

Marketing Strategy for Pottery Products in Kesilir Village-Wuluhan-Jember Regency by Digital Marketing Strategies to Overcome the Impact of the Covid-19 Pandemic

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ABSTRACT

The Covid-19 pandemic that has been going on for more than a year has had a major impact on UMKM (micro, small, and medium enterprises). Most of the business actors experienced a decline in sales and some even had to close their businesses. This impact was also felt by pottery craftsmen in the village of Kesilir-Wuluhan, Jember, one of which was the MSME Lies pottery. These MSMEs have difficulty in marketing their products, so sales have decreased drastically, almost reaching 60%. Therefore, the purpose of this assisted village service program activity is to provide assistance in increasing the sales of pottery products with *digital marketing* strategy. The implementation of the *digital marketing* strategy begins with the development of pottery products that are tailored to consumer interests during the pandemic, such as various flower pots, souvenirs, kowi and other types of products. In addition, promotions are also carried out through social media such as *Facebook* and *Instagram*. Promotion strategy and online sales through *Instagram*, *Shopee* and *marketplace* on Facebook have a significant impact on increasing pottery sales turnover. The average monthly sales turnover either through *shopee*, *marketplace* or *instagram* and *whatsapp* in the last 6 months from March to August 2021 can reach around IDR 2,500,000-3,500,000.

Keywords: Pottery products, digital marketing, the Covid-19 pandemic.

INTRODUCTION

The creative industry is believed to be able to make a significant positive contribution to a certain area. These contributions can be in the form of employment, additional regional income to regional imagery at the national and international levels (Mangifera, 2016). The development of the creative industry in an area requires a creative community to develop ideas and ideas to produce creative products based on intellectual strength, art and culture, technology that follows the times and emerges on the basis of dynamic community needs (Sari, 2018). Culture-based creative industries and local cultural wealth are deemed necessary to be developed. This is because the richness of local culture is an important part of identity in the creative industry. In addition, it can also help the sustainability of culture, without destroying it but on the contrary will support the preservation of the culture itself (Bahren *et al.* 2014).

One of the creative industries that is developing in Kesilir village, Wuluhan district, Jember Regency is the pottery industry, with its main products in the form of various kinds of household appliances, piggy banks, flower vases, wedding souvenirs. The pottery industry is able to become a source of income for the village community. The business sector most affected by the Covid-19 pandemic is the UMKM sector, as a result of the Covid-19 pandemic, all activities carried out offline are into online so that UMKM are required to change marketing methods that previously focused on offline marketing to online marketing (Primastiwi *et al.*, 2021). Many UMKM have a decline in sales and even had to close their businesses. This also has an impact on the sale of pottery in the village of Kesilir. Sales turnover has decreased drastically, almost reaching 60%. As a result, the economy of the local village community is quite alarming, especially for pottery UMKM. In order to assist the pottery craftsmen in dealing with the Covid-19 pandemic, assistance is carried out by implementing sales strategies that are able to adapt to

the Covid-19 situation. The Covid-19 pandemic has greatly influenced changes in consumer behavior trends, so it is necessary to make a breakthrough in sales strategy. In the past, field strategy was the main focus, but now it must be transferred online (Suswanto and Setiawati, 2020; Gu *et. al*, 2020).

Therefore, the most needed strategy in overcoming the above problems is the *digital branding and marketing* model. *Digital branding* is the process of building and framing the *brand online*, such as by using websites, applications, social media, etc. This is one of the most reasonable ways to convey product advantages during the Covid-19 pandemic and in the era of communication *online* as it is today. One of a business in marketing product that has implemented the digital branding is the honey product "Giri Bee" from Giri Tengah Borobudur. This business is able to make honey products in the village more popular and known to consumers (Hanjani A and P D, Wulaningrum, 2019). In addition, *digital branding* is also very helpful in building connections with customers. The use of *digital marketing* provides many advantages, which have an impact on the ease of promotion, transactions, cost reduction, and speeding up the transaction process. The administrative process of buying and selling will be carried out online, so it will greatly assist both parties in completing the selling and buying process (Oktaviani and Rustandi, 2018). Through these two strategies, it is hoped that pottery UMKM in Kesilir village will be able to survive and succeed in advancing their business during the Covid-19 pandemic.

THE IMPLEMENTATION METHODS

The Implementation of this community service activity was carried out in Kesilir Village, Wuluhan District, Jember Regency. The target of this service is the UMKM partner "Lies Gerabah". The implementation method in implementing *digital branding and marketing* strategies include several stages of activities such as the following flowchart in Figure 1.

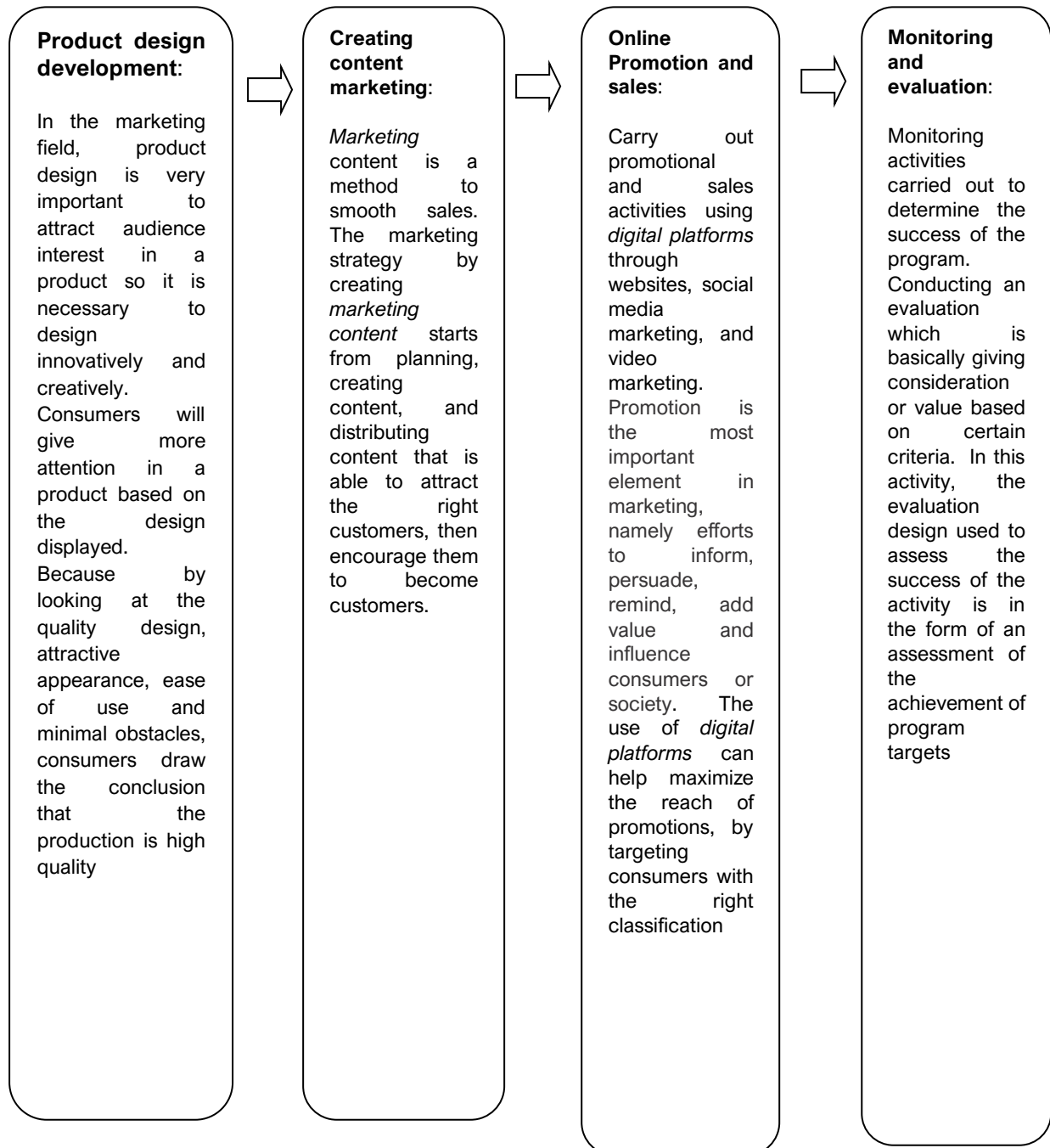


Figure 1. Flowchart of the implementation method

RESULTS AND DISCUSSION

Implementation of community service based on the development of the assisted villages is intended to help solve problems faced by UMKM partners, "Lies Gerabah" one of the pottery craftsmen in Kesilir village, Wuluhan District, Jember Regency. The problem of Lis Gerabah is that businesses have a decline in sales turnover by almost 60% due to the Covid-19 pandemic. Products of wedding souvenirs were decrease in sales of almost 80% due to the many cancellations of wedding events. The Covid-19 pandemic has changed consumer behavior leading to online shopping. So it is necessary to adjust and develop products that are more in demand by consumers in the pandemic era as well as online sales strategies by applying *digital marketing* and *branding* models.

Based on the problems identified with the pottery craftsmen partners, in order to help the pottery craftsmen in dealing with the Covid-19 pandemic, we carried out several strategies. The initial step is to develop pottery products, before the pandemic production was dominated by household appliances and souvenirs, then now in the pandemic era shifting into products that are more attractive to consumers era such as various types of flower pots and types of kowi with various sizes that are sought after by consumers for processing purposes, gold mining and for religious ceremonies. The products that are produced by “Lies Gerabah” in the pandemic era can be seen in Figure 2. Meanwhile, many orders for souvenir products have also started because many celebration events such as weddings in the village have been held. Examples of souvenir products that are ordered by many consumers can be seen in Figure 3.

The next step is to do *digital branding*. *Digital branding* is the process of building and framing the *brandonline*, such as by using the website, apps, social media and so forth. This is one of the most effective and practical ways of promotion in conveying product advantages and building connections with customers during the Covid-19 pandemic and in the era of online communication as it is today. In the era of globalization, product promotion, both goods and services, can take advantage of advances in information technology. Social media is a product of information technology that provides optimal benefits for business actors. With social media, business actors can explain product specifications, quality, and prices so that consumers can more freely choose the goods they need according to their abilities. product quickly, precisely, and as expected. The promotions chosen to introduce pottery products to consumers are carried out through *Facebook* and *Instagram*, which can be seen in Figure 4. Promotions through both social media have proven to be able to make products more easily recognizable. This is because social media can be accessed by anyone, so that the promotion network can be wider and can reach all levels of society.



Figure 2. Various pot and kowi products



Figure 3. Various souvenir products

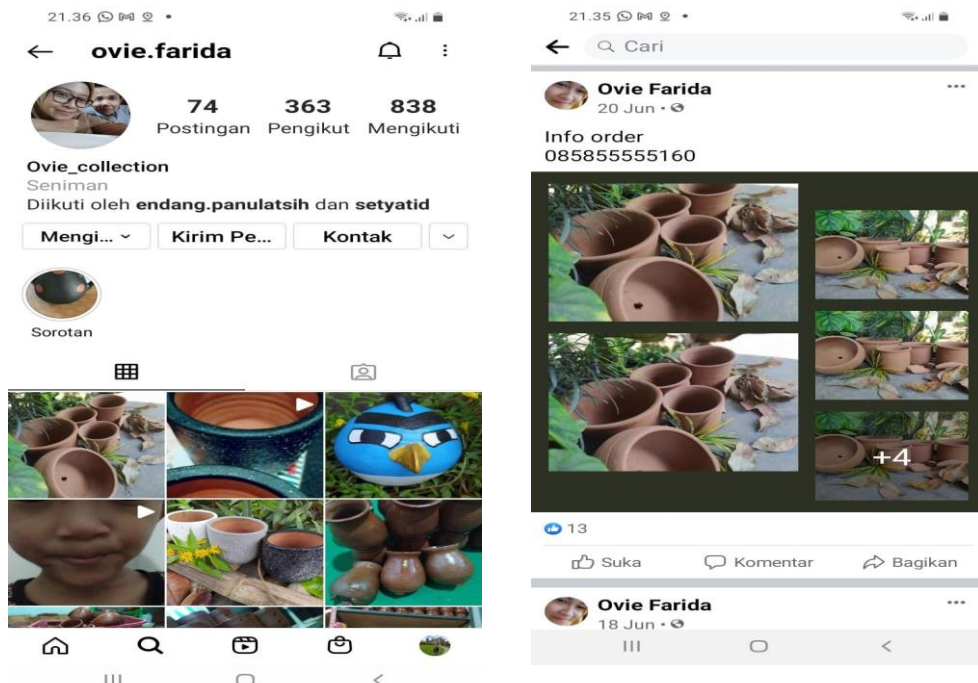


Figure 4. Promotion of the "Lies Gerabah" product through Facebook and Instagram

After the promotion was successfully carried out through social media *Facebook* and *Instagram* and managed to get a good response, then a marketing strategy was carried out using *digital marketing*. This strategy provides many advantages, namely the impact on ease of promotion, transactions, cost reduction, and speeding up the transaction process. The administrative process of buying and selling is done online, so it is very helpful for both parties in completing the selling and buying process. The results of the implementation of *digital marketing* for Lies Pottery products are very helpful in the marketing process. This is evident

from the sales results for 6 months starting from March to August 2021 which were quite successful. Marketing through *digital marketing* has proven to be superior to conventional *marketing*. Product sales through *shopee* and *marketplace* have a significant impact on increasing pottery sales turnover. Sales via *digital platform shopee* shows the highest turnover compared to other *platforms* such as *marketplaces* and sales via Instagram or WhatsApp. The average monthly sales turnover through *Shopee* can reach around IDR 2,500,000. Proof of pottery product sales transactions through *shopee* can be seen in Figure 5 and proof of packaging and delivery of goods is listed in Figure 6.

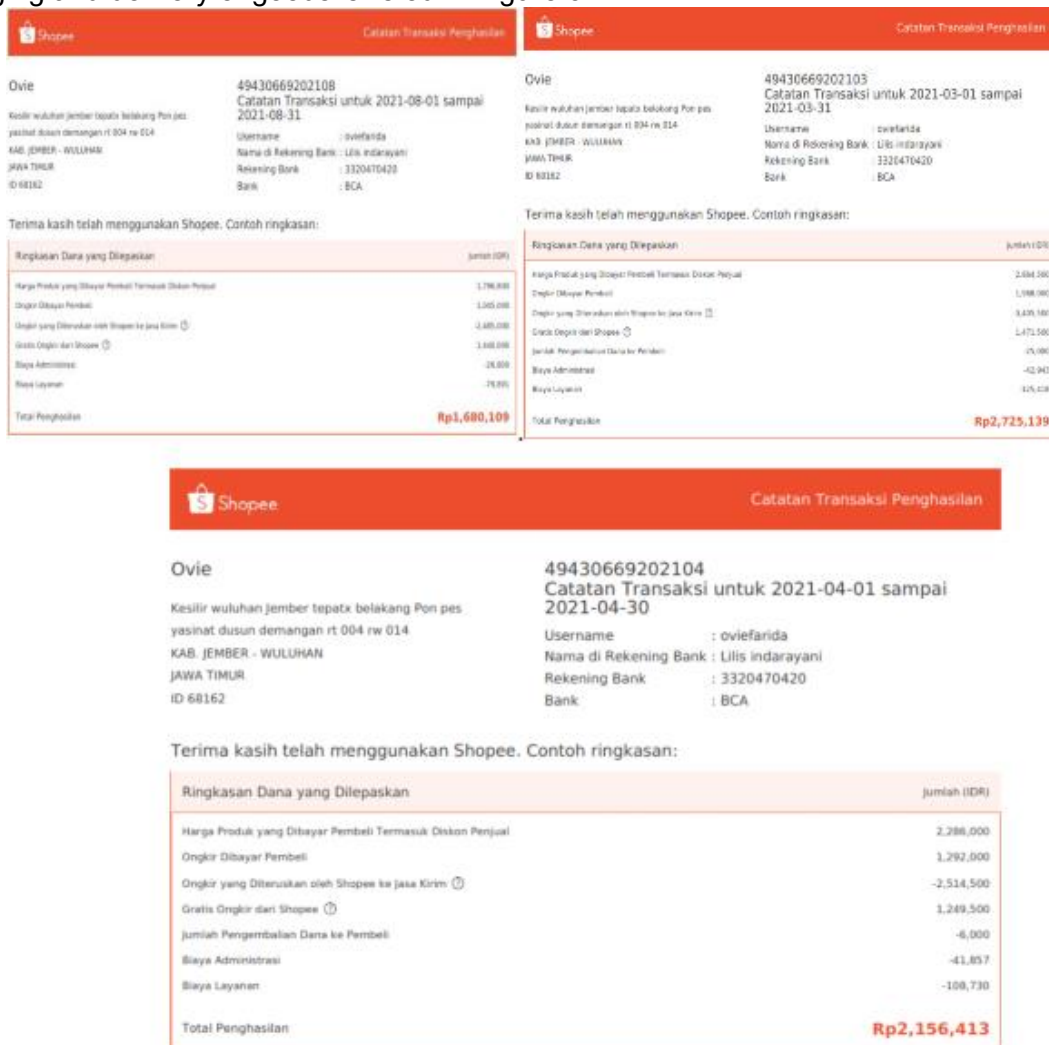


Figure 5. Proof of Shopee sales transaction

Apart from selling through *shopee*, it is also done through the *marketplace* on facebook or through *instagram* or *whatsapp*. Sales turnover with the above platforms is around IDR 500,000-1,000,000 per month lower than *shopee*. So that the total sales turnover of pottery products with a digital marketing strategy per month can reach IDR 2,500,000-3,500,000. Proof of pottery product sales transactions in the form of orders via *whatsapp* can be seen in Figure 7.



Figure 6. Proof of packaging and delivery of orders

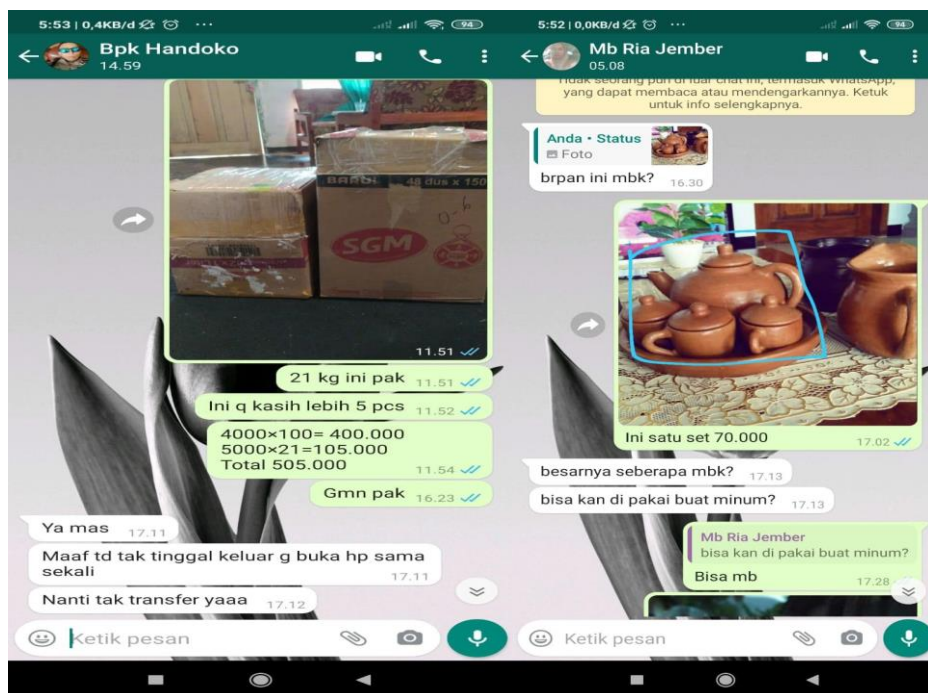


Figure 7. Proof of sales transactions via whatsapp

By looking at the success of pottery product development, promotional efforts through *Facebook* and *Instagram* and followed by an increase in sales turnover through *digital marketing* strategies, overall community service activities can be said to be successful in solving one of the UMKM 'Lies Pottery" problems in Kesilir Village. The success of this service program can be an example and can inspire other pottery craftsmen, especially in Kesilir Village. The increase in sales turnover during the Covid-19 pandemic will be able to return the economy to a normal situation as before the pandemic and even be able to exceed it. The sustainability of the "Lies Pottery" business in the pandemic era so that it is able to survive and even develop is an achievement that can motivate other pottery craftsmen, especially those in Kesilir Village.

CONCLUSIONS AND RECOMMENDATIONS

The community service activity of the fostered village program carried out at one of the UMKM "Lies Gerabah" in Kesilir village succeeded in solving the problem of decreasing sales turnover by almost 60% due to the Covid-19 pandemic. The strategy taken to overcome these problems is by implementing-based sales *online* with *digital branding* and *marketing* models. Increasing online sales turnover during the Covid-19 pandemic through *shopee*, *marketplace* will be able to return the economy to a normal situation as before the pandemic and even be able to exceed it. The sustainability of the "Lies Pottery" business in the pandemic era so that it is able to survive and even develop is an achievement that can inspire and motivate other pottery craftsmen, especially those in Kesilir Village.

In general, the implementation of this service activity did not encounter any obstacles, everything went smoothly because the cooperation with partners was very good. However, there are suggestions related to the packing process to be more careful, to ensure that the product is safe to the destination of delivery, considering that pottery products are fragile items. It is necessary to consider using rice straw as a substitute for *bubble wrap*, because it is safer and able to protect pottery products better and the costs incurred are also cheaper.

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