

TRAINING ON PACKAGING, BRANDING, AND PRODUCT PROMOTION TO MEMBERS OF SMALL MEDIUM ENTREPRISES (SME) IN TEBET, JAKARTA SELATAN

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ABSTRACT

Many actors of small medium enterprises (SME = UMKM = Usaha Menengah Kecil Mikro) have limited – if not yet having at all – capabilities to promote their product properly, so that they find difficulties to develop their business. This problem exists in the small medium enterprises in the Tebet community as well, so that our community development team made them as our community development activities' target/ The content of this article is about a report of our community development program in conducting training to a community living in Kecamatan Tebet, in strengthening their small scale home industries. The purpose of our program was to strengthen the community's entrepreneurial capabilities with digital marketing training. It was delivered in the form of training which was conducted through two main activities: training on branding, advertising, and digital marketing starting up, which was followed up by a continuous training on packaging, and promotion content creation, specifically on online product promotion. The continued training was attended by UMKM actors who had registered and participated in the early training. Training was conducted by material delivery and followed by assistance to install online application on the participants mobile phone, and counseling about their promotion techniques. From the beginning until the last meeting, participants were very enthusiastic which indicated that this training met their needs and expectancies. Discussion went primarily on sharing experience in online selling and hope to be able to improve their capabilities. It can be concluded that participants still need accompaniment in strengthening their competence and skills in digital marketing, order to develop their business.

Keywords: branding, packaging, product promotion, digital marketing.

1. BACKGROUND

Pandemic COVID-19 pandemic had forced the government to apply restrictions on many economic and social activities, which then caused a severe drop in family as well as local, regional, national income. This drastic drop in family income brought up the need for substitute ways of earning money, so that members of the family were trying to gain substitute and / or additional income. Members of the community, head of families as well as housewives and single women started to do or continue doing business, eventhough at a very small scale. This entrepreneurial spirit among the community which could be found since before the pandemic, occurred also in the Tebet community, in Jakarta Selatan. As buying behavior has changed a lot nowadays, not only because of the pandemic, but also because the rapid development in the communication and information technology, these small medium enterprises needed to catch up to the changing situations and developments. Therefore, our team was to assist the community – specifically the small medium enterprises - to make adjustments to the changing consumer behavior and the rapid development of promotional media and technology so that they could improve their skills and competence to develop their business as a solution to their economic problem and to better their standasr of living.

2. METHOD OF TRAINING

The training on Branding, Packaging, and Product Promotion to Members of Small Medium Enterprises (UMKM) in Tebet, Jakarta Selatan was delivered in the form of material delivery, discussion and assistance in installing digital applications, and counseling on promotion activities that had been carried out by the SME actors. All activities were conducted off line.

3. RESULTS

The training on Branding, Packaging, and Product Promotion to Members of Small Medium Enterprises (UMKM) in Tebet, Jakarta Selatan was conducted into two main activities which were organized at continuing activities.

The first activity

The first avctivity was held on January 24, 2022 at the Auditorium, Kecamatan Tebet, South Jakarta. Twenty Small Medium Enterprises (SME = UMKM) have registered and participated to this event. Materials delivered were divided

into 2 main sessions, namely branding and advertising as the first session, and digital promotion as the second session. At each session, participants were given the opportunity to ask questions, share experiences, and involve into discussion. Materials delivered and discussed were as follows:

Topic: Branding, Advertising, and Digital Marketing

a. Title: Branding

Speaker: Herta Armianti Soemardjo

Materials delivered:

- 1) Product Uniqueness
- 2) Situation Analysis on Target Consumers
- 3) Product Positioning
- 4) Brand Identity
- 5) Brand Image

b. Title: Advertising

Speaker: Herta Armianti Soemardjo

Materials delivered:

- 1) Types of Advertisement based on Its Purpose
- 2) Advertising Content
- 3) Examples of Content Types
- 4) Types of Advertisement based on Message
- 5) Creating an Advertising Plan

c. Title: How to Use Digital Marketing

Speaker: Chendi Liana

Materials delivered:

- 1) The Changing Buying Behavior
- 2) The Growing Use of Digital Marketing
- 3) Types of Digital Marketing
- 4) How to Start to Use Digital Marketing

Material delivery was followed by assistance to install Business Whatsapp application and Business Instagram application on the mobile phones of the participants. Discussion were about all materials delivered: branding, advertising strategy, as well digital marketing. It showed that participants were very enthusiastic to promote their business through digital marketing.

The second activity

The second activity was held on July 25, 2022 at Sahid University, sixth floor, room 613. Six participants were selected from the earlier activity to attend and participate in this session. The rest of participants were invited to other activities which will not discussed in this article. Materials delivered in this activity were divided into 2 main sub-session, which were packaging and product promotion content. As at the first activity, after each session, participants were given the opportunities to ask questions, share experiences, and involve in discussion. Counseling on how to improve their earlier promotion activities were also given. Materials delivered and discussed were as follows:

Topic: Packaging & Promotion Content

a. Title: Packaging as a Representation of the Product's Quality and Producer's Concern to the Community

Speaker: Herta Armianti Soemardjo

Materials delivered:

- 1) Packaging representing Concern on Product's Safety
- 2) Packaging representing Concern on the Environment
- 3) Packaging representing Concern on Product's Hygiene
- 4) Packaging representing Product Class / Positioning
- 5) Packaging representing Product's Quality

b. Title: Content Creation

Speaker: Chendi Liana

Materials delivered:

- 1) Importance of Content
- 2) Relavance to the Target Audience
- 3) Brand Positioning
- 4) Creativity

Material delivery was followed by discussion about all materials delivered - packaging and content creation - as well as sharing of participants' experiences about their early promotion activities and improvement possibilities they could make.

Six participants who were selected to attend and participate the second activity of this program were:

a. Mira Handayani,

SME (UMKM) she owned was called "Toko Al-Meerah," producing milk dates juice as her signature product.

Mira started her business by being a reseller of soya bean crackers, then started to produce milk dates juice in February 2022, not long after she attended our training. At present, she don't sell any crackers. Aside milk dates juice, she produces also orange, guava, sousop, mango, and advocado juices. Milk dates juice are sold using plastic bottles, while the other juices are sold using plastic cups, Products are sold primarily bu orders, and sometimes in bazaars organized at the Kecamatan Tebet. She had not yet used any media social application for promoting and marketing her products, but she planned to use it in the future. Eventhough she thought that the training was very useful in providing her insights about online promotion, she felt that she still needed further training.



b. Henny Djakam N

SME (UMKM) she owned was called "Nylam Cookies," producing cookies

c. Rr Ruli Indaryanti

SME (UMKM) she owned was "ZafirAzka Food & Beverages," which products are snacks such as peanuts, soyabean crackers, other crackers, and juices.

Ruli had started her business in November 2021. At present, ZAFnB has used only WA blast in offering and promoting its products

d. Rahayu Mulyaningsih

SME (UMKM) she owned was called "Ayu Store," producing fruit salad and burger

e. Yus Holung

SME (UMKM) he owned was called "Yoes Catering," providing catering services.

Yoes Catering has started its business since July 2021. It has not yet used any social media application yet since the business itself has been in vacuum for some time, waiting the right moment to start again

f. Amelia Rizky R

"Kolang-Kaling Enyak," producing sugar palm fruit.

Souvenirs / give aways

All participants were receiving a package containing souvenirs adjusted to today's situation which puts concern on environment as well as hygiene issues. Each package consisted of a reusable ecobag, a food container, reusable

tableware, and a small bottle of hand sanitizer. The purpose of giving out such souvenirs was to pass the message of keeping health protocols as well as acting environmental friendly.

4. CONCLUSION

It can be concluded that training about branding, packaging, promotion, and digital marketing such as we had conducted was needed by small medium scale business actors in Tebet, Jakarta Selatan, because most of them did not know much about branding, and packaging and they did not have the ability to use digital devices yet. Topics and issues delivered in the training had provided participants of the training knowledge about branding, packaging and digital promotion, whereas accompaniment by our team enabled them to install business WA application and business Instagram application, and start to launch promotional messages and make improvements to their earlier promotional contents

ACKNOWLEDGEMENT

We would like to address our gratitude to Sahid University who provided us with the funding of this project. We also would like to thank our partner, the Kecamatan Tebet, Jakarta Selatan, for providing us fruitful suggestion on the community’s situation, needs and wants, statistical and other relevant data about the community, and coordinating the gathering of the participants from the community, We also thank the Kecamatan Tebet for allowing us to use the auditorium of the Kecamatan Tebet office building to conducting our first activity. Last but not least, our thanks are also addressed to all participants of this program.

DOCUMENTATION OF EVENTS

First Activity: January 24, 2022



Trainers delivering material



Participants and team (trainers and students)

Second Activity: July 25, 2022



First trainer delivering material



Second trainer delivering material



Participants and team (trainers / lecturers & students)



Souvenirs handed out to the participant

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