

Marketing Strategy in The Development of Rira Dishwashing Soap and Clothes Washing Soap UMKM

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Received: November 12, 2024

Revised: November 30, 2024

Accepted: December 9, 2024

Published: December 31, 2024

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DOI: [10.29303/ujcs.v5i4.767](https://doi.org/10.29303/ujcs.v5i4.767)

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Abstract: The importance of MSMEs for the progress of a region, therefore the Sumber Kembar village apparatus agreed to provide direction to residents to be optimistic in running a business and not give up easily if they fail. The purpose of implementing this community service is to create a marketing strategy to improve MSMEs in the community environment. This activity was carried out at the Rira Liquid Soap and Laundry Dishwashing Soap community business, located in Junrejo sub-district, with several stages of activities including initial identification, analysis and planning, mentoring and implementation, and evaluation. The results of this study indicate that Community Service Activities at the "RIRA Dishwashing Soap and Laundry Soap" Business resulted in a NIB Certificate for logo development, a new, more attractive packaging design. Marketing through social media can expand product recognition and marketing reach so that it can increase income from the "RIRA Dishwashing Soap and Laundry Soap" Business which will have an impact on increasing people's purchasing power for household needs, namely dishwashing soap and laundry soap in the Batu city area and its surroundings, especially RIRA Business Owners ". In the future, this business to increase marketing must also be active in using social media.

Keywords: Strategy; Marketing; MSME

Introduction

In the current Industrial Revolution era, all business actors are required to adapt to the rapidly changing business environment, one of which is by relying on digital technology. Several studies have shown that digitalization can improve the performance of MSMEs. Socialization about digital marketing is one of the efforts to realize micro businesses towards digitalization so that they can achieve marketing effectiveness. Offline sales activities during a pandemic like this certainly greatly reduce their income, so educational activities are needed to help them in sales. Education and socialization about the benefits of digital marketing, implementation of the use of social media and E-commerce to MSMEs in Plamongansari village aims to improve the quality of marketing and profit through technology that makes it easier for consumers to transact in the current pandemic era. This education and socialization is carried out using

audio visuals including guides or how to use social media as a means of promotion and how to use Ecommerce as an effort to optimize orders and services that are very much needed during a pandemic. This socialization program is expected to help micro business actors understand effective sales strategies in this pandemic era through the use of digital technology. (Arumsari et al., 2022).

The importance of MSMEs for the progress of a region, therefore the Sumber Kembar village apparatus agreed to provide direction to residents to be optimistic in running a business and not give up easily if they fail. It is necessary to implement a marketing strategy. Turnover or often known as turnover which means amount, while sales are activities selling products or objects that aim to seek profit or income. Sales turnover is a sales activity in the form of goods or services that accumulate and can be calculated as a whole within a

How to Cite:

Mitasari, R., Nursabrina, Z. Y. S., & Winarno, A. (2024). Marketing Strategy in The Development of Rira Dishwashing Soap and Clothes Washing Soap UMKM. *Unram Journal of Community Service*, 5(4), 424-428. <https://doi.org/10.29303/ujcs.v5i4.767>

certain period of time continuously in an accounting process (Jatmika et al., 2017)

One of the digital marketing platforms that can be used by micro business actors as a marketing strategy to increase their product sales is Google My Business. According to (Eunike & Sony, 2018), Google My Business is one of the platforms provided by Google with the benefit of appearing in searches on any device, both desktop and smartphone. Google My Business can display the position of the business premises on Google Maps/Gmap. Google My Business is very helpful in developing businesses and making it easier for someone to find information about community businesses. (Dwiarta & Choiria, 2017)

Mr. Beta Indrianto's liquid soap home industry started with limited capital and capabilities, but was driven by a strong entrepreneurial spirit. From the beginning, Mr. Beta realized that the public's need for cleaning products, especially liquid soap for washing dishes and laundry, was very high and continued to increase. This was triggered by the lifestyle of modern society who prefer liquid products that are more practical and effective compared to traditional bar soap.

This business started from a small-scale production at home, where Mr. Beta independently concocted a liquid soap formula that was not only high quality, but also environmentally friendly. With a focus on quality, efficiency, and affordable prices, the liquid soap products produced began to be in demand by neighbors and relatives. From there, the home industry market grew.

Currently, the problem faced by Home Industry Rira Liquid Soap is that it has not been able to expand market distribution due to several factors, including not having a business license, therefore this UMKM only sells products if there is an order. In addition, this UMKM also does not have an official logo and also uneconomical packaging. So researchers are interested in developing marketing strategies both in terms of production and promotion on social media so that it can be recognized by the wider community.

Method

The implementation method is a reference basis so that the process in the managerial insight development program carried out at the Pring and Laundry Soap UMKM in Dadaprejo Village, Batu City, runs in a structured and directed manner. After the field observation and problem identification process is carried out, the next step is to design a solution. (Santi & Andhita, 2022). Furthermore, the solutions that have been designed and planned will be submitted to partners to get feedback, the managerial insight

development activities have been carried out on September 16, 2024 to December 10, 2024. The method that will be used in this program is shown in.

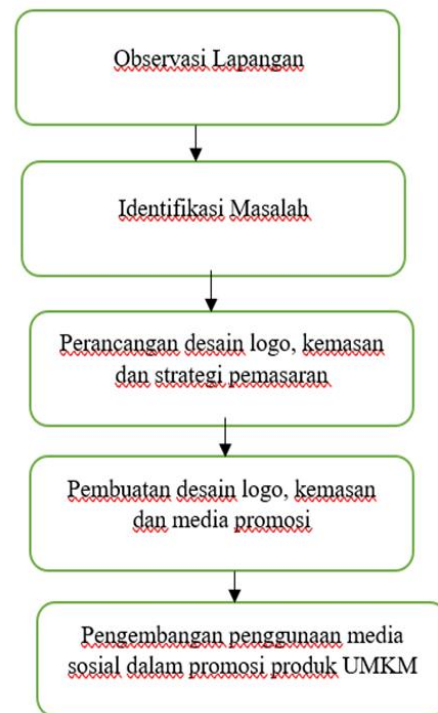


Figure 1. Stages of implementing managerial insight development

Results and Discussion

The results of the stages that have been carried out in activities to resolve partner problems include:

1. Observation and identification

Observations were made with the intention of identifying the weaknesses of the "RIRA" Dishwashing Soap and Laundry Soap MSMEs. The weaknesses include that MSMEs do not yet have a NIB (Business Permit Number), do not yet have a logo for laundry soap products, the packaging is still in the form of 25 liter jerry cans for dishwashing soap and 5 liter jerry cans for laundry soap and there are no social media accounts for promotion. This business actor still sells its products offline and has not been widely marketed to grocery stores so that outsiders rarely know about this product. The size of a business will have an impact on economic development in Indonesia. Although it only affects a small part. However, MSMEs can recover from an economic crisis that hits a region. The existence of MSMEs is also inseparable from the marketing strategies they implement in marketing products. Currently, MSMEs have penetrated various regions in Indonesia with a variety of products both in the fields of trade and services (Sholicha & Oktafia, 2021).



Figure 2. Production Place

2. Offering solutions to RIRA UMKM.

The solutions offered are to redesign the laundry soap logo, packaging in the form of 450 ml bottles for dishwashing soap and 450 ml for laundry soap and social media as a form of publication for "RIRA Dishwashing Soap and Laundry Soap".



Figure 3. Discussion of UMKM development program plans with Owner

3. Designing a solution system

From the offer that has been approved by the Owner of Rira UMKM, a design for creating a logo, packaging and also social media was carried out which had previously been agreed upon by the Owner.

4. Logo Design Creation

Logo design creation is the initial stage that must be done in this program. Product commercialization is the stage of introducing the product that has been produced to consumers. At this stage, an effort is needed so that the product can really be accepted by the public, namely by giving the product a brand, making the product logo design as attractive as possible.

5. Packaging Design Creation

To attract customers, UMKM must not only have a strong brand or an attractive logo, but UMKM must be

able to offer products that are no less unique than competitors. UMKM must also be able to realize products that are needed by customers, but added with added value, so that it can differentiate competitor products. One way to create a unique product is with an attractive product packaging design (Cahyaningrum et al., 2021; Sutanto et al., 2021; Sutanto et al., 2021).

6. Content/Social Media Creation.

After making improvements to the logo and product packaging, then social media accounts are created to help market the products "RIRA Dishwashing Soap and Laundry Soap" so that they can be widely known by the community in the Batu, Malang and surrounding areas. In addition, it can minimize marketing costs. Through social media marketing, sales turnover and wider sales reach can be increased (Bastomi & Musodikin, 2021; Elita, 2022; Eriana et al., 2021; Hariyani & Kuncoro, 2021).

Increasing product promotion should be able to be done synergistically between UMKM actors and external parties. Cooperation between stakeholders must be done because of the limited resources available. The local government in this case as an external party that has a big interest in developing UMKM should have a big role in increasing product promotion developed by UMKM (Ferdinand & Tresyanto, 2020).

7. Social Media Usage Training.


Providing insight to Owners on the use of social media to increase MSME income. Social media training starts from creating an Instagram account, then taking product photos, and finally uploading photos to an Instagram account.

8. Monitoring and evaluation

The final stage carried out to monitor the development of "RIRA Dishwashing Soap and Laundry Soap", it is necessary to conduct monitoring and evaluation related to the various work programs that have been carried out to find out what has been achieved and what has not been achieved.

The results that have been achieved in community service activities in this case developing and improving marketing media, namely:

1. Registration and Creation of NIB UMKM RIRA through <https://ui-login.oss.go.id/login>.



PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA BERBASIS RISIKO
NOMOR INDUK BERUSAHA: 1310240005819

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) kepada:


1. Nama Pelaku Usaha	: BETA INDRANTO
2. Alamat	: JALAN MARTOREJO NO 40, Desa/Kelurahan Dadaprejo, Kec. Junrejo, Kota Batu, Provinsi Jawa Timur
3. Nomor Telepon Seluler	: -
Email	: ratna.3198@gmail.com
4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI)	: Lihat Lampiran
5. Skala Usaha	: Usaha Mikro

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepastian, pendaftaran kepesertaan jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Laporan Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketentuan peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 13 Oktober 2024

**Menteri Investasi/
Kepala Badan Koordinasi Penanaman Modal,**



Ditandatangani secara elektronik

Dicetak tanggal: 13 Oktober 2024

Figure 4. NIB Certificate

2. Improvement and development of logo design for use by UMKM "RIRA Dishwashing Soap and Laundry Soap". The proposed logo design that we offer is very helpful for UMKM "RIRA Dishwashing Soap and Laundry Soap" because they already have a new logo for laundry soap products that have their own philosophy and characteristics so that they are more easily recognized by the wider community.

3. Creating a new packaging design to help UMKM "RIRA Dishwashing Soap and Laundry Soap" to have a new, more attractive packaging. Several proposals offered to UMKM "RIRA Dishwashing Soap and Laundry Soap" have been agreed upon by the Owner, namely creating a packaging design for dishwashing soap and laundry soap products which previously only had packaging in the form of 25 liter jerry cans for dishwashing soap and 5 liter jerry cans for laundry soap are now also available in 1 liter bottles for dishwashing soap and 500 ml for laundry soap. Luxurious and practical packaging can also attract consumers to buy and try the "RIRA Dishwashing Soap and Laundry Soap" products.



Figure 5. Product Logo Design

4. Creating a Facebook account to help MSMEs market/introduce their products to be better known by the wider community, in addition to the community in the environment where RIRA Dishwashing Soap and Laundry Soap are produced, by utilizing existing social media. RIRA MSMEs now have their own social media such as Facebook accounts and also Tiktok with the link: <https://instagram.com/> And <https://www.facebook.com/>

Both social media are used to market dishwashing soap and laundry soap products. By utilizing these social media, the products "RIRA Dishwashing Soap and Laundry Soap" can be better known globally.

This research is in accordance with the research discussed by (Agustina et al., 2020) stated that Through three strategic paths and policies for the development of the creative economy, this initiative is expected to run in parallel and be interconnected with other projects in each institution in the future. Budget alignment support is needed to realize a creative economy roadmap that is able to create regional capacity based on local wisdom. In addition, it is also necessary to improve human resources, both apparatus, innovative economic actors, and culture, in order to encourage the revival of local practices, which will later have an impact on regional activities. In addition, it is important to conduct research that analyzes the sustainability of the creative economy sector, including those operating in rural areas with quantitative analysis estimates, so that the growth of the creative economy sector in rural areas can be known with more accurate data. In addition, discussions on the creative economy sector in rural areas in other areas also need to be studied, including mapping, so that the benefits of the creative economy can be felt progressively by rural communities.

Conclusion

Community service activities for UMKM "RIRA Dishwashing Soap and Laundry Soap" located on Jalan. Martorejo No. 40 Dadaprejo Village/Sub-district, Junrejo District, Batu City, East Java Province have resulted in an impact that is quite helpful for UMKM RIRA business actors, namely helping to register UMKM with the OSS institution to obtain a NIB Certificate so that products can be marketed to grocery stores around the Batu area, logo development, new packaging designs that are more attractive and Marketing through social media can expand product recognition and marketing reach so that it can increase income from UMKM "RIRA Dishwashing Soap and Laundry Soap" which will have an impact on increasing people's purchasing power for household needs, namely dishwashing soap and laundry soap in the Batu city area and its surroundings. especially RIRA UMKM Owners ". In the future, UMKM to increase marketing again must also be active in using social media.

Acknowledgements

Thank you for your participation to the owner of UMKM Rira Liquid Soap and laundry soap who gave us the opportunity to develop UMKM in strategies in the digital era. Furthermore, thank you to the accompanying lecturer in providing useful knowledge for us.

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