



# Social program and digital marketing strategy in community development projects in MSME “Sodagar Snack” at Kuningan, East Java

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## ABSTRACT

Digitalization has become essential in developing businesses, including Micro, Small, and Medium Enterprises (MSMEs). Community Development program was held in Kuningan, Groupst Java whose focus was on MSMEs, "Sodagar Snack." This activity aims to increase awareness of the importance of digitalization in MSME business, introduce marketing applications, facilitate capital, and sustainably encourage the digitalization of MSME bisnis. Implementing this service involves interaction with MSMEs, "Sodagar Snack," socialization, training, and developing entrepreneurship and Dukcapil programs. The results found during this service activity are that MSMEs "Sodagar Snack" still have minimal knowledge and awareness of essential business activities. The expected outcomes of community service activities are MSME actors gaining additional knowledge about the potential for business digitalization, expanding business networks for collaboration with local MSMEs, and helping improve the economy of MSMEs in Kuningan, East Java.

**Keywords:** Community development, Digital marketing, MSME, Strategy

## 1. INTRODUCTION

Based on the Ministry of Finance of the Republic of Indonesia, Finance Minister Sri Mulyani, the Indonesian economy is facing significant and fundamental changes and encourages the economy to become more stable in the issue of the global recession. MSMEs have an essential role, especially during the financial crisis, which also happened in 1998 and now during the COVID-19 pandemic. MSMEs are one way to improve the economy because they are independent and include improving the economy of small communities and minimizing poverty.

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises in 2021, MSMEs contributed 64.2 million actors in a gross domestic product of 61.07% or as much as IDR 8,573.89 trillion. Based on data, MSMEs are one of the essential factors in the Indonesian economy and become a significant source of labor absorption. Therefore, the group wants to increase the potential of MSMEs, especially in Kuningan City, in terms of digitalization so that MSMEs can keep up with the current times and technology to remain relevant.

Online marketing strategies are quite effective in increasing the competitiveness of MSMEs, so this is a reasonably effective marketing strategy (Ulfah, 2021). E-commerce can be an excellent opportunity for MSME players to develop their businesses and allow MSMEs to market with the aim of the global market so that they have the chance to penetrate exports. The rapid increase in e-commerce shows the many advantages offered (Effcoate, 2022). In addition, the optimization of MSMEs is the change of conventional business transactions to online. The development of technology and information has affected various aspects, including business (Ghobakhloo, 2012).

## 2. PROGRAM DETAIL

The objectives of community service activities are to increase awareness about the importance of implementing the digital world in the MSME business, introduce several marketing applications to MSME business people, and facilitate capital to help the business development of MSMEs during the program. They were encouraging MSME actors and local communities to digitize MSME businesses continuously.

Some of the benefits obtained by MSME players in Kuningan City are gaining additional knowledge about the potential development of MSMEs through business digitalization. MSME players can need business networks for collaboration opportunities with MSMEs in Kuningan City. Get intensive guidance during the development program.

## **Analysis and Problem-Solving**

### **Marketing Aspects**

Based on the marketing aspect, MSMEs managed by the author only rely on offline channels to sell. The average marketing is done by entering stalls, cooperatives, schools, and agents in traditional markets. So far, partners also already have regular customers for their products. For online channels, MSMEs managed by the author are already online, but they have not been running and need to be more focused.

In setting product sales prices, partners have not used the element of calculating a Cost of Good Sold (COGS).

### **Operational Aspects**

One of the main problems partners feel is the need to develop new market share. Mitra Sodagar said that he had tried to enter the world of e-commerce, namely through the Shopee platform. However, knowledge about digital marketing, such as Tokopedia Ads, Shopee Ads, and others, could be improved. They want to enter the online world because sales have dropped dramatically during the COVID-19 pandemic.

## **Solutions**

### **Marketing Aspects**

#### **a. Improve and develop aspects of digital marketing on various online platforms**

They are creating e-commerce in the form of Shopee and Tokopedia. But for now, the platform that is already running the group is Tokopedia. Partner Tokopedia accounts have been registered in groups merchants and have received several customers who purchase online. For the e-commerce platform Shopee has been created, and Tokopedia ads have also been applied. Sodagar Snack could get good SEO and appear on the main page and in top positions.

#### **b. Developing Brand Elements**

The writing group has developed a brand element by creating a new, more attractive logo design. Group business needs. The use of these technological tools has yet to be maximized, especially in marketing. It has also made a tagline to make Sodagar Snack easier to remember, namely "Sodagar: Brother When Hungry".

#### **c. Social Media Activation**

To increase awareness of Sodagar Snack products, the group has helped MSME partners to go live on Tiktok so that understanding of Sodagar Snack grows. The group has also done a product photo shoot in Kuningan to improve the image quality of the content created on Tiktok.

#### **d. Socialization with partners regarding digital marketing**

Socialize with partners about digital marketing by training MSME partners to apply e-commerce and social media that have been created.

## **Operational Aspects**

### **a. Planning the Production Timeline of Sodagar Snack**

The writing group has been planning the production timeline of Sodagar. In each group, the group has designed the daily activities to be carried out. Every Monday to Friday, working hours from 07.00 to 11.00. Then on Saturday, partners purchase raw materials in Cirebon, and on Sundays, partners have holidays.

### **b. Designing and Clarifying Guidebook**

Design a new guidebook for partners to make it easier to understand the job description to be more precise and thorough. The guidebook is used for production activities that MSMEs will carry out. The guidebook contains the prices of MSME raw materials, as a group as other alternative raw materials.

### **c. Group weekly Meeting**

Schedules mentoring partners every 1st and 4th group. Before assisting, the author will prepare materials that will be discussed with partners.

## **Financial Aspect**

### **a. Financial**

Designed neater bookkeeping, which uses google sheets containing COGS tables, daily sales, weekly revenue, net profit, capital spent, etc. Then our group socialized about how to use bookkeeping with our partners so that it can be done independently in the future.

### **b. Calculating COGS**

Performed the correct COGS calculations. With the results of the COGS calculations that have been carried out, MSME partners have known how much capital and net profit they get from each product sold.

## **Legality Aspect**

In the legality stage, the author's group has helped process the creation of a new PIRT, because the PIRT has expired. PIRT is Special License for Home Food Industry.

## **Aspects of Business Technology**

Helps MSME partners by providing thermal printers, digital scales, and others along with sufficient training to operate these items to facilitate the work of MSMEs.

## **Implementation**

The follow-up after the 20-day service activities to MSMEs in Kuningan Regency is so that MSME players can maximize the e-commerce platform to develop their business. A simple thing that MSME players can do is to understand how to use the e-commerce platform, which will help maximize online sales. In addition, the e-commerce platform can also help MSME players from customer reviews on the products sold. These reviews can help MSME players evaluate their business by referring to customer studies. Maximize the use of social media that aims to introduce its products to potential customers and attract consumer attention.

Before carrying out service activities, it is necessary to prepare:

1. Conduct interviews with MSME actors to ask about their business.
2. Planning primary work programs in terms of marketing, operations, finance, and human resources

3. Planning social work programs consisting of entrepreneurship programs, dukcapil programs, social community programs
4. Create a timeline of work programs from February to June
5. Budgeting for social work programs
6. Create targets for primary work programs as a group as social work program

The implementation of the service begins with introductions to partners/MSMEs which will receive the impact of the activity, where analysis has been carried out to find out the parts of the company that can be improved. Thus, the group determines the fields of marketing, operations, human resources, and finance as development in the primary program. In marketing, the group focuses more on digitalization aspects, to introduce MSMEs to the e-commerce and other digital marketing markets. The group also focuses on social media development, where content will continue to be taken care of by the team until the activities are completed. For operational aspects and human resources, the group prioritizes scheduling & recording to tidy up the work system of MSMEs. Finally, the team created a financial format/table and taught partners a more detailed form of calculation for the financial field.

Furthermore, the social performance program consists of three sub-programs including the community entrepreneurship program, the Dukcapil program, and the community social program. For the first program, the group conducted a seminar to educate/introduce residents (Ciautumn) related to digital marketing, especially the early stages of running e-commerce and social media for MSMEs. Then, for the Dukcapil program, the group renew family cards for residents.

In more detail, the group facilitates access for residents who have not had time and difficulty renewing their family cards. Finally, the group also conducts educational activities related to National Nutrition Day at SDN 04 Cigadung as a community social program. Apart from waiting for the Family Card renewal process, all of these programs are completed on-site.

Broadly speaking, the following is the implementation of community development activities carried out:

1. Introduction Stage
2. Primary Work Program
  - a. Marketing Field
  - b. Field of Operations
  - c. Human Resources Field
  - d. Finance
3. Social Work Program
  - a. Entrepreneurship Education Seminar
  - b. Program Dukcapil
  - c. Education "National Nutrition Day" (Community Social Program)

### 3. RESULT AND DISCUSSION

During the intensive service activities carried out for 20 days to MSMEs in Kuningan Regency, there were groups supporting factors that made this activity run group. The following are factors for implementing actions to help MSMEs in digitalization to help run their businesses. MSME partners have

high enthusiasm for learning, especially in digitalization. MSMEs desire to learn useful digital platforms for developing their business, for example, applying e-commerce platforms to sell online and marketing by utilizing social media.

#### New Packaging Design

There is a change in sticker packaging because partners ask for stickers for each variant to make it easier to print stickers. The group also made stickers for the new size, which is 2kg. Here are the new stickers group created for Sodagar. Figure 1 shows the design of the packaging.



Figure 1: Packaging Design

#### E-Commerce Analysis (Tokopedia Ads)

Through e-commerce, Sodagar has increased awareness and further encouraged operational and entertainment content from partners. More than 2500 clicks at the shop online and sales more from 130 products since the shop product. In the future, performance will continue to be monitored through analytics tools in e-commerce used, and there are several efforts to encourage online sales (Figure 2).

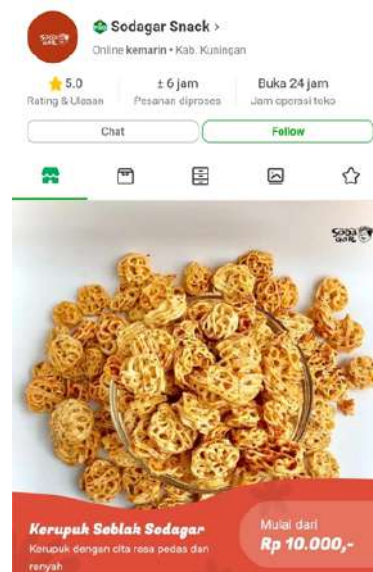


Figure 2 : Online Shop at Tokopedia

### Social Media Content

Group developed Sodagar's social media on Instagram and TikTok where content will also be uploaded gradually. Instagram is used for promotional activities and introducing brands, while Tik Tok. New variance of product also promotes in social commerce (Figure 3).

In addition, these MSME actors have essential knowledge capital for technology utilization digitization through gadgets. This program facilitates the process of implementing service to MSMEs in Kuningan Regency. However, during the service activities, group factors hindered the success of MSME mentoring activities in Kuningan Regency. The delay in technological progress makes these MSME partners need to adapt more to take advantage of digitalization to improve their business. The limitations of tools such as high-quality cameras for marketing also inhibit factors in ongoing service activities. MSME partners can overcome these problems.



Figure 3: Variance of product in online

online channels and adding offline channels to MSMEs in urban areas. Implement theory re-branding to build a brand image that is more up-to-date and in line with the products produced by MSMEs. Various other programs, such as group mentoring, Family Card, etc., are expected to open new opportunities for MSMEs to continue to grow.

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## 4. CONCLUSION

Based on the discussion in the previous chapter, these MSMEs still have minimal knowledge and awareness of various essential aspects of business activities. This aspect is undoubtedly caused by multiple reasons. Such as a lack of understanding of the importance of carrying out business theories, a lack of knowledge of science and technology, etc. This program will undoubtedly impact business professionalism and sustainability to develop its business. Therefore, awareness is needed for Kuningan MSME voters with various socialization programs such as seminars and learning carried out by previous groups.

In addition, the group also strives to help MSMEs to be able to expand their business with various programs that have been and or will be carried out in the future, such as activating