

Assistance For MSMEs in The Adoption of Digital Marketing of Local Food Products

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Abstract: One of the agro-industry players in processed food products in Punggur District, Central Lampung Regency, Lampung Province, is KWT Canala. KWT in Punggur Regency merged into an organization called the KWT forum of Punggur Regency. The application of digital marketing technology in KWT in Punggur District, Central Lampung Regency is; The application of the internet is still very limited, this is due to the low skills of internet applications that can be used in business. The low use of digital media in business is caused by incompetent expertise in using the internet, social media, marketplaces, and product promotion. Therefore, it is necessary to provide assistance to KWT members in implementing digital marketing so that sales volume increases. This program aims to provide assistance to MSMEs in Punggur Regency related to the manufacture of attractive labels and packaging that are able to compete in the market as well as the application of digital marketing in improving the performance of local food product businesses so that it can increase KWT's sales volume and revenue. The methods used are lectures, discussions and demonstrations through pre-activity activities (permit management, consolidation), exercises and demonstrations, development and evaluation of online stores (initial evaluation, process evaluation and evaluation of results or sustainability impacts). The result of this program is to improve the knowledge and skills of MSME managers in Punggur District about making labels, packaging and the use of digital marketing for products to be produced.

Keywords: Digital adoption; Packaging; Labels; MSMEs; Central Lampung Punggur

Introduction

Digital marketing is an electronic/online marketing activity, combining digital devices, the use of social media, platforms, and the internet (Purwana et al., 2017) (Syukri & Sunrawali, 2022) (Putri, 2022). Digital marketing in marketing has an important role in expanding the marketing network from distribution to retailers (Silviana, 2020). People already have the tools to do digital marketing. The community has widely owned handphone, making it easier for consumers to shop online. Therefore, technological advances must be used as an opportunity for business actors to be able to utilize technology for marketing.

Furthermore (Silviana, 2020) stated that this is a modern era where almost all levels of society, both

young and old, have smartphones and automatically the number of social media users is increasing day by day. However, digital marketing also has challenges that must be solved, namely; about how to provide excellent service to consumers, how to persuade consumers, and how to make ways to attract and retain potential customers (Marjulin et al., 2022). This condition provides opportunities for processed food business actors in rural communities to promote or sell their products through digital means through social media and marketplaces.

One of the agro-industry actors in processed food products in Punggur District, Central Lampung Regency, Lampung Province, is KWT Canala. There are 10 members of KWT Canala. However, of the 10 members, only 1 member is active in doing business

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continuously. Motivation and encouragement for all to move to run a business are very necessary for the group.

KWT in Punggur District merged into an organization called the Punggur District KWT forum. The Women Farmers Group (known with KWT) is an agricultural institution consisting of a group of farmer mothers or wives who carry out agricultural activities such as processing, cultivating plants in the yard, and other economic activities. KWT is an MSME actor who carries out agricultural product processing activities (Agroindustri) in rural areas. KWT that conducts processing businesses has an important role in the national economy, namely in the context of increasing the added value of local food, opening business opportunities, and absorbing the labor of rural communities.

The application of digital marketing technology in KWT in Punggur District, Central Lampung Regency is the application of the internet is still very limited, this is due to the low skill of internet applications that can be used in business. The internet is still limited to social media applications such as WhatsApp and Facebook. This is stated in the results of the study (Sutarni et al., 2019; Sutarni and Unteawati, 2021) stating that food processing MSME actors in Central Lampung Regency already have cellphones with an android system (98%). The response of respondents to using cellphones as a means of communication reached 60%, while respondents who used cellphones for communication and marketing of their business still reached 40%. Respondents' perception that the internet can be used for online market expansion (77%). Respondents already have readiness in the application of internet-based technology in business, but need adequate infrastructure support and assistance in the optimal use of digital marketing from the Regional Government of Central Lampung Regency and High Education.

The type of business developed by KWT Canala is locally-based food processing, namely banana chips with various flavors, cassava chips with spicy and balado flavors, original and spicy sweet potato chips, marning, and opak. Products in continuous production have 2 people outside the family. Bahan baku produk which is processed locally in Punggur District and its surroundings. The products that are produced continuously are cassava chips and kelanting, this is due to the availability of cassava raw materials in Central Lampung Regency is quite available.

Local food products produced by KWT Canala already have PIRT. Products packaged with plastic have been labeled but are not yet attractive. For this reason, it is necessary to improve the attractive packaging design so that consumers are always interested in buying it.

Marketing has been carried out directly, through the Punggur traditional market and modern markets,

namely PB Swalyan City, Punggur District, and Bandar Jaya District. Cassava chips and kelanting products produced by KWT Canala can be seen in Figure 1.



Figure 1. KWT Canala Products

Online product sales have not been carried out either through social media or marketplaces. Product promotion has not been carried out in print or online. Several studies show that digital marketing has an impact on increasing sales volume and business profits (Ratna Gumilang, 2019; Sutarni and Unteawati, 2021; Widiastuti, 2021). The low use of digital media in business is caused by the expertise in using the internet, social media, marketplaces, and product promotion that are not competent. Therefore, it is necessary to provide assistance to KWT members in the implementation of digital marketing so that sales volume increases. The objectives of Community Empowerment activities are: Improving the skills of KWT members in designing labeling and packaging of processed food products that attract consumers. Improving the skills of KWT members in managing continuous digital marketing of processed food products. Increasing sales volume and business revenue of processed food products by KWT in Kacamatan Punggur.

Method

This community Service Activity (known with PKM) was carried out at the house of the chairperson of the Canala Women Farmers (KWT) group in Totokaton Village, Punggur District, Central Lampung Regency, Lampung Province. The target audience of this activity is KWT Canala members and KWT active producers in Punggur District. The group meeting was held on October 10, 2024 and October 28, 2024 attended by the chairperson and members of KWT Canala as well as the chairperson (Mrs. Rosdiana) and the Chairperson of the KWT Sub-district forum (Mrs. Siti Muntamah). The method of implementing this activity is carried out through: lectures and discussions. The person in charge of the material on the packaging of local food products is: Lecturer of the Food Agribusiness Study Program (Sutarni, S.P., M.E.P.), while the person in charge and members of the material on the continuous management of digital marketing of processed food products are; Lecturer of Food Agribusiness Study Program (Dayang

Berliana, S.P., M.P.), and Lecturer of Informatics Management Study Program (Kurniawan Saputra, S.Kom., M.Kom.).

The stages of implementing this activity are: Conducting permit management, consolidation, and socialization of activities to related agencies and target audiences. Conduct group meetings using the group meeting method through lectures and discussions using LCD aids and distributing activity material modules that have been prepared in advance. Conducting training activities, demonstrations of methods and special assistance. The demonstration of how to be carried out is : (a) Prepare local food products produced by KWT Canala, and KWT in the Punggur area for the next demonstration activities. (b) Conduct demonstrations of packaging design improvements in accordance with labeling and packaging standards that are good, correct, and attractive to consumers (c) Packaging and sales of local food products through online and offline sales (d) Demonstration of how to make product promotions through, business instgram, facebook, whatsapp, tiktok. Development of similar online stores/marketplaces for KWT Canala and KWT Punggur District. Prepare the main equipment used in the demonstration of this method including:

- a) The main equipment is digital cameras, packaging machines, product photos, videos about the process, as well as the results of local food products, namely; examples of products produced by KWT such as various chips, opak, kelanting and others,
- b) Printed product labels and packaging
- c) Mobile phones or laptops, and internet credit, as a supporting tool for demonstrations of how to adopt/use Digital Marketing technology.

Result and Discussion

The stages of implementing this activity are:

- 1) *Conducting permit management, consolidation, and socialization of activities to related agencies and target audiences.*

Permit management activities are carried out for MSMEs in Punggur District who will be service participants and the Central Lampung Regional Government. The consolidation activity aims to strengthen relationships and establish sustainable cooperation between the implementers of MSME service activities and related agencies in Punggur District, Central Lampung Regency. The socialization activity aims to inform MSMEs that the mentoring activities carried out have benefits for the expansion of marketing of Canala MSMEs and MSMEs in Punggur District. The following is documentation of socialization activities to Canala MSMEs and MSMEs in Punggur District.

- 2) *Conduct group meetings*

Group meetings are conducted through participatory methods. (Djauhari et al., 2021) explained that the participatory method is a method that actively involves the target because the role of the target is very important in determining the right target, practical-oriented, empowering and sustainable program. In the group meeting activities, an agreement was reached on the time and location of the implementation of the mentoring activities. The following is a documentation of the group meeting that has been carried out between the service team and the target audience.

- 3) *Conduct training activities, demonstrations and special assistance*

- a) Preparing local food products produced by KWT Canala, and KWT in the Punggur area.

In this activity, KWT Canala prepared several products that have been produced, including cassava chips, sweet potato chips and banana chips. Other KWTs in the punggur area also participated in preparing the products that had been produced. The products that have been produced will then be determined by the packaging and labeling. Attractive packaging and labels will be able to attract potential customers to buy the products made. (Nuraeni et al., 2022) explained that packaging plays a role as a source of information while labels and labeling are identities, helping to sell and market products and comply with regulations perundang-undangan yang mengharuskan adanya label dan pelabelan. Berikut adalah contoh produk hasil KWT Canala yang siap untuk diberikan pengemasan dan pelabelan.

- b) Conducting demonstrations of packaging design improvements according to labeling and packaging standards that are good, correct, and attractive to consumers.

Currently, the packaging design of Canala MSME products is still simple, because it uses clear Polypropylene (PP) plastic with a thickness of 0.8 microns. KWT Canala's squid clone products do not yet have a sticker label, this shows that the identity of the product has not been listed. The absence of this identity can hinder the branding of MSME products and products to be unattractive. The service team assisted in repairing packaging labels so that they became more attractive, more colorful and more selling. Packaging forms and packaging sticker labels are formed based on suggestions and inputs MSME managers and service teams are then combined so that packaging design becomes more innovative. Cassava chip products do not use aluminum standing pouch laminated plastic. The use of plastic standing pouches is more modern because KWT Canala snack products have penetrated the

supermarket so they must be able to compete with other products that have used modern packaging. In addition, the selection of packaging types is based on the characteristics of food products because the function of packaging is also a protector for the products in it (Qonita et al., 2021). The following is documentation of Canala's initial products that have not received packaging label repairs.



(a) (b)
Figure 1. KWT Canala Products
 (a) Squid Klanting (b) Canala Products



Figure 2. More attractive KWT Canala Product Packaging

c) Packaging and selling local food products through online and offline sales

Packaging assistance activities were carried out with a demonstration of the use of adhesive machines/Continuous Band Sealer. This machine has the function of sealing plastic packaging to make it stronger and more attractive so that it can give a positive image to the product. The continuous sealer machine also seals clear plastic and aluminum foil laminated packaging automatically at a speed that can be adjusted to facilitate packaging activities. Therefore, this machine is faster and more effective than conventional sealer machines. The following is a demonstration of the use of continuous band sealer adhesive machines in KWT Canala and Punggur MSME products.

d) Demonstration of how to make product promotions through, business instagram, facebook, whatsapp, tiktok.

The demonstration of making social media marketing for MSME products was carried out using mobile devices owned by participants. The service team provided initial counseling by creating Google My

Business. The function of using google business profile is to increase the visibility of MSME businesses, promote businesses, get customers, increase rankings in Search Engines, and obtain customer reviews. The following is KWT Canala's business profile.

4) *Development of similar online stores/marketplaces for KWT Canala and KWT Punggur District*

An online store or Marketplace is a the online store named LamTeng Mart (Central Lampung Marketplace Platform) has benefits for the community, stores and is managed by admins/operators. Display in the snackfoodLTmart application admin menu <https://play.google.com/store/apps/details?id=com.ltmart>. The LTmart Store user community can see the product, adding products to cart, proceed to the shopping cart to the checkout page, select a shipping option, proceed with the payment process, upload proof of payment, track the order and confirm receipt of the order. The role of stores on this platform is to add products, change products, delete products and input delivery receipt numbers. Admin/operator is able to identify the number of stores, view store products, add stores, delete stores, view user data and validate user payments. The process of activities on the platform given to Punggur MSMEs is as: (1) Operator registers Store; (2) Store adding products; (3) Users view products and add them to shopping cart; (4) User proceeds shopping cart to checkout page; (5) User selects delivery option; (6) The user uploads proof of transfer worth the total shopping + shipping to the account provided by the LamTeng Mart Team; (7) Payment validated by LamTeng Mart Team; (8) The store sends the product and enters the shipping receipt number; (9) Users can track order delivery data; (10) The user confirms the receipt of the order after the order is received at the delivery address

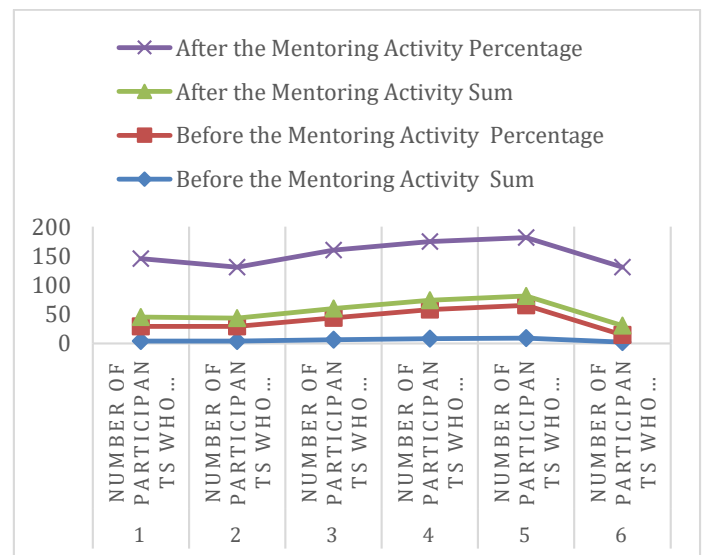


Figure 3. Evaluation of Program Results and Sustainability

Based on the image, it can be seen that there is an increase in knowledge about digital marketing and product packaging. Participants came to understand that the main purpose of packaging is to make the product more durable, as well as as the identity of the product. The sustainability of the program can also be seen that the mentoring participants are ready to use digital marketing for product marketing and will implement quality packaging so that the product can be empowered in the modern market.

Conclusion

The conclusion of this community service activity is to support local government programs, especially Central Lampung Regency in increasing the empowerment of MSMEs/KWT, to improve business performance so that it can increase MSME/KWT income, increase the value added of products in rural areas, and absorb community labor in rural areas.

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