

Digital Promotion in Increasing Business Activities for the Distinctive Excellence Tempe Chips in Purwokerto

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ABSTRACT

Business activities in MSME-scale businesses still need to be improved. This is because business activities are not just about selling, but how manage a business so that the dynamics of activities continue to run in line with the ongoing economic conditions. Promotion is an activity that must always be carried out, considering that the purpose is not only to introduce new products but also as a reminder for consumers and the public of the existence of the product. Tempeh chips are a traditional regional food, where this peculiarity needs to be promoted. Without business activities that carry digital promotion, currently MSMEs that produced tempeh chips can be left behind. Therefore, the use of the unique characteristic advantages of chips can be used to promote products while introducing the potential of the local area. Tempeh chips in Purwokerto have their own taste peculiarities because they are made original and still carry the concept of traditional food chips so that their authenticity is still maintained for their characteristic taste. This community service program partner is an MSME partner where production is produced, but it still needs efforts in terms of consistency in product introduction and also self-existence. This is because production of partner also supports other brands as suppliers. So that, digital promotion is hoped that it will add to the advantages of partner tempeh chips in Purwokerto and can provide better sales and income. The methods that will be used in this service program include problem identification, discussions with partners, providing business training which includes digital marketing and promotion with digital media and market place platforms.

ARTICLE INFO

Article History:

Submitted/Received 2 Aug 2024

First Revised 22 Sep 2024

Accepted 23 Sep 2024

First Available online 21 Oct 2024

Publication Date 21 Oct 2024

Keyword :

Digital promotion

Business activities

Tempeh chips

Distinctive excellence

Purwokerto.

INTRODUCTION

Purwokerto is one of the regions in Banyumas Regency. The area in Purwokerto is divided into four sub-districts, namely North Purwokerto, South Purwokerto, East Purwokerto and West Purwokerto Districts. These regions have characteristics and locations with their respective economic potentials. One of the regions is South Purwokerto with its typical food potential.

The economic potential of the South Purwokerto region is quite high. Many economic activities can make people independent and dynamic. Such as shopping centers, shopping complexes, culinary places, Purwokerto landmarks and small businesses such as traditional food businesses.

Banyumas has many unique specialties such as getuk goreng, mendoan, jenang jaket, nopia, tempeh chips, lanting, soto sokaraja, kraca, jalabia, and intil (Arywono, 2021). Traditional food is food that comes from a region and is known for its peculiarities. Traditional food gives the meaning of not only food, but also has its own value to show the characteristics of an area (Putranto, 2020). Purwokerto regional food includes mendoan, tempeh chips, and others.

Several micro, small and medium enterprises (MSMEs) and several home-based businesses use this business for production activities. Several businesses have shown progress and development. Several other businesses are still stagnant or running as they are. The increasingly fierce competition also makes MSMEs must be able to innovate and be creative (Guine, 2021; Rytönen, 2022).

This study found that the higher the intensity of social media use from business owners, the greater the perception of business development. Based on the literacy study conducted, it can be seen that social media is one of the platforms that provides benefits for business people, especially businesses that are carried out online. Promotions carried out through social media are considered more effective because they can be done anywhere and anytime. Being active on social media is one way to build good relationships with consumers in order to maintain a larger business. In addition, through social media, feedback and communication from customers and business partners can be obtained easily and quickly (Infante, 2022).

Tempeh chips are one of Purwokerto's typical traditional foods that can be used as souvenirs or daily snacks. One of the entrepreneurs in the form of MSMEs is our partner's tempeh chips, with brand Bu Damilah's tempeh chips. The business was established from their parents. As their family business also as MSME, this business still run. But as time run, family business needs to adapt many because of business dynamics (Laksana, 2024). The tempeh chips produced by Mrs. Damilah supply other similar businesses that carry tempeh chips as a business with their own labels. However, Bu Damilah's tempeh chips are also in production and have Bu Damilah's own brand.

Partners have businesses by way of production for other labels and for their own labels. This community service program sees that Mrs. Damilah has great potential to develop because of the great interest from other producers or marketers. However, it still does not seem to have its own peculiarities of this MSME business. Therefore, this program wants to provide a production innovation program with a new variety of traditional tempeh chips food by making a tempeh product that is easier to eat in the form of a small bite so that consumers are cleaner and not messy when eaten in a small package that is easy to carry.

One of the most important things in running a business is promotional activities to market products/services in marketing (Shaferi, 2024). Promotion is an important thing to do in developing a business, to increase product brand awareness in the community, or to maintain the existence of the product in the market. Promotion is the process of disseminating information, persuading and persuading a purchase decision (Tresnawati, 2018). Promotional activities are part of the marketing strategy needed by business ventures, both small and medium businesses.

Based on the results of existing research, the researcher suggests that online business people who use digital media or social media in carrying out promotional activities, to first understand the characteristics of the audience that is the consumer, then maximize different content for each type of social media, because each social media has its own advantages and weaknesses in accommodating promotional content.

Digital promotion plays an important role in communication with consumers. Online activities in the media become a good communication platform, because customers can be reached anytime and anywhere, and the interactive way of presentation attracts attention, encourages engagement, and encourages communication between consumers. The use of digital promotional tools integrated marketing communication has had a positive impact on demand in food retail chains. Digital promotion as a series of integrated marketing communication measures in the context of sustainability and its use in marketing strategies encourages economic development, social responsibility, and environmental preservation (Bormane, 2018; Tasyahuda, 2024).

The research in previous research shows that small businesses use both traditional and modern promotional tools, although the frequency of using traditional tools is more. A statistically significant strong moderate correlation was confirmed between satisfaction with market share and competitiveness with the frequency of use of traditional promotional tools. A very strong and statistically significant correlation was confirmed between company satisfaction with competitiveness and frequency of use of traditional promotional tools. During the study, no statistically significant correlation was found between satisfaction with market share and satisfaction with competitiveness with the frequency of use of modern promotional tools. These results lead us to the conclusion that companies still rely more on traditional promotional tools (Poljic, 2018).

From the results of the study, it can be concluded that E-Commerce as the latest promotional approach in business is still not an important alternative in business activities, most MSMEs in Malang even though E-Commerce has a lot of benefits for businesses. Some of the reasons why MSMEs have not used E-Commerce include a lack of information and a lack of supportive human resources. MSME owners sometime do not have access to knowledge about E-Commerce and how to use it even though they are well aware of the effectiveness of promotion through E-Commerce (Prabandari, 2011, Ooi, 2021). They use technology for any kinds of innovation to support the business (Negara, 2019; Assadi, 2021).

The application of science and technology in this program is in the form of production and marketing activities in business, so that partners can make products in accordance with their targets and market targets. Program partners are expected to benefit from the concept of innovation and production and marketing in this program.

PROBLEM SOLUTIONS

Efforts to overcome partner problems are part of the community service program. The problems faced by partners are given solutions based on the results of the research. An overview of the problems and solutions is presented as follows.



FIGURE 1. Flow of Activities

The problems faced by partners can be described as follows:

- Not promoted yet.
- Irregular business activities.

The partner of the service program, Mrs. Damilah, produces tempeh chips. With the problem faced, about promotion. Therefore, the solutions offered in this study are:

- Promote by digital promotion through social media.
- Provide business and marketing training

Purpose and Benefits

The objectives that will be achieved after the involvement of the Application of Science and Technology are:

- The product has media especially social media to promote their product.
- Partners have new marketing distribution channels to expand the market, both offline and online.

Problems

Part of the solution to a problem is by solving a problem. Here's partner troubleshooting:

- Regular production if orders increase.
- Providing a typical partner business with social media digital promotion.
- Have a new market with a target worldwide.

IMPLEMENTATION METHOD

The methods applied in the implementation of PKM are explained as follows:

- Problem Identification
The discussion was carried out by the program implementation team from the university and partners.
- Business training and development
Marketing and production training to provide basic knowledge about the cardamom business for partner industries.
- Provision of production equipment
Procurement of production equipment to overcome partner problems to support the production process.
- Monitoring and evaluation
Monitoring and evaluation of the implementation of the program are carried out periodically according to the schedule by the proposing team. Monitoring and evaluation are carried out to ensure that the planned series of activities can be carried out.

RESULT AND DISCUSSION

Community service activities were carried out for Mrs. Damilah's tempeh chips partner in Purwokerto. The program was implemented in four months. Following are the details of the activities, and it was as the previous research in the community service (Tresnawati, 2018; Infante, 2022; Shaferi, 2024). The activity is carried out with Steps according to the method.

- 1) Problem Identification

The discussion was carried out by the program implementation team from the university and partners. Identify problems using observation methods and meet partners. It is done by visiting the production house. The production of tempeh chips is carried out twice a week on average on Wednesdays and Saturdays. Production involves the owner and an average of four employees who function as tempeh peelers and sorters, fryers, slicers, and packaging, respectively. Each time production is carried out, an average of 500-1,000 tempeh is used. For this reason, an average of around 500 packages are produced. After the packaging processor, there is a distribution. In this case, marketing is also carried out using social media, which uses Whatsapp, Instagram, and Facebook. Uploads so far are still carried out at random times, even though production is carried out regularly. This is due to limitations for the use of media and does not have the motivation to use media regularly and its positive impact. This pattern also used by another

2) Business training and development

Marketing and production training to provide basic knowledge about the tempeh chips business for partner industries. The first knowledge provided is about business and marketing. Where in marketing there is promotion and the use of digital promotion for business. Therefore, the use of mobile phone communication tools has become indispensable. There is a Whatsapp number which is the owner's number listed on the banner and also the took banner. The number is also embedded in the contact person to be placed on the promotion on Instagram. The Instagram used is a business Instagram, which can be tracked by @keripiktempebudamilah. In addition to marketing, knowledge about distribution channels is also informed, to know the flow of marketing according to the target. The market for tempeh chips covers the Purwokerto area and is included in souvenir shops.

3) Monitoring and evaluation

Monitoring and evaluation of the implementation of the program are carried out periodically according to the schedule by the proposing team. Monitoring and evaluation are carried out to ensure that the planned series of activities can be carried out.

CONCLUSION

The tempeh chips business has been thriving for decades. It is hoped that with a lot of access to social media, it can increase business activities selling tempeh chips in order to provide a new touch and expand the market. It is hoped that it can reduce the properties of traditional foods that can be widely enjoyed. The characteristic of this food is still carried crispy and savory. The existence of social media Instagram, whatsapp and also facebook is very petrified, especially for people outside Purwokerto. Therefore, it can be done more regularly in uploading promotions.

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