

Product Analyst & Digital Marketing Training at SMES "Kwt Kenanga" in Ngestiharjo, Kasihan, Bantul, D.I.Y

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ABSTRACT

The Women Farmers Group (KWT) plays a role as a platform facilitating community participation, especially among women. This service targets one of the KWTs located in Bantul Regency, DIY. The presence of KWT "KENANGA" includes three divisions, with the food division being the focus of this training. The food division of KWT "KENANGA" has various products but has not fully optimized their marketing and sales. The goal of this service is to provide solutions to the issues found with the partners, focusing on enhancing the added value of products through improved packaging and implementing digital marketing to reach a broader market. The training method was conducted in 4 stages (Planning, Implementation, Evaluation, and Reporting) where activities were carried out face-to-face in a forum that presented materials and training simultaneously. As a result of this training, partners were able to practice methods to enhance the added value of their products through packaging and use digital marketing via smartphone media. The conclusion from this training is that KWT "KENANGA" is crucial in understanding and utilizing technology to reach a broader market. Additionally, involving the younger generation is essential as they provide access to information regarding current consumer behavior trends and developments.

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INTRODUCTION

Women Farmers Cooperative (WFC) is an initiative born in response to the economic and social challenges faced by female farmers in various regions. Formed with the aim of enhancing their economic well-being and strengthening their role and influence in local economic life, WFC has become an essential platform that allows female farmers to unite, share resources, and collectively develop their potential. The Women Farmers Cooperative not only serves as a place for providing advice and guidance to its members, but also as an organization that provides significant benefits to its members. Furthermore, several farming groups also engage in mutual cooperation activities, savings and loan services, and conduct workshops related to agricultural activities (Anissa Arahmah et al., 2021). Moreover, if the Women Farmers Group also acts as a platform facilitating community participation, especially women, in leadership and idea exchange in the agricultural sector. This also provides opportunities for learning and designing a shared vision so that group activities can be innovative and responsive to the times (Marganingsih et al., 2020).

The community engagement team selected one of the Women Farmers Cooperatives (WFC) located in Cungkuk, Ngestiharjo, Kasihan District, Bantul Regency, Special Region of Yogyakarta, namely KWT "KENANGA," as a partner in one of the community service activities related to the university's tridharma mission. The selection of this KWT as a partner follows the provisions of the internal community service grant of UPY (University PGRI Yogyakarta) for the year 2024, where the service location remains within the same area in Kasihan District, Bantul Regency, DIY. The selection of the service location also represents a strategic role of the university in contributing positively to the local economic conditions (Wartono, 2023). Higher education institutions play a significant role in advancing the local economy by producing competent and skilled labor, collaborating with industries and local governments to develop local economic development programs, and conducting research and development to create innovations and solutions for regional economic issues.

KWT "KENANGA" was initiated by Mr. Bambang, who currently serves as the advisor, where he took the initiative to establish a group activity empowering mothers in the surrounding community who sought additional activities to add value and support their families' economies amidst the unstable economy post-Covid-19 pandemic. The year 2021 marked the commencement of activities at KWT "KENANGA," chaired by Mrs. Tutik, and by 2024, it has developed into 3 divisions: Waste Bank Division, Agriculture Division, and Food Division.

The service team conducted site observations and discussions with the Supervisor and Chairperson at "KENANGA" Women's Group related to the service program. Among the existing divisions, the Food Division is the focus of this service activity. One rapidly growing type of SME that significantly contributes to Gross Regional Domestic Product (GRDP) is SMEs engaged in the food sector, particularly those involved in processing and distributing snacks (Yossi & Syuhardi, 2018). From the observation results at the partner location, it was found that previous parties from other universities had contributed by providing training materials on Production Processes, Organizational Structure, and Financial Reporting. However, the Food Division specifically requires further understanding regarding product sustainability, particularly in enhancing product added value through packaging.

According to (Agistya Anugrah et al., 2021), with online promotion and marketing, target consumers can easily access products according to their needs quickly and efficiently. Marketing is a series of efforts to inform, introduce, and distribute products according to consumer needs (Firmansyah, 2020). The use of internet technology and social media has facilitated marketing practices, but effective and targeted strategies are necessary. However, before marketing products extensively, it is important to understand and analyze the product to ensure it is suitable and ready for

sale. One critical aspect in product analysis is the product packaging itself, addressing the issues currently faced by the service partner. Product packaging is the first element consumers see, so SMEs need to pay attention to its design. Currently, the food products from KWT KENANGA use simple and less attractive packaging designs, potentially affecting their product sales. Wahyuni in (Maryama, 2018) stated that manufacturers who do not change their packaging designs for a long time may somewhat influence consumer interest, ultimately negatively impacting purchasing decisions.

Based on the presentation above, the community engagement team proposes a solution by organizing training on "Analyst Product and Digital Marketing." The training will cover the step-by-step process of creating simple yet attractive packaging using applications, as well as the key considerations for presenting packaging effectively. Additionally, on the digital marketing side, the training will deepen insights and practical use of social media, which is currently utilized as a marketing tool.

The goal of this activity is to enable members of the KWT "KENANGA," particularly those in the Food Division, to enhance the value of their products, especially in terms of packaging, and to reach a wider market through online marketing efforts.

IMPLEMENTATION METHOD

The community service activities at KWT "KENANGA" were conducted from February 2024 until the completion of activities in May 2024. The activities were carried out through face-to-face sessions at the location of KWT "KENANGA". The target participants of the training were 15 members of KWT "Kenanga" in the Food Division. The general implementation method of the community service activities is depicted in Figure 1.

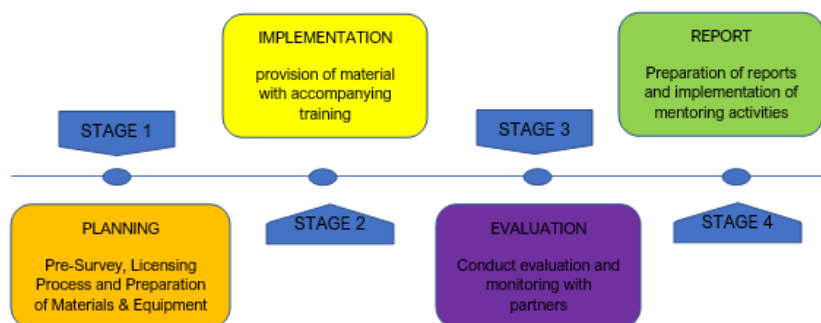


FIGURE 1. Implementation Methodology

The implementation method of the Internal Grant Community Service at UPY 2023/2024 includes the following stages:

1. Pre-survey, licensing processes, and preparation of materials and tools needed for the Community Service activities with Partners in February 2024.
2. Implementation of activities at the target location, focusing on the following topics:
 - Training on Product Packaging and Use of CANVA application by Dr. Sir Kalifatullah Ermaya, S.T, S.M, M.M, and Firdiyan Syah, M.Kom.
 - Training and Practical on Digital Marketing with a focus on TikTok and Instagram social media by Adi Prasetyo, S.Kom., M.Kom.
3. Monitoring and Evaluation together both online (through a WhatsApp group) and offline from March to April 2024.
4. Compilation of the activity implementation report in May 2024.

RESULT AND DISCUSSION

The series of community service activities at KWT "KENANGA" were conducted from February 2024 to April 2024. Coordination and cooperation between the community engagement team and the partner organization went very smoothly, which greatly supported the implementation of the activities. There were 15 participants involved in the Food Division of KWT Kenanga, and all participants attended the entire scheduled agenda of activities. The Head of the Food Division and the advisor of KWT KENANGA also accompanied the implementation of these activities.



FIGURE 2. Guidance by Mrs. Tutik (Chairperson of KWT KENANGA)

The training activities were divided into 4 sessions, with the first session led by Mrs. Tutik, the head of the Food Division at KWT "KENANGA," who delivered an opening address to align the perceptions of the members. She emphasized the importance for all attending members to participate in the entire training program, which provided new knowledge aimed at improving the products produced and finding solutions for their enhancement. Understanding the added value of a product and its broad online marketing outreach is crucial for adding value to the success of the products produced by the Food Division of KWT "KENANGA."



FIGURE 3. General Materials on Product Analysis and Digital Marketing

The second session was led by Murniady Muchran, who also served as the Team Leader of the community engagement team, providing general information on the importance of understanding product analysis and the role of online marketing in introducing products to a broader market. A deep understanding of the product is crucial as it impacts sales improvement, commitment to providing better customer service, inspires product innovation, maintains competitive position, reaffirms commitment to quality, develops effective marketing strategies, and enhances internal workforce satisfaction.

According to (Zimmerer, 1996), added value can be created through the following ways:

1. Developing new technology.
2. Discovering new knowledge.
3. Improving existing products or services.
4. Finding different ways of providing more goods and services with fewer resources.

Understanding products deeply is crucial because it impacts sales growth, commitment to providing better customer service, inspiring product innovation, maintaining competitive positioning, affirming commitment to quality, developing effective marketing strategies, and enhancing internal employee satisfaction.

Currently, information technology has entered the mainstream market and developed as a new wave technology. According to Kotler, new wave technology enables connectivity and interactivity among individuals and groups. Digital marketing is a marketing practice that utilizes "digital distribution channels" to reach consumers effectively, personally, and cost-effectively (Arifah, 2015).

Understanding and implementing technology in promotional strategies is a crucial aspect for SMEs in optimizing their visibility and market reach. By leveraging digital platforms such as social media, websites, and marketplaces, SMEs can expand the impact of their promotions, increase brand awareness, and strengthen relationships with potential customers efficiently and effectively. Theoretical understanding presented by speakers aims to provide a general understanding of what product added value is and the importance of digital marketing in today's marketing discipline.



FIGURE 4. Training on Product Analysis

The third session was led by Sir Kalifatullah Ermaya and Firdiyan Syah, providing material and training on one crucial aspect of Product Analysis to enhance added value, which is product packaging. Specifications of product packaging were chosen as the focus of the material because the products produced by the Food Division at KWT KENANGA already have established branding, pricing, and product formulations that are processed and measured to achieve appropriate quality and have been operational. However, from the packaging perspective, it still requires considerable refinement and processing to attract consumers.

According to (Rhina Uchyani, 2015), packaging serves as a "trigger" because its function directly faces consumers; therefore, packaging must create a spontaneous impression that influences positive consumer actions at the point of sale. Product packaging is highly important because it not only acts as a physical container for the product but also serves as a marketing tool that can attract consumer attention, convey product information, protect the product from damage, and influence consumer perceptions and experiences with the brand. The packaging done by KWT KENANGA's products is simple, where the products are wrapped and equipped with informative images containing the brand name and product details as shown in the fifth image below.

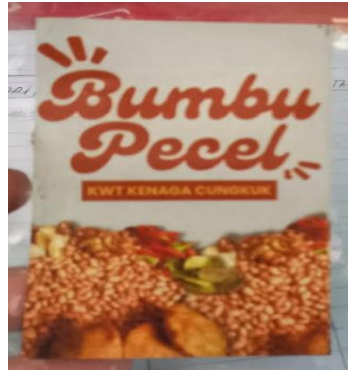


FIGURE 5. The partner's product packaging before the training.

There are several things that can be done to create the best product packaging that can captivate consumers' hearts: 1) Make it unique and creative, standing out from other product packaging even if the product is the same. 2) Customize the packaging design to match the product, for example, if it's banana chips, use packaging designs featuring banana images or creative fruit animations. 3) Create packaging in various sizes and shapes to make it easier for consumers to buy according to their needs. 4) Make packaging that is recyclable to reduce costs, be environmentally friendly, and contribute to environmental conservation (Widiati, 2019).

Furthermore, the design solutions offered by the service team introduce and recommend the use of a commonly used and user-friendly application for designing product packaging, namely the "CANVA" application. Canva is a design application that utilizes drag-and-drop techniques and provides access to various features such as fonts, images, and shapes throughout the creation process (Leryan, 2018). Generally, Canva can be used for graphic needs such as creating flyers, posters, greeting cards, certificates, presentations, and infographics with attractive images and templates (Purwati, 2019).

As a result of the training, the partner tried designing using the Canva application guided by the service team, as shown in the following image:



FIGURE 7. The partner's practice results with the Canva application.

The partner has addressed points on the necessary information for good packaging, such as material composition, expiration dates, and creating fresh product designs that showcase additional information about the benefits of KWT "KENANGA" products. The progress in understanding and skills of the partner has become a solution offered by the service team in this engagement. Consequently, for future products produced, the partner will be capable of producing appropriate and quality packaging.



FIGURE 8. Training on Digital Marketing

The fourth session was facilitated by Adi Prasetyo, who provided a presentation on Digital Marketing. Digital marketing is the practice of using digital platforms and technologies to interact with potential customers and promote products or services. The focus of the training was on utilizing social media, which is currently widely used and thus presents a potential market for introducing products to be marketed.

E-commerce, according to Dave Chaffey, is "All electronic communications between an e-commerce organization and external stakeholders through financial and information media" (Chaffey, 2019). This statement defines e-commerce as all trading and transactions mediated by electronic means. E-commerce makes it easier for businesses, especially SMEs, to engage in electronic trading due to the high demand and various conveniences in this business sector. With digital marketing, communication and transactions can be conducted in real-time and on a global scale. The increasing number of social media users expands opportunities for SMEs to expand their market presence, utilizing just a smartphone (Sunariani, 2017).

The partner was trained on how to maximize the use of a smartphone as a tool for maximizing online marketing. The training provided (1) maximizing WhatsApp application as a promotional marketing tool, (2) using TikTok social media application and creating relevant content for current trends, and (3) explaining the importance of manners and ethics in conducting digital marketing.



FIGURE 9. Discussion Session

Until the end of the face-to-face training sessions, the training participants appeared very enthusiastic in actively participating. Due to time constraints, discussions and practical sessions by the service team and partners will continue through WhatsApp Groups (WAG) and informal sessions in accompanying agendas.



FIGURE 10. Photo Together with the Community Engagement Team and Partners

Based on the joint evaluation results, the partner expressed great appreciation for the knowledge and skills gained in equipping their members with new capabilities that were previously unavailable to them. The management even hopes to schedule and continue these activities regularly. An agreement was reached to continue by establishing a sustainable partnership with ongoing support for the products to be produced by the Food Division of KWT “KENANGA” in the future, with the aspiration to develop into an adopted village, subject to future agreements.

CONCLUSIONS AND RECOMMENDATIONS

The community engagement activities planned by the engagement team at KWT “KENANGA” have been successfully implemented without any obstacles. The activities were designed in four stages: planning, implementation, joint evaluation with the partner, and reporting. The team has completed all these stages.

Several conclusions can be summarized as follows:

- The main issue identified was the lack of references related to modern product display designs and understanding the use of applications in creating attractive packaging designs. Therefore, the training provided a solution by introducing the necessary aspects of packaging and recommending the use of the Canva application for designing product packaging, which is equipped with various features to facilitate the design process.
- Participants showed great enthusiasm in learning about digital marketing as a strategy to promote their businesses. The team introduced various potential social media platforms and discussed what type of content to display, as well as the ethics of online promotion. An additional outcome of this community engagement activity is the opportunity for long-term collaboration, which is academically beneficial.

According to Kristiyanti and Rahmasari in (Agistya Anugrah et al., 2021), common issues faced by SMEs include: 1) Human resource quality; 2) Limited market access; and 3) Limited information access. Based on direct observations in the field, the team advised the partner to involve younger generations in their activities moving forward, as current technological advancements closely intertwine with modern life. This approach can maximize the use of technology in design, information dissemination, and marketing. The engagement team also recommended that future engagement teams provide training and support to enhance creativity and product innovation.

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