

Improving the Quality and Efficiency of Product Marketing at Luh Buleleng MSMEs

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Abstract

Processed foods without preservatives, artificial sweeteners, and MSG are increasingly in demand as they are considered healthier and more natural. Therefore, Micro, Small and Medium Enterprises (MSMEs) in the healthy food sector have great potential to improve the Indonesian economy. Luh Buleleng, an MSME owned by Ms. Luh Wiriadi from Banjar Dinar Pasar, Anturan Village, Buleleng District, produces healthy food such as banana, taro, and breadfruit chips without MSG, artificial sweeteners, and preservatives. However, Luh Buleleng faces problems such as limited production equipment and simple packaging, and has not utilized digital marketing. The solutions offered include the addition of production equipment, redesigning product packaging, and training in the use of e-commerce applications such as Tokopedia and Shopee to expand marketing. The results of this service are in the form of additional production equipment so as to help partners increase production, redesign product packaging to make product packaging more attractive and partners begin to apply digital marketing through E-commerce applications, namely Tokopedia and Shopee so as to expand marketing reach and increase product sales.

Keywords: UMKM, Redesign, E-commerce, Marketing

I. INTRODUCTION

Food products that do not use preservatives, sweeteners, and MSG (Monosodium Glutamate) are increasingly in demand by the public because they are considered healthier and more natural. Therefore, micro, small, and medium enterprises (MSMEs) engaged in healthy food processing have great potential to increase economic growth in Indonesia. Banana chips and taro chips are types of processed foods that are popular in Indonesia. These processed foods can be processed into various flavors, for example spicy, sweet, salty, or other flavor combinations. However, the problem faced by business actors in selling these processed foods is the lack of good product packaging and promotion as well as efficiency in product marketing.

Luh Buleleng is an UMKM owned by Mrs. Luh Wiriadi from Banjar Dinas Pasar, Anturan Village, Buleleng District, which has been engaged in healthy food processing since 2014. It is a business that is managed from home and has 4 employees who are neighbors of partners. The main products marketed are processed fruit products such as banana chips, taro chips, and breadfruit chips that do not contain MSG, artificial sweeteners and preservatives. Luh Buleleng's business, which initially started by selling banana chips without sweeteners, MSG and preservatives, is now growing. This can be seen from the types of products sold, which are increasingly diverse, such as banana chips, breadfruit chips, and taro chips with several flavor variants. In addition to these products as the main products, Luh Buleleng also sells several seasonal products such as Blayag, Balinese snacks, Kolak, fruit candy, and others.

From the results of the visit to the owner of the Luh Buleleng business, Mrs. Luh Wiriadi conveyed her obstacles in the production and packaging of the product. Where when the demand for production is high, but the limited production and packaging equipment makes the production process take quite a long time. In 1 week, around 7 kg of banana, breadfruit and taro chips are produced, while the incoming demand can reach 12 kg. With limited production equipment, partners need more time to meet demand and often partners have to postpone product delivery. In addition, in terms of product packaging, it is also quite simple, namely using transparent plastic clips without motifs, and affixed with Luh Buleleng logo stickers.

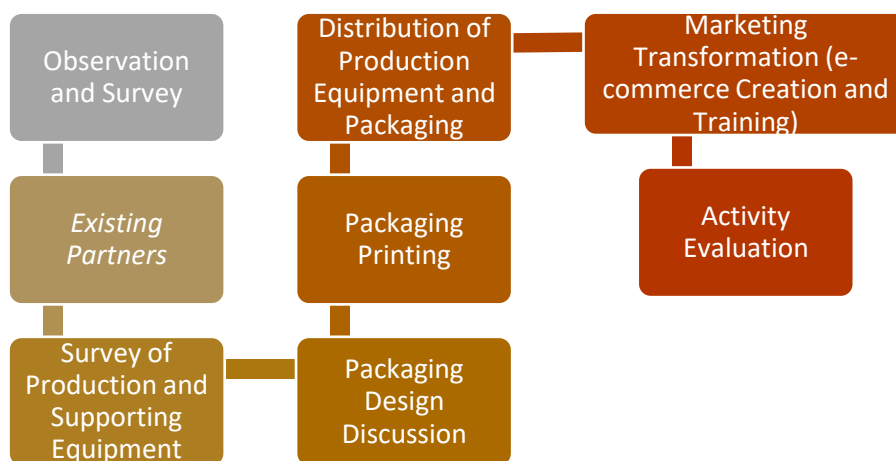
In terms of product marketing, in addition to close relatives, partners also use social media Facebook to promote their products. However, the delivery range is limited to local areas only. He wants to market products on a wider scale, but does not yet understand the use of marketing technology through other digital marketing applications. Through community service programs in the form of improving production equipment, redesigning product packaging and digital marketing training, it is hoped that partners can improve the quality of marketing and product promotion more efficiently so that healthy processed food products can be known by the wider community. Where the right design and packaging method can influence product purchasing decisions (Aprilliyani, 2020). Attractive design has a positive and significant influence on Brand Awareness and Product Purchasing Decisions (Diah & Supriono, 2017).

Furthermore, the training provided includes marketing through e-commerce, and product packaging strategies. By using participatory methods, where MSME actors are

directly involved in every stage of the activity, this training will have a significant impact and help improve the quality and efficiency of healthy food processing marketing. Electronic commerce or what is known as e-commerce plays a very important role in helping MSMEs, including increasing MSME income, increasing MSME sales, and as a marketing strategy and promotional media for MSMEs (Purnama et al., 2021). So by providing e-commerce training, it is hoped that it can help partners in expanding marketing which can increase partner turnover.

II. METHOD

Based on the previous description, as well as the results of discussions with partners, the priority problems that must be resolved by involving partners include aspects of production management and aspects of digital marketing. The following are the stages of activities (Wulandari et al., 2023) which is carried out during community service as follows:



Picture 2.1 Activity Stages

1. Observation and Survey: The community service team made direct visits to partners to directly observe the product production and marketing process.
2. Existing Partners: At this stage, the team re-coordinates with partners to determine the schedule for visits and other activities.
3. Production and Support Equipment Survey: At this stage, the team conducts a survey and procures the production equipment that partners need.
4. Packaging Design Discussion: The service team and partners discuss the design to be created for new packaging tailored to the product and partner preferences.

5. Packaging Printing: Packaging printing is carried out based on designs approved by partners, and ensuring that the printing process runs smoothly and according to specifications.
6. Distribution of Production Equipment and Packaging: At this stage, visits were made and assistance was handed over in the form of production equipment and packaging to MSMEs in Luh Buleleng.
7. Marketing Transformation (e-commerce Creation and Training): direct training is conducted on the use of e-commerce platforms and online marketing practices, especially on the Tokopedia and Shopee applications.
8. Activity Evaluation: At this stage, a comprehensive assessment is carried out on all activities that have been carried out. The evaluation is carried out by means of interviews and questionnaires to partners related to the implementation of community service activities.

III. RESEARCH FINDINGS

a) Observation, Survey and Existing Partners

From the results of a visit to the business owner Luh Buleleng, Mrs. Luh Wiriadi conveyed the obstacles in production, product packaging and product marketing.



Picture 3.1 Visit to partners

The constraints faced in production are when production demand is high, but limited production equipment and packaging make the production process take quite a long time. With limited production equipment, partners need more time to meet demand and often partners have to delay product delivery. In addition, in terms of product packaging, it is also quite simple, namely using transparent plastic clips without motifs, and affixed with Luh Buleleng logo stickers. In terms of product marketing, in addition

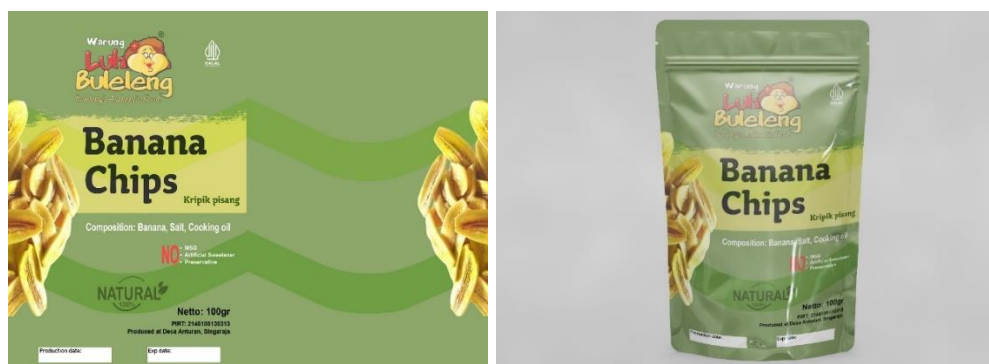
to through close relatives, partners also use Facebook social media to promote their products. However, the delivery reach is limited to local areas only. He wants to market products on a wider scale, but does not yet understand the use of marketing technology through other digital marketing applications.

Based on this, the community service team decided to provide assistance in the form of improving production equipment, redesigning product packaging and digital marketing training to help partners improve the quality and quantity of products and increase turnover through digital marketing via e-commerce applications.

b) Production Equipment Survey, Packaging Design and Printing Discussion

At this stage, the team conducted a survey to online and offline stores to procure the production tools needed by partners, in addition to conducting a survey for printing new packaging. Along with these activities, the community service team also discussed with partners about the new design of product packaging.

The creation of a new product packaging design began with a discussion with partners about the shortcomings of the previous packaging design, which was relatively simple. In this packaging redesign activity, the community service team created an initial design related to the product being sold, where the packaging included information about the partner and product details. Furthermore, the design was submitted to partner Luh Wiriadi and received approval from the partner regarding the appropriate design and size. Finally, the packaging printing process was carried out as a sample that could be used directly by partners to introduce the new product packaging. The following is an image of the new packaging produced.



Picture 3.2 New Packaging Design

c) Distribution of Production Equipment and Packaging

The next stage is the provision of production equipment assistance to partners such as gas stoves, hand sealers, chips cutting tools, frying pans and frying spoons. The provision of this equipment assistance is expected to increase chip production to meet market demand. The following is a photo of the distribution of production equipment assistance as well as new packaging samples:



Picture 3.3 Handover of New Production and Packaging Equipment

d) Marketing Transformation (e-commerce Creation and Training)

This activity is divided into 3 (three) activities, namely: Introduction to e-commerce applications, Creating Tokopedia and Shopee application accounts, and Training in using the Tokopedia and Shopee applications.

1. Introduction to E-Commerce Applications

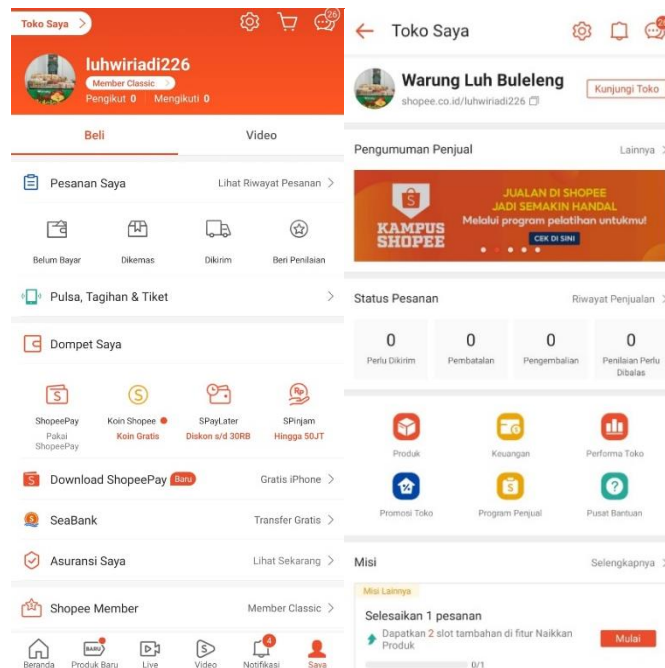
The introduction of e-commerce applications was carried out to provide an understanding to Luh Buleleng UMKM partners, that product marketing is not only through face to face, and social media, but can also use e-commerce applications to enable finding a wider market. The e-commerce applications that were given training were Tokopedia and Shopee which are the largest e-commerce in Indonesia.



Picture 3.4 Introduction to E-commerce Applications

2. Creating Tokopedia and Shopee Application Accounts

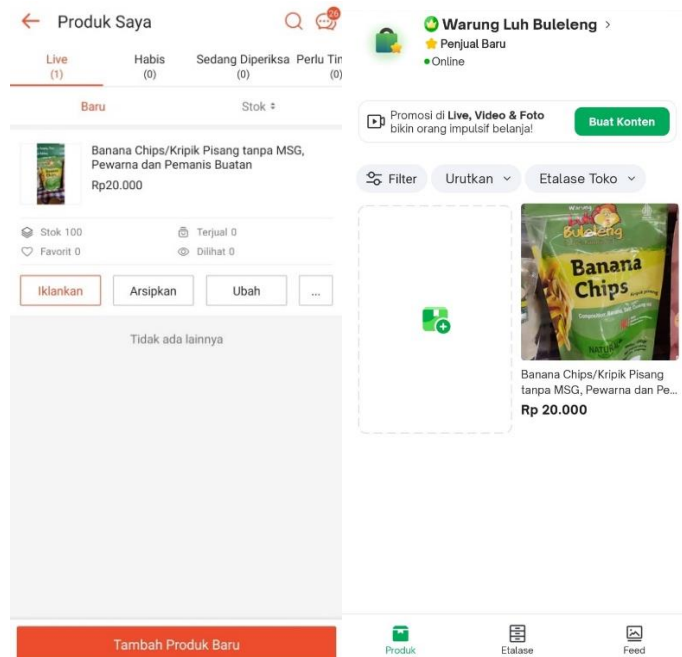
Another e-commerce application used is the Shopee application. To be able to use the Shopee application to market products, partners must first have a personal account. After registering a personal account, then go to the "Me" menu at the bottom right. In this menu there is a "Start Selling" option to be able to have a shop on Shopee. Partners will be asked to complete information and verify data. After all steps are completed, the account can be used to sell and market products. Here is the appearance of the Shopee account of the UMKM partner Luh Buleleng.



Picture 3.5 Partner Accounts on Tokopedia and Shopee Applications

3. Tokopedia and Shopee Application Usage Training

In the training activities on the use of Tokopedia and Shopee applications to market products, partners are given training in the form of uploading new products, filling in detailed product information, choosing shipping, and recaps of orders and transactions received. The following is documentation of activities and displays of the results of adding new products to the Tokopedia and Shopee applications.



Picture 3.6 Application Usage Training Results



Picture 3.7 Tokopedia and Shopee Application Usage Training

e) Activity Evaluation

At this stage, an evaluation of the community service activities that have been carried out is carried out using a questionnaire as an evaluation measurement tool. The questionnaire respondents were 1 person who was the owner of the Luh Buleleng

UMKM. The following are the results of the questionnaire calculation using a Likert scale with 5 score criteria and categories (Setiono & Riwinoto, 2015):

$$\text{Index Formula \%} = \frac{\text{Total Score}}{Y} \times 100$$

Total Score : Total score obtained
Y : Highest Total Score

Information :

Table 3.1 Partner Evaluation Questionnaire Results

No	Question	Index %
1	How relevant are Community Service Program activities to business partners/MSMEs, such as Luh Buleleng?	100
2	How is the preparation of activities and socialization regarding the community service program delivered before the activity takes place?	80
3	How useful is the production equipment assistance provided to increase your production efficiency?	100
4	Do the production tools provided suit your business needs?	100
5	How attractive is the result of the product packaging redesign provided?	100
6	How much impact does packaging redesign have on your product sales?	100
7	How clear is the material presented in digital marketing training?	100
8	What about the methods used by instructors in delivering digital marketing training materials?	80
9	How effective is this community service program in improving your knowledge and skills as an MSME actor?	100
10	How satisfied are you with the overall community service program?	80

Average Index (%)	94 %
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The following are the achievement value criteria based on the Likert scale interval:

1. 0% – 19,99% = Very bad
2. 20% – 39,99% = Not good
3. 40% – 59,99% = Enough
4. 60% – 79,99% = Good
5. 80% – 100% = Very good

The results of the evaluation through the questionnaire obtained a result of 94% with the category "Very Good". Where from the implementation of this community service activity, many benefits were obtained by partners and the community service team.

IV. CONCLUSION

Based on the description above, it can be concluded that the implementation of this community service activity can help Luh Buleleng UMKM in increasing production, more attractive packaging design, and expanding product marketing which can ultimately increase sales turnover. Based on the results of the evaluation of activities in the form of questionnaires filled out by partners, the results were 94% with the category "Very Good". Where from the implementation of this community service activity, many benefits were obtained by partners and the community service team.

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