



# Connectors (multifunctional connectors) innovation of mask connector bricks in the time of covid-19

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### ABSTRACT

Entrepreneurship is a creative and innovative ability that is used as the basis, tips, and resources to find opportunities for success. The entrepreneurial spirit is very much needed in entrepreneurship, it can be measured through the characteristics of entrepreneurship, namely self-confidence, task and result-oriented, risk-taking, leadership, originality, and future-oriented. Such characteristics are needed to develop and maintain a business from bankruptcy. In this case the author tries to open a small business in the form of a multifunctional connector for masks and names the product Konektif (Multifunctional Connector). The product we make is made of pearls and colored beads with the aim that when used it looks very beautiful and attractive. interesting so that it can be worn as an accessory in the form of a bracelet. To market this product we also create several social media accounts such as Facebook, Instagram, Shopee, Toko Pedia and we also use a website page, there is also a website page that we create which is based on the odoo website. By using the odoo website, we hope that our newly opened venture is fluidity and its full integration will cover the needs.

**Keywords:** Entrepreneurial, Connective, Mask Connector

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## 1. INTRODUCTION

The current condition of the Covid-19 pandemic is a very terrible condition, the spread of this deadly virus is spreading so fast throughout the world. many victims have fallen. regardless of age, age, race, religion or otherwise. This makes us more guarded and prevent the transmission of the virus from our bodies. One of them is by wearing a mask, a mask is a means of protecting ourselves from the threat of the spread of the Covid-19 virus.

During this pandemic, masks are a necessity in the world community and masks are a major need in daily activities. We must maintain the cleanliness of the masks and their placement. Placing the wrong mask can also be an access road for the virus to enter us. We must be wise and careful in placing the position of our masks. When we do outdoor activities and make us open

our masks to eat or drink, it is at times like this that we must be wise to store the position of the mask so as not to store it wrong.

The use of masks in public is much more common in many countries, who have had longer experience with the novel coronavirus epidemic, The use of masks is reported to be effective in limiting the relatively successful spread of Covid-19 in Taiwan. Masks are suggested as a method to limit community transmission by asymptomatic carriers or at least clinically undetected infected persons, which may be the main driver of the rapid transmission of Covid-19 .

The availability of internet services (e-commerce), someone will be interested in becoming an entrepreneur because of the availability of good and cheap internet infrastructure (Lestari & Wijaya, 2012; Suhartini, 2011; Yusnandar, 2017) E-commerce is

a business activity through the use of e-commerce internet technology (Yusnandar, 2017).

Seeing this problem, we, students at the University of Nusa Mandiri, proposed a new product, namely the "multifunctional mask connector". This multifunctional mask connector is very helpful and efficient in outdoor activities, if we put our masks in any place it will be a way for viruses to enter our bodies.

The best solution to reduce unemployment is to develop an entrepreneurial spirit (entrepreneurship) in Indonesia among the younger generation, especially undergraduates. In addition, along with the development of globalization, entrepreneurship is also increasingly becoming an important concern in facing the challenges of globalization (Peterson & Lee, 2000 in Mahanani and Sari, 2017).

We made this connector deliberately different from the connectors in general that are widely sold in the market, with the aim that the connectors that we make are more attractive and will be able to attract more buyers because of their uniqueness. A businessman is required to be an innovative person who can create ideas and strategies to develop his business. Innovation is a strategy to create something new that is different from before.

For this reason, it is important to plan a careful innovation strategy to be able to retain customers, increase sales, and profit in the long term. (mahzura, 2018) Konektif publishes this connector by having three advantages over connectors in general, namely that it can be used as a connector, can also be used as a bracelet, and can also be used to hang masks that we wear. We made this connector from crystal knick-knacks and then made it so that it becomes a very beautiful object and is very much needed during this pandemic, in terms of the price being marketed it is also quite affordable in all circles, thus adding accessories to fashion at an affordable price. We hope that the business that we have opened will be able to sustain the success of our business in the future.

Innovating is not only to be different, but also to be have more value in a product, which can attract consumers, unique and in accordance with consumer tastes. business people must also develop careful planning and forecasts for the long term. because actually many business people are interested in opening a business to see consumer enthusiasm for something new without careful planning. (hasibuan et al, 2019). The development of economic business causes more and more business actors to open small to large businesses, so that the growth of small sector SMEs is getting higher and competition between business actors is also getting higher. Strict Competition in business forces every business actor to go the extra mile to create something more to attract consumers. (Situmorang et al, 2018). The definition of e-commerce according to Kotler et al (2012) in Pramiswari et al (2017) is the use of websites to transact or facilitate the sale of products and services online can also be used as a tool to buy and sell products or services via the internet using a computer system to improve the overall efficiency of the company.

## 1.1 Problem Identification

Identifying problems in the surrounding environment.

1. During this pandemic period, all Indonesian people and even the world are required to use masks when doing activities outside the home, but not a few people are neglecting the cleanliness of the masks they are using.
2. When outside the home such as public places, restaurants, stalls, or places to eat and drink when they want to eat and drink automatically the masks they are wearing must be removed first, most people after removing their masks then they store it on the dining table without them. Realize that at the dining table there maybe many viruses related to Covid-19, because it is a public place where there are definitely a lot of visitors.
3. For women who use hijab, they also have a lot of difficulty using earloop masks as well as headloop masks. When the mask is opened it will look dirty and unfashionable due to the messy rubber strap on the head.

## 1.2 Purpose and Benefits

Based on the identification of the problems above, we can inform you of the objectives and benefits in making this entrepreneurship thesis, namely:

So that all people who use masks who carry out activities outside the home or in public places, places to eat, and at work can use masks comfortably and are not disturbed when they want to take off or wear their masks, even if they use this multifunction connector, they will be more visible. fashionable and also the mask strap doesn't look messy.

By producing this multifunctional connector product will obviously be very useful for the public in using earloop type masks and headloop types in everyday let alone a lot of activities outside the house, because by using this multifunctional mask connector the cleanliness of their mask when removed will be guaranteed still clean and when going to wear it again is no longer a problem, especially for the hijabers they will have no trouble anymore in using masks even people who use this multifunctional mask connector will look very fashionable. In addition, it can also create new business opportunities for the community, can reduce the number of unemployed in the community, and can set an example to the younger generation in order to be more productive even at home with a small capital.

## 2. BUSINESS DECISION-MAKING PROCESS

### 2.1. Description of Business and Resources

The first step in making this connector is starting from the tools and materials which consist of a number of trinkets from toy pearls with a diameter of 1 cm (which vary in color), beads of the same size, strings used to connect them. one pearl to another, two hooks, scissors and a needle. We buy these materials at shops around the market because that place sells a lot of the materials we need and of course we also first review every shop that sells the equipment we need so that we can minimize the capital we need. Spend on materials and equipment

and uncertain business environment, including new ways of doing business, reflection of new mentalists in production, buying and selling and opening up to other forms of new business relationships and new measures to evaluate the performance of companies and individuals. Then, Rahmawati and Tricahyono (2019) citing Peter Drucker stated Agility as the ability to thrive in an unpredictable environment with constant change. for the manufacture of the product that we plan to cost is not too big, for example in a simple shop 1 small plastic bag of toy pearls costs 10,000 but in other stores they may sell 1 plastic bag of toy pearls at a price of 8,000 so if it is predicted we can be more efficient in capital for the pearl toys by 2000 rupiah and that can reduce our initial capital. By using these materials we can make this multifunctional mask connector at the same time it can also be used to hang masks, and can also be used for bracelets as jewelry because the shape of the pearls and beads looks very beautiful. That's the reason we want to make this production because the materials are easy to get and the price is very efficient after we review from every shop that sells the equipment. In addition, we also pay attention to the resource aspect so that we don't buy too many materials, especially the materials we use to make these connected products, including materials that are difficult to renew. However, the connected products that we make are also not only for one-time use, they can also be used several times with three models at once, so the connected products that we make can be said to be quite environmentally friendly because these connected products are not just one-time use. . In addition, the price that we set for this connected product is also very affordable for the surrounding community in addition to its very beautiful shape and has the advantages of multifunctional connectivity products.

## 2.2. Market analysis

If observed, Marketing information system is the first step where companies should have the ability to manage components of their marketing information systems, entrepreneurs need to manage internal data. This step will certainly help entrepreneurs in creating a concept for their products, so that they are more original and have future prospects. Marketing is one of the activities carried out by companies that aim to provide high quality products so that they are used by consumers continuously in an effort to achieve their goals, every company will meet various problems, therefore a company will meet various problems and companies must can pay attention to the products they produce and continue to improve the quality of product attributes in the form of product designs that are used and they can continuously use them so that consumers decide to buy these products. totok sudyanto, rismansyah (2017).

The following table is a Market Analysis of Products:

MARKET SEGMENTATION		
Main dimensions	Variable	Details
Geographic Segmentation	Country Territory Regional Area	Indonesia Depok and its surroundings
Demographic Segmentation	Age Gender	All ages Man and woman
Psychographic Segmentation	Lifestyle  Personality	Innovative, Creative, Practical, and economical Making multifunctional products according to the needs during the pandemic
Market segmentation	Benefit	Making a multifunctional mask connector during the covid-19 pandemic

Product Market Analysis  
Table 2.1

## 2.3. Marketing Analysis

Marketing is important for the business world, therefore entrepreneurs must be able to read where customers need products. In addition, business opportunities and consumer behavior can be considered as directions for implementing a strategy so that the product is accepted by the market. Marketing as a human activity that aims to satisfy the wants and needs of consumers, the most difficult thing in marketing is to keep buyers loyal to a product.

The marketing that we do, among others, is through:

1. Through social media, we market this product through Facebook, Instagram, and WhatsApp. Besides being easy and practical, the use of social media as a promotional booth is more promising because many people in Indonesia have social media accounts ranging from small children, teenagers, to adults. men and women, so that the opportunity for consumers to see the products we market will be much greater.
2. Apart from social media, we also market the connector products that we make in our respective offices by for example we use these connectors so that our colleagues or our friends out there can see the connectors that we use, and We hope that with the uniqueness of the connectors that we make, they can be interested in the products we make.
3. We also market this Connective product in several e-commerce which are the current market trends, for example, we market this Connective product at Shopee,

Tokopedia.. Because e-commerce is now more promising in the form of product marketing today and everyone is more enthusiastic about e-commerce products. which exists.

4. Link the odoo website, we also have a website link. Where the website link we use the odoo application, and the application helps us in displaying the work of our products, this website link is also the first step in the market place process. The address of our website which is used to market the connected products are:

Odoo Website Link: <https://konektifshop.odoo.com/?fw=1#>

Shopee : <https://seller.shopee.co.id/portal/product/list/all>

Tokopedia : <https://tokopedia.link/orlOvHBz7fb>

Instagram : @konektif\_2021

Facebook : Konektif

## 2.4. Investment Analysis

1. Fixed costs in at 1 month

Name of Item	Contribution	Total
Employee salary	3 orang x @ IDR. 100.000,00 x 3 kali jualan	IDR.900.000,00
Cost Transportation	3 kali jualan x @ IDR.100.000,00	IDR.300.000,00
<b>Total</b>		<b>IDR.1.200.000,00</b>

2. Variable costs in at 1 month

Name of Item	Contribution	Total
Pearls	@IDR 10.000,00/ bag x 2 bag x 3 sale time	Rp.60.000,00
Beads	IDR 7000,00/ bag x 2 bag x 3 sale time	Rp.42.000,00
Scissor	IDR 7.000,00/1 piece x 2 piece	Rp.14.000,00
String	IDR 8.000,00/1 meter x 5 meter x 3 sale time	Rp.120.000,00
Hook	IDR 2.000,00/ 2 piece x 30 piece x 3 sale time	Rp.180.000,00
<b>Total</b>		<b>Rp.416.000,00</b>

Turnover calculation

Multifunctional mask connector

= Price of seeds x Amount of sales x 3 weeks

= IDR 30,000.00 x 30 x 3 weeks

= IDR 2.700.000.000,00

4. Gross income and Net income

a. Gross income

= total turnover – fixed costs

= IDR 2.700.000.000,00 – IDR 1.200.000.000,00

= IDR 1,500,000.00

b. Net income

= total turnover - (fixed cost + variable cost)

= IDR 2.700.000.000,00 - (IDR 416.000.00 + IDR 1.200.000.000,00)

= IDR 2.700.000.000,00 – IDR 1.616.000,00

= IDR 1,084.000,00

## 2.5. Business Development Plan

To develop this business, namely by carrying out a promotional strategy because this is an entrepreneurial step in introducing its products to consumers, either directly or indirectly. In the promotion there are several elements, namely sales promotion, advertising, public relations, and sales force. In general, strategy is considered as a formulation of ways to achieve a goal, strategy involves important activities that can lead to the intended goal.

The author's plan to develop this business and to achieve its sales target to reach 100% is by dividing the marketing tasks, where each of us sells it in our respective offices and is also marketed online through our respective social media accounts, our target is that in 3 weeks or 1 month the products we make can sell 90 multifunction mask connectors both offline and online, of the 90 connectors we divide 3 so we have to sell 1 person 30 connectors offline and online.

Online sales on our social media accounts post photos of various kinds of connecting products that we make with their uniqueness, while offline sales we as sellers use the connected products that we make so that people who see us will be interested in the connectors that we use.

## 3. METHOD

Connectivity by making this production starts from the tools and materials which consist of a few knick-knacks from toy pearls with a diameter of 1 cm (which vary in color), beads of the same size, strings used to connect pearls to one another. to the other pearl, two hooks, scissors and a needle. We buy these materials at shops around the market because that place sells a lot of the materials we need and of course we also first review every shop that sells the equipment we need so that we can minimize the capital we need. spend on materials and equipment for the manufacture of the product that we plan to cost is not too big, for example in a simple shop 1 small plastic bag of toy pearls costs 10,000 but in other stores they may sell 1 plastic bag of toy pearls at a price of 8,000 so if it is predicted we can be more efficient in capital for the pearl toys by 2000 rupiah and that can reduce our initial capital. By using these materials we can make

this multifunctional mask connector at the same time it can also be used to hang masks, and can also be used for bracelets as jewelry because the shape of the pearls and beads looks very beautiful. That's the reason we want to make this production because the materials are easy to get and the price is very efficient after we review from every shop that sells the equipment.

In addition, we also pay attention to the resource aspect so that we don't buy too many materials, especially the materials we use to make these connected products, including materials that are difficult to renew. However, the connected products that we make are also not only for one-time use, they can also be used several times with three models at once, so the connecting products that we make can be said to be quite environmentally friendly because these connected products are not only disposable. . In addition, the price that we set for this connected product is also very affordable for the surrounding community in addition to its very beautiful shape and has the advantages of multifunctional connectivity products.

### 3.1 Business Planning Stage

Before we start the production stage, we conduct a survey first as a first step and plan for innovation. Our purpose in conducting this survey is to find out market conditions and consumer interest. After that, what we will do after the market survey is a feasibility study on the business that we will run. This feasibility study is carried out to find out whether this activity has profitable prospects and has long-term prospects. The last stage is the selection of materials and facilities and infrastructure to support the production process.

The market is one of the various systems, institutions, procedures, social relations and infrastructure in which businesses sell goods, in mainstream economics, the concept of a market is any structure that allows buyers to get the goods they need, markets facilitate trade and allow distribution and allocation. community resources. Most of the kiosks or shops that we visited were self-owned and contracted, because the place where the kiosks were located was owned by the PJKA and the Depok City Transportation Service. Strategies to reach competition that are carried out by sellers include price games and service improvements, our goal is to conduct a market survey first by visiting these shops or kiosks to see the items we will use to make products and to identify what to do to get started. business, especially in terms of the price of the goods that we will buy because the seller also plays with the benchmark price of the profit and loss of their sale.

After conducting a market survey, we then carry out a business feasibility study, which means research and assessment about whether or not a project can be carried out successfully or profitably. The notion of profitable, successful or worthy is interpreted in a narrow sense and in a broad sense. The narrow meaning is usually the private sector who is more interested in economic benefits, the broad sense is usually the government or non-profit institutions in addition to the economic benefits there are other benefits that need to be considered and considered.

By making an assessment first before we carry out the production stage which is then poured into a written report the benefits that can be obtained from the results of the production report that we made can be used as a guide / tool to find out the extent of the production activities that we have made. . Opening a business in general requires a large enough capital and affects the product business in the long term.

And lastly, we conducted a survey by visiting several shops that sell knick-knacks or materials that we can use to make the products we plan, after that we asked how much the price of each of these tools starting from beads -beads, toy pearls, scissors, hooks, and more. Then we discussed with the shop owner about the price they offered to us, we also offered it at a slightly tilted price from the original price so that our capital or expenditure for the start was not too large. After we got all the ingredients completely, we immediately made the product we planned, before we made more of the product, we first made a sample of 3 seeds, which we then used each of these products outside the house, including to the house. office with the aim that office people can see and maybe even be interested in the products we use, especially the mask connectors that we use are different from the mask connectors in general where the connecting products that we make have their own uniqueness. After the people around us were interested in the samples of the products we made, we confidently immediately made more of these products and marketed them, we also created several website addresses and social media accounts to market the connected products we made.

### 3.2. Enterprise Production Stage

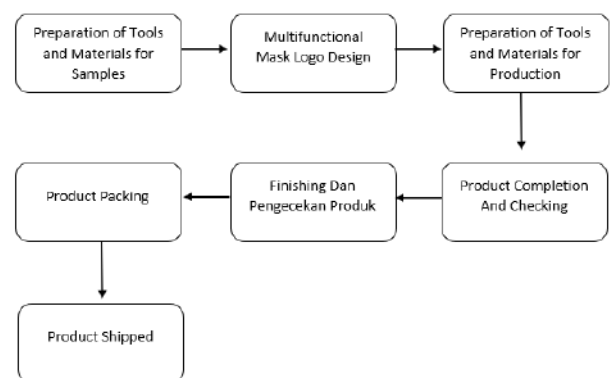
a. Materials and Tools needed;

Pearls or knick-knacks that will be used 25 grain pearls (quantity can be adjusted according to the shape to made) with a size of 1cm. A string that matches the size of the hole in the pearl or beads. Two hooks, scissors and needle.

b. How to make;

Tie the string to the needle and tie the other end. Thread the pearl or beads through the needle and can be created in various colors and sizes. Then attach hooks at both ends. Make sure the bond on the hook is very strong, so that the pearl or beads stays safe. Ready to use connector.

The following is a flow chart of the business production process



Pic I. Production Process Flowchart

Number	Type of activity	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Preparation	█																							
2	Product Details Manufacturing		█																						
3	Administration Process			█																					
4	Production Process																								
5	Monitoring and Market																								
6	Results Target market																								

Pic II. business creation flow to the final stage

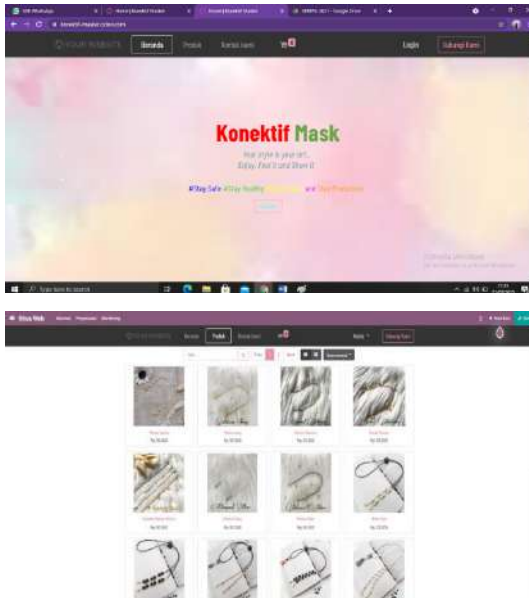
The following are some of the types of products we market :

1. Connector High Quality
2. Connector Pearl White
3. Multifunctional connector that can be a bracelet

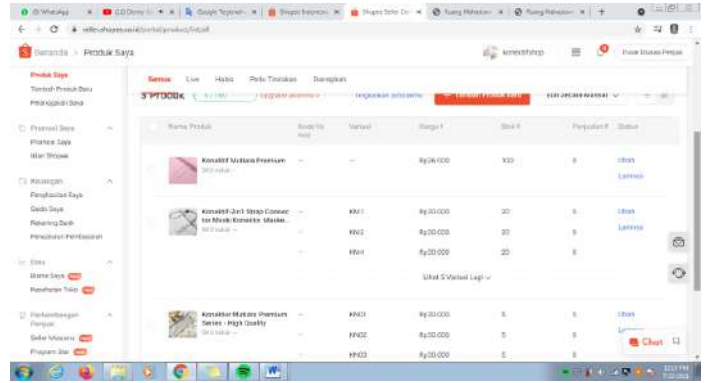
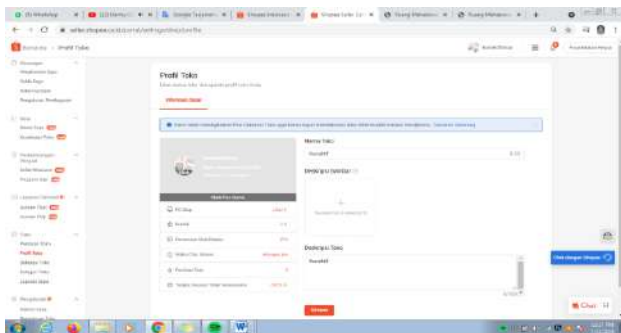
### 3.3. Product Marketing Stage

There are several products that are marketed through e-commerce, and have a simple website from odoo.com. Applications used to market are Shopee, Tokopedia, Instagram and Facebook.

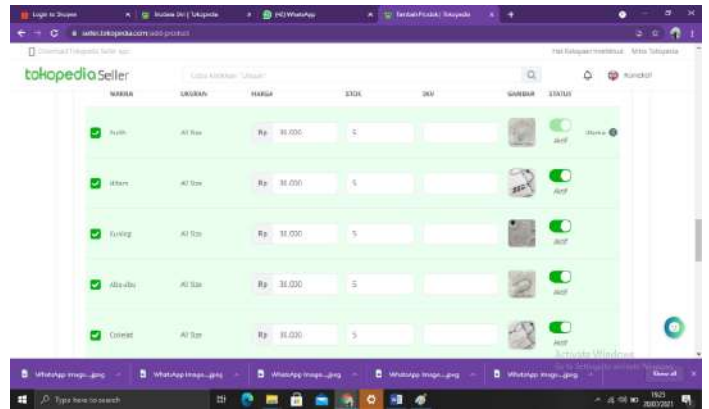
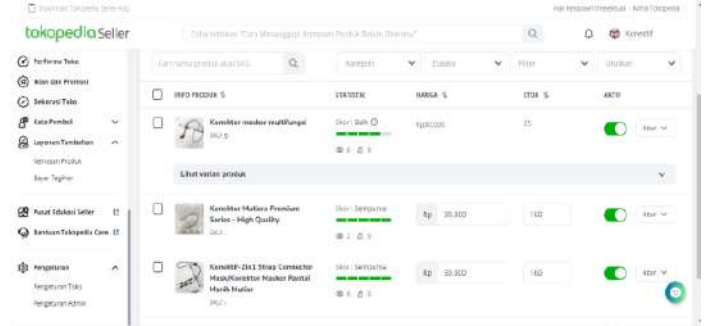
1. The following is an example of a product website:



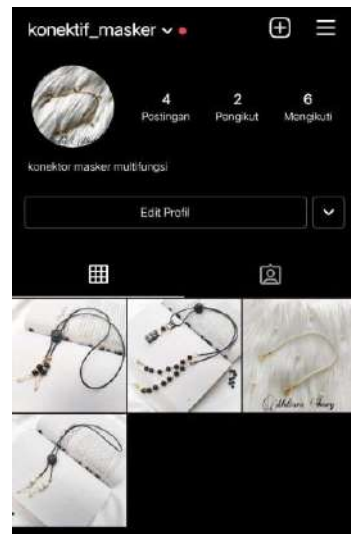
2. Shopee web page view:



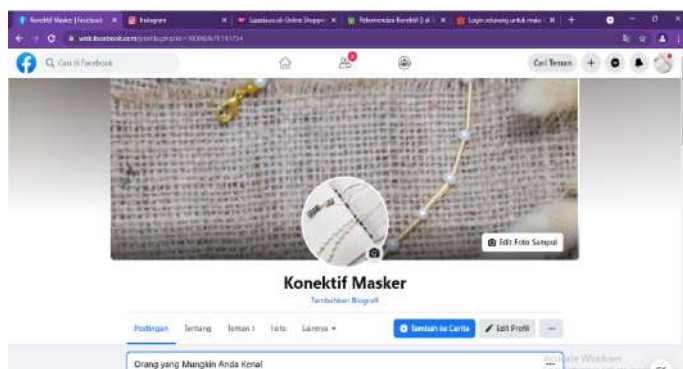
3. Tokopedia web page view:



4. Social media account Instagram page view:



## 5. Facebook social media account page view:



### 3.4. Business Management Stage

Business Management is the activity of planning, working, and supervise a business or undertaking. Business management can also be interpreted as all efforts made in accordance with the plan solely to achieve sales targets. This means that without a management process, it is impossible for management to gain sales profits in an effort to allocate all needs as a whole for various matters and control planning, action and evaluation. In the four activities, the path of business progress can be determined to move fast or slow if you look at the above definition, of course business management is the most important element that makes a business grow or vice versa. The functions of this business management are:

#### 1. Planning

Our plan to open this business is to make mask connectors while at the same time modifying them so that they don't look like normal mask connectors. In terms of cost, the capital is not far from making ordinary connectors. The connectors that we make are multifunctional and can even be used as jewelry (bracelets) because the beads and pearls look very beautiful and elegant. We also sell them at very affordable prices by the surrounding community, affordable prices and very good products. useful for this pandemic period, we hope that the targets or plans that we have set will achieve their goals.

#### 2. Organizing

Because opening this business with a start and also opened by a team so that performance is carried out jointly starting from marketing, administration, and others.

#### 3. Staffing

Staffing is not only about manpower. But more to all available resources, such as equipment, inventory, etc. So, why is this important? Because sometimes one division doesn't really need item A, for example, but other divisions really need it.

#### 4. Directing

Here too, always prioritize cooperation and exchange of opinions or thoughts for the progress of the business that has been opened, because in order to achieve the target, quality ideas are needed so that further decisions will be made by mutual agreement.

#### 5. Controlling

For controlling, we do it together because the team here does not determine who is the chairman and who are the

members, apart from that, the business can run according to the plan that we have determined together.

## 4. BUSINESS CASH FLOW

### 4.1. Results and Discussion

#### A. Activities that have been carried out

This connection-making business aims to be a form of micro-small business that helps keep masks clean and adds fashion accessories. How to market these connected products through social media accounts such as the Odo, Shopee, Tokopedia, Facebook and Instagram applications, apart from online we also market them offline with the help of the COD process. At the beginning of starting this business, previously he had made 3 product samples which were planned to be used personally and then some office friends were interested so it was decided to open this connected product business more broadly through various social media accounts. And after the social media account is created, the next step is to upload product images that have been made on social media so that people can see some connected products that are accompanied by their uniqueness where these products are different from connector products in general. After everything is done according to the design, we hope that this connected product can become a product that can be of great interest and use by the public in today's era and also hope that the surrounding community will be interested in the uniqueness of this connected product. One of the keys to successfully starting a business is to make a mature and realistic business plan, business or business planning is very useful for assessing whether the business / business that we will be pursuing is feasible, profitable and long term / prospective, the next step is to determine the vision of a business plan serves to crystallize the business vision and guide to fulfill that vision, if the business financing comes from investors, the vision must be designed as well as possible to attract investors, but when the financing comes from the vision itself, the input is free to enter according to idealism. Then the next step is to create a business framework and then the business framework is developed. Then the target market of this connected product is that it aims to make this connected product grow even faster than what was planned.

#### B. Result of production

After making 3 samples, then making several multifunctional mask connector products with more so that it reaches 90 seeds per month. The next plan is to develop this business and to achieve sales targets up to 100%, namely by dividing marketing tasks, which sell them in their respective offices and also market them online through their respective social media accounts, and sales targets within 3 weeks or 1 month products that can be sold are 90 pieces of multifunctional mask connectors both offline and online, of the 90 connectors it will be divided into 3 so that each must sell 1 person 30 connectors offline or online. In this case, we are very confident that the targets that have been made will be realized because the products made are different from

making it quite difficult, this product also looks very special with its advantages, especially if used by women.

Based on analysis:

Based on the cash flow analysis of a business plan with an initial capital of IDR 1,616,000, it produces 90 multifunction connector products per month with sales of IDR 30,000 per unit. Estimated monthly turnover = IDR 30,000 x 90 = IDR 2.700.000  
 Estimated annual turnover = IDR 2,700,000 x 12 = IDR 32.400.000

Description: assuming the sales value is relatively stable.

Total production cost = total investment + total annual raw material cost + annual depreciation (10%) = IDR 1,616,000+ (IDR 416,000 x 12) + (10% x IDR 4,992,000) = IDR 7,107,200  
 units of sales per year = 90 units x 12 months = 1,080 units  
 Annual profit = revenue – total cost of production = IDR 32.400.000 – IDR 7,107,200 = IDR 25,292,800

With an estimated monthly turnover of IDR 2,700,000 and an estimated annual turnover of IDR 32.400.000 minus production costs IDR 7.107.200, it will generate a profit of IDR 25,292,800 for the first year assuming all products are sold out. Based on the Internal Rate of Return (IRR) analysis of 9.37% per year and the BEP analysis for 5 years, this business activity plan is feasible to implement.

Here's the formula for IRR and BEP:

$$IRR = i_1 + \frac{NPV_1}{(NPV_1 - NPV_2)} (i_2 - i_1)$$

$0 = P_0 + P_1/(1+IRR) + P_2/(1+IRR)^2 + P_3/(1+IRR)^3 + \dots + P_n/(1+IRR)^n$

**Keterangan: IRR = Internal Rate of Return**

$i_1$  = Tingkat Diskonto yang menghasilkan NPV+

$i_2$  = Tingkat Diskonto yang menghasilkan NPV-

NPV1 = Net Present Value bernilai positif

NPV2 = Net Present Value bernilai negatif

**a. Analisis Titik Impas dalam unit**

$$BEP = \frac{FC}{P - VC/Unit}$$

**b. Analisis Titik Impas dalam unit**

$$BEP = \frac{FC}{1 - \frac{VC}{S}}$$

**Keterangan :**  
 BEP = Break Even Poin  
 FC = Biaya Tetap  
 VC = Biaya variabel  
 P = Harga jual satuan (price)  
 S = Jumlah Penjualan (sales volume)

This connection-making business aims to be a form of micro-small business that helps keep masks clean and adds fashion accessories. How to market this connected product through social media accounts such as the odoo application, shopee, pedia shop, facebook, and Instagram, apart from online we also market it offline assisted with the COD process. We have made 3 samples of the product that we plan to do, then we used each one and then some office friends were interested so it was decided to open this connecting product business more broadly through various social media accounts. And after the social media account was created, we also uploaded pictures of the products we made on social media so that people can see some of the connected products that are accompanied by their uniqueness where this product is different from the connector products in general. After everything is done according to our design from the beginning, we hope that this connected product can become a product that can be used by many people in times like today. We also hope that the surrounding community will be interested in the uniqueness of this connected product. One of the keys to successfully starting a business is to make a mature and realistic business plan, business or business planning is very useful to assess whether the business / business that we will be pursuing is feasible, profitable and long-term / prospective, the next step is to determine the vision of a functioning business plan to crystallize the business vision and guide it to fulfill that vision, if the business financing comes from investors, the vision must be designed as well as possible to attract investors, but when the financing comes from the vision itself, the input is free to enter according to idealism. Then the next step is to create a business framework and then the business framework is developed. Then the target market for this connected product is that we really hope that this connected product will grow even faster than what we had planned.

**Result of production**

After we made a sample of 3 seeds and then we made several karafuru products with more so that it reached 90 seeds per month, the three of us plan to develop this business and to achieve our sales target to reach 100%, namely by dividing the marketing tasks, where each of us sells it in our respective offices and is also marketed online through our respective social media accounts, our target is that in 3 weeks or 1 month the products we make can sell 90 pieces of multifunctional mask connectors either offline or online. online, we divided the 90 connectors into 3, so we had to sell 1 person, 30 connectors offline or online. We are very confident that our target will be realized because the products we make are different from the connector products in general, because apart from making it quite difficult, this product also looks very special with its advantages, especially if it is used by women.

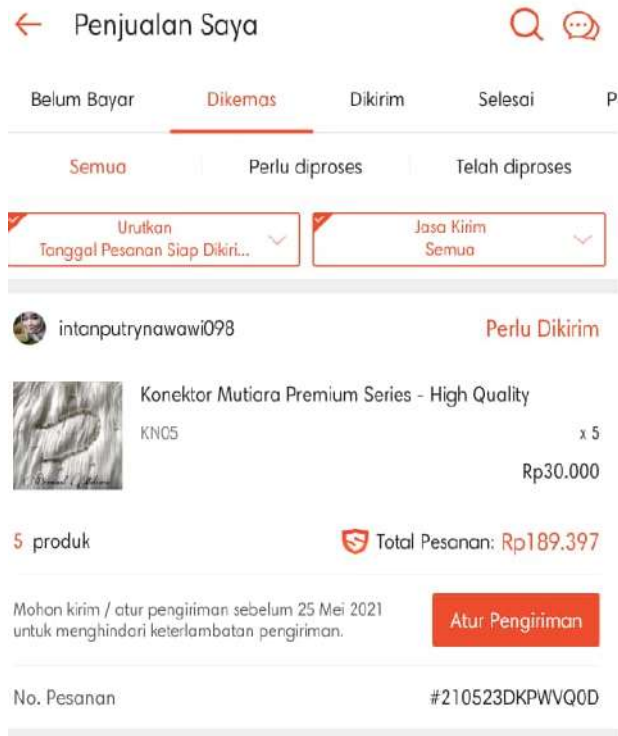
We also sell through the website address that we created, namely the odoo application, shopee, pedia shop, Instagram, and facebook Online sales on our social media accounts post photos of various kinds of connector products that we make with their uniqueness, while offline sales we are the seller using the connector product that we make is intended so that people who see us will be interested in the connector that we use.



## 4.2. Potential and Opportunities

The potential for selling mask connectors in e-commerce is quite acceptable, so there are plans to increase the variety of connectors and increase production to introduce the product to the public.

Here is an example of an existing customer response:



The expected opportunity is to promote products by creating blogs or advertisements as a form of expanding the promotion of this multifunctional connector product, the wider the selling power of this product, the higher the level of sales and income for the product that will be received.

## 5. CONCLUSIONS AND SUGGESTIONS

### A. CONCLUSION

Marketing in a business has a very important role in introducing products and increasing sales. It can be said that the key for a product to sell quickly in the community is in terms of its marketing. If in a business a marketing strategy can be done properly and appropriately, the business will grow very quickly. From the results of the products we try, we carry out a marketing strategy that includes two things, namely product strategy and promotion.

The product strategy that is being carried out is to try to provide the best quality products where in this effort we make a mask connector which there are also many who sell it but the product that we make is deliberately different from the connectors in general where we making it a multifunctional connector besides being able to be used as a connector, the connector we made can also be used as an accessory bracelet for women.

While the promotional strategy that we do is by creating social media accounts and manually, while the social media accounts that we create are shoppe, tokopedia, Instagram, facebook, and the odoo application web page. In addition, we also sell these products manually or offline, namely by bringing them to the office to offer them to office colleagues and we also use the cash on delivery (COD) method for purchases around us which are not far from our home or office.

The reason we want to open this business or make this multifunctional connector product is because we see that during a pandemic like now people will always wear masks wherever they go, so we think the products we make will be of great interest to people, especially women. because of the uniqueness of this connector. Before we marketed this product, we also conducted a survey in various places that sell materials for the manufacture of this product and we also made samples before we made more of this product.

### B. SUGGESTION

For entrepreneurs, especially for early entrepreneurs like us, it is hoped that first they will further improve their marketing strategies and production strategies so that people will be more interested in the products we make. and also make sure in terms of turnover it can be maximized with what is planned before developing the production business that will be made. More importantly, it is very necessary to try at least in 1 week's sales to reach the planned target.

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