe were still very simple in marketing their products, as shown in the marketing model below:

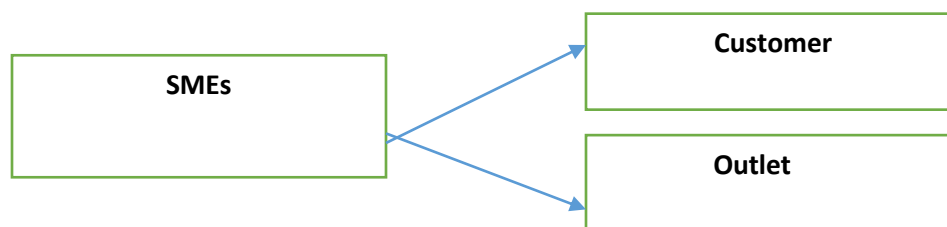


Figure 1. Marketing model before training and mentoring

Knowledge of how to develop innovative products so that they are easily accepted by the market and provide many benefits for the advancement of D'Bakulan and KUB EnYe KUB. After continuous training and mentoring, the business group together with D'Bakulan and EnYe experienced a good improvement in their marketing process, both creating innovative products from sharing forms and tastes as well as effective and efficient marketing models with a network/marketing distribution model under this:



Figure 2. Network marketing model after training and mentoring

Based on the model, Figure 2 explains that there is a change in the marketing model/system implemented by the KUB. So, before KUB markets its products, KUB itself does the marketing process and arranges sales through online and continues to coordinate with the TEACHING Team regarding marketing methods by constantly looking for agents and outlets - which can be invited to collaborate, including conducting promotions through online media with products that produced different from the same product, namely by - typical Sidoarjo. The second session on the first day discussed in more detail how to present information to consumers about the products we produce will create an attractive product display (product display) that makes consumers intend to buy our products online. This has prompted the PIKAT Team to invite speakers who work as home-based product entrepreneurs and experts in the field of portrait photography to be displayed in online media. The enthusiasm of the Joint Business Group D'Bakulan and EnYe were very interested in participating in this activity, which as previously known that their knowledge of product development through the presentation of photos of food products produced was still lacking and did not understand how to present it via online media. This activity is expected to be able to produce photos of home products that they produce and develop their sales in online media that require an attractive appearance.

The speakers also gave special attention to KUB to be able to compete in the online world in presenting attractive product displays to be able to attract consumers to buy them, such as on Instagram, Facebook, blocks and so on. The Second Training was held on July 22, 2018, held in Bluru Kidul Village which was attended by 20 participants including the PIKAT team. In the second training, activity discussed the development of product marketing that already uses online media and ways to create innovative products with different tastes and unique

product forms and understand the use of blogs as an attractive marketing medium for consumers to enjoy when making purchases with online media. Blog training and mentoring on this training was immediately given a material presentation by the PIKAT Team which provided an understanding that blogs were considered important to increase sales by the KUB itself. Here, the PIKAT Team begins to record biodata and history on each KUB to fill in the columns in the Blog with various product descriptions that are already available on KUB. This blog filling also displays product portraits carried out in the first and direct training included in the Blog to prove that product displays are really needed to attract consumers to buy our products through online media which initially KUB D'Bakulan and EnYe did not have blogs as a medium for transacting. The following blog has been completed. Based on Figure 3 and Figure 4, it can be explained that the results of the blog-making training are to follow the development of digital marketing so that KUB can sell their products through online media, namely blogs that have been completed by the Community Service Team. Various activities are carried out to fulfill and develop joint business groups to be able to increase profits and relationships as well as product distribution independently and independently.

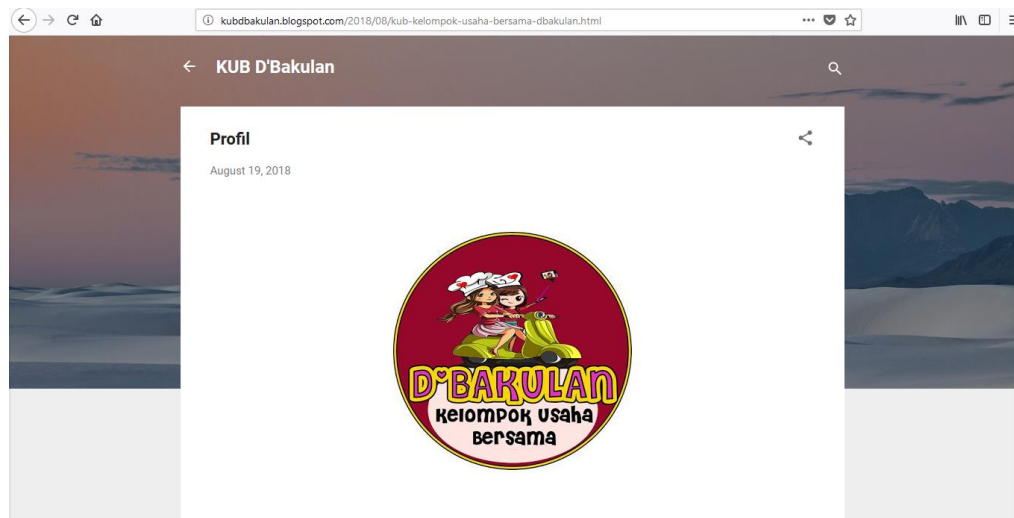


Figure 3. Blog D'Bakulan



Figure 4. Blog EnYe

CONCLUSION

Based on the results of community service (PIKAT) that have been done and resolved properly, the conclusions are as follows: First, the first training is conducted to provide an understanding of digital marketing and innovative products. The Business Group together with D'Bakulan and EnYe are expected to be able to produce innovative products in accordance with market demand and can provide a sustainable increase in profits. After having innovative products, the training also explained that digital marketing was considered important to help introduce products produced and sold in online media as a new market for joint business groups. Training on using portraits using mobile phones is the focus of the next training. This training invites experts in the use of product displays, namely the results of photographs using mobile phones. This training is very interesting and runs smoothly through a tutorial on how joint business groups use their mobile phones to produce good photos and can be a marketing medium that will be marketed through blogs that will be created. Second, the second training explained in more detail how digital marketing using blogs is considered important to help joint business groups sell products through online media to consumers/end users. The results of this training are in the form of bloG KUB D'Bakulan and KUB EnYe which are already accessible and have features and images as effective marketing using online media.

ACKNOWLEDGEMENT

The authors say many thanks to Allah SWT because this research can be solved only with His help. The authors also thank to the Universitas Pembangunan Nasional "Veteran" Surabaya, East Java, Indonesia and all related parties that support the implementation of this research so that can be completed properly.

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