

TRAINING MAKES BRANDING STRATEGY THROUGH ONLINE MEDIA FOR MICRO, SMALL BUSINESS, MEDIUM ENTERPRISES IN KEMBANGAN SELATAN VILLAGE

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Abstract

Micro, small and medium businesses (SMEs) are business people engaged in various business fields, which touch the interests of the community. In Indonesia, this business is considered as an effective way to reduce poverty. From the statistics and research carried out, SMEs represent the largest number of business groups. SMEs are the largest group of economic actors in the Indonesian economy and are proven to be the safety valve of the national economy in times of crisis, as well as being a dynamic economic growth after the economic crisis. In addition to being the business sector with the largest contribution to national development, SMEs also create considerable employment opportunities for domestic workers, which greatly helps efforts to reduce unemployment. The development of information and communication technology has an impact on behavioral changes, especially consumer spending patterns, where people prefer to trade online rather than conventionally. This training is intended to improve the ability of participants in making branding strategies through online media. The invited participants were 35 people. The approach method offered to solve the problem of the target audience is the owner of a craft and food business, housewives in the Kembangan Selatan village. The results of the training evaluation revealed that participants stated that training was very useful to improve understanding regarding the effectiveness of using media online on business.

Keyword : Branding, SMEs, Social Media

CHAPTER I INTRODUCTION

Background

The development of information and communication technology (ICT) has an impact on behavioral changes, especially consumer spending patterns in which people prefer to transact online compared to conventional Gunawan (2012), explaining the benefits of ICT as follows: (1) electronic commerce known as E-Commerce ; (2) Promotion and marketing costs through website and social media are more efficient (cheaper); (3) Add Value is to create value for customers more specifically to create loyalty so that customers are willing to become consumers for the long term. Based on the results of research conducted by Kim *et al* (2011), where the use of web 2.0 applications is needed by small businesses to improve their business performance, to deal well with customers, and as a source of competitive advantage. Meanwhile, based on the results of Meske's research (2013), where small companies use social media as a way to get consumers and as a supporter of internal communication and establishing cooperation. or business continuity, it is necessary for the manager / business management to carry out marketing activities. One form of marketing activities is promotion through social media such as Facebook, Twitter, Instagram. Based on the results of research conducted by Jagongo and Kinyua (2013), where the use of social media tools can gain considerable market access, can improve good relationships with customers, while aspects of product prices and product innovations offered by social media have little effect on increasing small business growth.

Based on the results of interviews and observations of handicraft businesses conducted by mothers and residents in the South Kembangan area, where the forms of marketing activities that have been carried out are: (1) Following exhibitions / bazaars; (2) marketing and selling at the local RPTRA store. Based on this information it is also known that the majority of craft and food processing business owners have not utilized the internet especially social media for promotional activities. This is caused by the lack of knowledge and skills about the benefits of social media in the sustainability of their business. For this reason, researchers need to carry out community service activities in the form of improved skills and knowledge of benefits and ways of using social media to improve the sustainability of businesses in the Kembangan Selatan sub-district.

Identification of Problem

Based on SME field observations in Kembangan Selatan sub-district, the following problems were found:

1. The quality of SME human resources which is still low and the lack of entrepreneurial knowledge and competence results in low business and labor productivity. It also appears in their inability in terms of business management, especially in terms of recording / bookkeeping procedures.
2. Existing SMEs that do not yet have a clear legal entity. Some SMEs also lack knowledge about aspects of legality and licensing, including the requirements that must be met and the procedures adopted in the process of administration.
3. Lack of innovation in SME products is considered to still lack technology, management, information and markets. Meanwhile, to meet these needs, SMEs require relatively large costs, especially if managed independently.
4. SMEs also still face obstacles in terms of access to capital and funding. As a result, SMEs have difficulty in increasing their business capacity or developing products that are able to compete. Most SMEs have not been sufficiently touched by the services of formal financial institutions (banks). So that not a few of SMEs are forced to utilize the services of traditional microfinance institutions - albeit with burdensome burdens and risks - in order to maintain the survival of their businesses.
5. Lack of assistant staff in the field has caused many SMEs that have not been touched by consulting and advisory services. Thus, it is very much needed the presence of business development institutions to facilitate SMEs and provide services according to their needs.

CHAPTER II. THEORETICAL BASIS

According to Carson, Cromie, McGowan and Hill (1995), SMEs is expounds upon as growing small businesses, medium size enterprises and entrepreneurs. The term entrepreneurs is used through out this study as a predisposition on the part of individuals or firm to take a chance in the hope of gain (Penrose, 1995) by committing effort and resources to identifiable activity. In all instances, SMEs represent a departure in size and scope from larger organisations operating with sizeable resources and budget beyond that which is available to SMEs. Irrespective of their size, and resources, SMEs compete in an equally competitive environment characterised by the same trend within which larger firms also operate. Environment characterised with fierce innovative activities, intense competition, and technological advances provides the interface between SMEs and branding. As marketing evolves into organisational activity rather than a functional activity within the firm (Day, 1997; Webster, 1997), there is a persistent need for developing a framework that captures the interrelationship between marketing practices and creating demand for innovative products and services in a way that existing marketing framework does not espouse. Marketing entrepreneurship is an interface that could fill this void particularly as competitiveness is increasingly important for SMEs as it is for larger firms. Branding represents one of the core marketing practices that emphasised the continuity and connectedness of the firm with its external environment of which customers are important constituents. Through branding, firms of different sizes are able to create, nurture and innovate on their market-based assets. By creating market-based assets perceivable by consumer, firms are able to nurture perceived brand value consumer brand equity, which in turn create profitability for the firm. Brand therefore, represents an important determinant of the effectiveness and firms ability to link its internal and external environment successfully. Branding represents one of the core marketing practices that emphasised the continuity and connectedness of the firm with its external environment of which customers are important constituents. Through branding, firms of different sizes are able to create, nurture and innovate on their market-based assets. By creating market-based assets perceivable by consumer, firms are able to nurture perceived brand value consumer brand equity, which in turn create profitability for the firm. Brand therefore, represents an important determinant of the effectiveness and firms ability to link its internal and external environment successfully.

CHAPTER III. IMPLEMENTATION METHOD

Implementation of Activities

Praise the Presence of Allah SWT we pray, because this activity has been carried out on:

Day : Tuesday, June 25 2019
 Time : 13.30 - 16.00 WIB
 Place : Kembangan Selatan Village, Kembangan District. West Jakarta.

Target Audience

The target of the group that received this socialization material was the community of Kembangan Selatan Village which was not far from the campus environment of Mercu Buana University. The number of participants

invited as many as 35 people consisting of communities in various RTs in various RWs in Kembangan Selatan Village

Implementation Method

The approach method offered to solve the problem of the target audience is the owner of the craft and food business and the community of housewives in the Kembangan Selatan Village as follows:

1. Varied Lectures and Question and Answer Discussion
This method was chosen to convey concepts that are important to be understood and mastered by trainees. The use of this method with the consideration that the lecture method combined with audio and video can provide relatively much material in a compact, fast and easy. The material provided in the form of knowledge of promotional strategies, promotional media and social media management (Facebook and Instagram)
2. Demonstration
This method was chosen to show how the steps in compiling marketing communication are promotional objectives, determining the TagLine / Content of Advertising Information, determining Target Buyers, and designing ad designs (images, videos, audio and colors). Demonstrations are carried out by the instructor in front of participants who each operate a handphone or tab so that participants can observe firsthand the methods and techniques of using social media as a business promotion.
3. Exercise
This method is used to provide an opportunity for each participant to create Facebook and Instagram social media accounts, and use them for promotional activities.
4. Monitoring and evaluation.
This method was chosen to monitor the extent of the development of IRTs in using and utilizing social media (such as Facebook and Instagram) in promoting their products. This is shown by proof of the address of the social media used, the number of transactions that occurred along with photos of the products uploaded on the social media.

CHAPTER IV. RESULT AND DISCUSSION

Implementation of Activities

This service activity was held in the framework of the Community Service routine activities as one of the Tri Principles of Higher Education. This activity is carried out well and on time according to what is expected. The number of participants was 35 people.

With the arrangement of the program as follows:

NO	TIME	TOPIC	IMPLEMENTER
1	13.00 – 13.15	Registration	COMMITEE
2	13.15 – 13.45	Develop an Entrepreneurial Spirit	Dr. Adi Nurmahmudi
3.	13.45 – 15.00	Branding and Social Media	Dr Sri Hartono

Material and Activity Supplies

The training material is distributed to participants regarding theoretical material or practice. Training materials presented in the form of power points and family financial management cases. Training materials are explained interactively in the form of class presentations and discussions. The Branding on social media cases were discussed in groups

Evaluation of Activities

- a. Through the attendance list, it was known that there were 35 participants.
- b. The presentation of the training material was carried out according to the training schedule.
- c. From the results of the training evaluation sheet recapitulation, it was found that participants stated that training was very useful to improve understanding regarding the effectiveness of interpersonal communication in Branding on Social Media.

Factors driving the success of this activity include:

- a. There is good communication between community service teams.
- b. There is a good collaboration between the community service team and participants.
- c. The enthusiasm of the participants took part in the training until it was finished.

Barriers factor:

- a. Coaching cannot only be done one day because there are quite a lot of participants who have not been skilled in making coconut management.
- b. Limited time and funds.

Result and Discussion

The following will discuss the participant's assessment of the use of social media for the promotion of SME products. Based on table 4.1 below, it can be seen that the majority of trainees stated that it was very important to promote products using social media by 77.4 percent, which answered important as much as 19.4 percent and the rest considered quite important at 3.2 percent. It can be concluded that SME entrepreneurs in the South Kembangan Village have an awareness of the importance of using information technology as an effective and efficient product promotion media. In addition, the majority of trainees were also aware of the benefits of promotion with social media such as Facebook, Twitter, Instagram at 64.5 percent who answered strongly agree and 35.5 percent who answered agreed. This can be seen from the participants' answers about the benefits of promotion with social media such as increasing sales transactions, increasing revenues and products that can be recognized in all regions and even countries.

The number of participants who answered strongly agreed to be interested in using social media as a product promotion of 67.7 percent, while those who answered agreed as much as 32.3 percent. It can be concluded that all training participants are interested in using social media as a media for promoting their products, because they are well aware of the benefits of social media in developing their business / business going forward. This is consistent with the results of research conducted by Elvis Oji, Gervase Iwu and Haydam (2017) where the goals of small entrepreneurs use social media as follows: promotion of 67.6 percent, new product development of 58.8 percent, socialization with customers of 77, 3 percent and to increase consumer loyalty by 65.2 percent

Based on the results of the assessment of the number of participants who have accounts on social media, the majority answered that they already have accounts on social media be it Facebook, Twitter and Instagram by 80.6 percent, while the remaining 19.4 percent do not have accounts on social media. It can be concluded that the majority of MSME entrepreneurs in South Kembangan already have accounts on social media, even though the majority are utilized to add friendships. While the majority of participants who had the most followers on social media accounts were 61.3 percent, while the rest had few followers and some did not even have accounts on social media. It can be concluded that the majority of SME entrepreneurs in South Kembangan have a good network, because the key to business success is the wide network of friends.

The number of trainees who often use social media for product promotion is 71 percent, while the rest is used to make friends even some do not have an account on social media. This can be concluded that the majority of SME entrepreneurs have used social media to promote their products. In addition, there were 58.3 percent of trainees who had knowledge about the benefits of social media as a tool for product promotion, but lacked techniques and skills on how to use social media for effective and efficient product promotion. This is because the majority of MSME entrepreneurs have junior high school education, so they do not understand clearly what factors are important to consider in product promotion. The important factors are known before conducting product promotion through social media, namely: (1) knowledge of who the target consumers of the product being sold are; (2) what value will be given to the target consumer, where this value is communicated in the form of a tag line on social media; (3) knowledge of design and information design on advertising on social media; (4) Frequency of product advertisement appearances on social media; (5) endorse utilization for advertising on social media; (6) knowledge of building good relationships with customers and how to transact through social media

Table 4.1 Assessment of Participants Against Training Conditionsransact through social media.

Training Characteristics		Frequency	Percent	Valid Percent	Cumulative Percent
Benefits of Training	4.00	15	41.9	41.9	41.9
	5.00	20	58.1	58.1	100.0
	Total	35	100.0	100.0	
The ability of the instructor in the delivery of material	4.00	14	38.7	38.7	38.7
	5.00	21	61.3	61.3	100.0
	Total	35	100.0	100.0	
The suitability of the training with the needs of the participants	3.00	1	3.2	3.2	3.2
	4.00	18	51.6	51.6	54.8
	5.00	16	45.2	45.2	100.0
	Total	35	100.0	100.0	
Condition of Training Place	3.00	2	6.5	6.5	6.5
	4.00	12	32.3	32.3	38.7
	5.00	21	61.3	61.3	100.0
	Total	35	100.0	100.0	
Training Consumption	4.00	20	58.1	58.1	58.1
	5.00	15	41.9	41.9	100.0
	Total	35	100.0	100.0	

CHAPTER V. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the implementation of community service activities carried out by the Mercubuana University Lecturer Team, the conclusions are as follows:

- For Participant Profiles, where the majority of participants aged over 40 years are female, have a junior secondary education, have a food type business with a turnover value of less than five million per month and have a number of employees of less than five people.
- Based on the results of the participant's assessment of Social Media, where the majority of participants stated that the training was very useful and in accordance with their current business needs. Besides that the majority of trainees already have accounts on social media both on Facebook, Twitter and Instagram, and even have many followers. But the majority of trainees have minimal knowledge and skills about techniques / ways of promotion through social media. Many of them do not yet know what important factors must be considered in promoting products such as determining market segments, targeting and positioning

- c. Based on the results of the participant's assessment of the training implementation, that the majority of participants assessed the training instructor's ability, the condition of the training venue and the availability of consumption were considered very good and satisfying

Suggestion

It is expected that the village head and PKK in the South Kembangan village will map SMEs who already have accounts on social media, and those who have not, as well as mapping the characteristics of the products being sold. It aims to achieve the objectives of the training implementation in the future

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