

COUNSELING TO ENTREPRENEURS IN ORDER TO PREPARING PRODUCTS TO REACH THE MARKET TARGET THROUGH TECHNOLOGY FOR RESIDENTS OF KEDOYA KELURAHAN, KEBON JERUK DISTRICT, BARAT JAKARTA

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ABSTRACT

Background: MSME competition in Indonesia is increasing every year, but it is undeniable that many cannot survive due to the lack of knowledge of business actors in preparing their products to be able to penetrate the market in today's digital world. The community will be greatly facilitated by the existence of technology if they can use it optimally. Technology that is used properly will help business actors to develop their business and facilitate the marketing of their products through various market places that exist today.

Approach: One of the efforts made to penetrate the market through the use of technology is to prepare products to be marketed in various aspects, ranging from product quality, packaging, promotions, to the quality of services that can be provided to consumers. Consumers who are satisfied with the product quality and perceived service quality will easily recommend the product to other consumers (word of mouth).

Methods: Activities are carried out in the form of counseling and workshops for entrepreneurs to prepare their products to be able to penetrate the market through the use of technology.

Result: The target community is equipped with knowledge ranging from strategies in preparing products according to applicable standards to the application of technology-based marketing activities as an effort to improve the community's economy.

Conclusion: Armed with knowledge of the use of technology, it is hoped that it will inspire people's enthusiasm and motivation to run a business by applying technology, information and communication to their products and marketing systems. This Community Service activity is intended for people in the Kedoya area, Kebon Jeruk District, West Jakarta, facilitated by the Sub-Department for Empowerment, Child Protection and Population Control in West Jakarta Administration City, DKI Jakarta Province.

Keywords: technology-based entrepreneurship, market place, public education, word of mouth

1. BACKGROUND

Progressing a business, the actors must have products that meet the standards to be sold in the appropriate market. The product to be marketed has several elements, namely product quality, product features, product style and design, brand, packaging, label and supporting services. Business actors must have the right steps in building their business, starting from the intention to build a business, unique ideas about the products to be marketed, conducting trial errors to get maximum product results, conducting promotions both offline and online. Last but not least, business actors who will start their business must have a mentor to conduct consultations about the products to be marketed.

Becoming a businessman who has strength in marketing its products, effectiveness and efficiency are currently the main priority in making purchasing decisions. For this reason, many things in the sales process need to be adjusted to the current changes, such as the marketing concept which includes the marketing mix (product, price, promotion, place, people, process and physical evidence) to analyze their segmentation, target and position in the market. Knowing the business competitors is also important to find the unique selling points of our products.

The problem with this community service activity is that the products owned by most business actors are not ready to penetrate the market through the use of technology, starting from the initial step in preparing a product with character to how to market it in accordance with marketing science with the aim of being accepted by the market and able to compete with other products.

It should be realized that the wider marketing reach requires the readiness of business actors to be more optimal in introducing the products offered to consumers. The right product marketing for consumers needs to be supported by consumer knowledge of the product to be purchased and the comfort that will be felt as well as other added value when consumers buy the product. Several marketing elements can be used to support the promotion of owned products such as advertising, sales promotion, personal selling, public relations and direct marketing.

2. METHOD

Community service activities with the theme of entrepreneurship counseling in preparing products to penetrate the target market through technology have been carried out with 35 (thirty five) participants from various groups, ranging from housewives, heads of household to the youth level from Kelurahan Kedoya, Kebon Jeruk District, West Jakarta.

Observation activities are carried out at the beginning of the activity to obtain information about the obstacles faced by business actors. Solution solving is implemented in the form of counseling in order to prepare products through the use of technology. Based on the program targets and the prepared plans, the implementation model of the activity program for the implementation of this PKM is described in Figure 1.



Figure 1. Implementation model of the activity program

It can be seen in Figure 1 above that the activity begins with problem identification to find out the weaknesses and obstacles felt by business actors. Materials on entrepreneurship were delivered to the participants, then the program targets were adjusted to the program objectives by making changes from conventional marketing to digital marketing by involving technology in preparing products and marketing strategies. The presentation of the material ends with the implementation of technology-based entrepreneurship materials to solve the problem formulation and achieve the objectives of the activity program. Prolonged discussion becomes an evaluation stage that is carried out jointly between the program implementers and the program target community to find out the extent of the participants' understanding of the material that has been delivered.

3. RESULTS AND DISCUSSION

This activity aims to provide knowledge to the public about increasing competitiveness and marketing efforts through thorough product preparation and the role of technology in penetrating the target market. Participants of this training are MSME actors in the Kedoya Village area, Kebon Jeruk District, West Jakarta. This activity was held on March 5, 2020 and is located at RPTRA PANDAWA, Kedoya Village, Kebon Jeruk District, West Jakarta and was attended by MSME actors from the surrounding area. This activity provides additional knowledge for the community to increase product competitiveness and improve marketing efforts through careful preparation with the role of technology to be able to compete in the market. The participants seemed enthusiastic and quite enthusiastic in participating in this activity. Some of them brought product samples to be discussed during and asked about the preparations to be made and the role of technology in an effort to penetrate the target market. Various problems and obstacles faced by the participants in marketing activities were sought for solutions with technology-based marketing concepts, understanding of marketing mix concepts, and introduction of marketing strategies such as packaging functions, marketing channels and digital marketing.

After participating in this activity, MSME actors are expected to be able to prepare their products in advance to the maximum, apply appropriate packaging to be able to compete on e-commerce platforms. The participants have the opportunity to expand their business, spread their wings and increase their income and welfare. Products that have good quality and characteristics and uniqueness will be able to compete and attract consumers to make repeat purchases

Technology based marketing

Changes in business behavior from conventional to digital are not matched by the behavioral ability of MSMEs that use digital marketing, even though MSMEs are believed to be able to spur the Indonesian economy. The use of digital technology-based marketing concepts is a hope for MSMEs to develop into centers of economic power. Currently, at least MSMEs can start using social media as a means of digital marketing. In addition to the low cost and no need to have special skills in doing the initial initiation, social media is considered capable of directly reaching consumers.

Social media has the potential to help SMEs in marketing their products (Stelzner, 2012). Social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that allow

the creation of the exchange of user generated content (Stockdale, Ahmed & Scheepers, 2012). Social media applications are available from instant messaging to social networking sites that offer users to interact, connect and communicate with each other.

Wardhana (2015), found that the digital marketing strategy had an effect of up to 78% on the competitive advantage of MSMEs in marketing their products. The strategy consists of:

- a. Availability of product information and product guides.
- b. Availability of images such as photos or product illustrations.
- c. Availability of videos capable of visualizing products or presenting supporting presentations.
- d. Availability of document attachments containing information in various formats.
- e. Availability of online communication with entrepreneurs.
- f. Availability of transaction tools and variations of payment media.
- g. Availability of customer assistance and service.
- h. Availability of online opinion support.
- i. Availability of testimonial display
- j. Availability of visitor records.
- k. Availability of special offers.
- l. Availability of the latest information presentation via SMS-blog.
- m. Easy product search.
- n. Ability to create brand visibility and awareness.
- o. Ability to identify and attract new customers.
- p. The ability to strengthen the brand image received by consumers.

The use of digital marketing has several advantages, including:

- a. Targets can be set according to demographics, domicile, lifestyle, and even habits.
- b. Quick results are seen so that marketers can take corrective action or changes if they feel something is not right.
- c. The cost is much cheaper than conventional marketing.
- d. The reach is wider because it is not geographically limited.
- e. Can be accessed anytime, unlimited time.
- f. Results can be measured, for example the number of site visitors, the number of consumers who make online purchases.
- g. Campaigns can be personalized,
- h. Able to engage or reach consumers because communication occurs directly and in two directions so that business actors foster and grow consumer confidence.

The disadvantages of digital marketing also have, including:

- a. Easily imitated by competitors.
- b. Can be misused by irresponsible parties,
- c. Reputation is not good when there is a negative response

Stockdale, Ahmed, and Scheepers (2012) identified the business value of using social media for MSMEs, such as:

- a. The creation of a sustainable marketing channel.
- b. Increase in short-term revenue and long-term sales.
- c. Reducing advertising costs by up to 70%
- d. Reduction in overall marketing costs
- e. Creating competitive advantage
- f. Ease of promotion across social media platforms
- g. Increased brand and product popularity
- h. Introduction of an organization or company to the public

Various applications in digital marketing are built with the aim of initiating and circulating online information about user experiences in consuming products or brands, with the main goal of reaching the public. In a business context, people engagement can lead to profit creation.

Product preparation and the role of technology in penetrating the target market in Kedoya Village

Most of the product quality and packaging concepts are not in accordance with e-commerce sales standards. The lack of knowledge of MSME actors in Kedoya Village on product readiness and the role of technology in penetrating the target market inspired the Lecturer Team to provide counseling for MSME players in Kedoya Village, Kebon Jeruk District, West Jakarta regarding preparing products to penetrate the target market through technology. Selling through

e-commerce is a method of selling that connects buyers and sellers online with the help of the internet. However, online sales must be balanced with appropriate product packaging so that the quality of the product will remain the same when it reaches the buyer. With good packaging quality, it will support the product to continue to exist on the e-commerce platform because many customers are satisfied with the results of their shopping.

With the implementation of this activity, MSME actors can prepare their products in advance to the maximum, after that they can apply appropriate packaging to continue to compete on e-commerce platforms. Therefore, counseling is needed so that MSME actors understand the concept of product preparation in sales on e-commerce platforms to be able to penetrate the target market. With this activity, our team hopes that MSME actors, especially in Kedoya Village, Kebon Jeruk District, West Jakarta can develop their business and expand their wings and ultimately increase income and welfare. Products that have good quality and characteristics and uniqueness will be able to compete and attract consumers to make repeat purchases. In addition to product quality, packaging that protects products in transit from producers to consumers so that the product is not damaged is also an important factor that must be considered by business actors. For some types of products that can harm children, they are usually given special protective packaging. Packaging is the only way a company differentiates its products. Retailers also recognize that packaging containing effective promotional and product protection features increases sales and reduces product spoilage costs. The shape and characteristics of the packaging are so attractive that customers are willing to pay more just to get special packaging. Increased profits can also be obtained through the efficiency of marketing costs obtained from effective packaging. Packaging that can protect the product, packaging that provides promotional characteristics, all of these will be able to reduce costs, both damage costs and advertising costs.

Discussion

The MSME actors in Kedoya Village, Kebon Jeruk Sub-district, West Jakarta are mostly engaged in the food and beverage sector and have great potential to be developed. Starting with small capital and the ability and competence of MSME actors in their respective fields, MSMEs are a business choice for many people. The conditions of competition and the development of the industrial world that continues to move require MSME actors not to stop innovating in various ways. Various innovation steps can be taken, including product innovation, sales system innovation, and promotion system innovation and service system innovation. By participating in this activity, MSME actors have more insight into efforts to increase added value to marketed products so that they are able to meet standards and answer consumer needs according to current developments. Competition that continues to grow and market demand is very dynamic requires MSME actors to continue to learn and update their knowledge. Before marketing their products, it is hoped that MSME actors understand that there are several basic things that must be present in their products, namely product quality, by having uniqueness, characteristics and giving identity to their products. In both cases, it is hoped that MSMEs can:

a. Introducing a product or business/ identity creation

By knowing and understanding the right product concept, MSME actors can carry out activities to introduce their products or their company to a wide audience with the aim of creating awareness and image in accordance with their wishes. this will help them create an Identity for their MSME products.

b. Growing sales activity

Through understanding the right concept, it is hoped that MSME actors can increase product sales activities that generate profits for their businesses.

c. Expanding business network

Networking is one way for MSME actors to penetrate their limitations and narrow scope to a wider direction. Starting with a network of suppliers, distributors to reach the market. With the understanding and implementation of the right Product Quality and Packaging strategy, it will be very helpful for MSME actors in making it easier for them to have an extensive network

d. Guaranteed product safety

Knowing the functions and benefits of packaging for their products can provide an overview and knowledge in designing safe packaging and maintaining product quality for MSME actors starting from the storage process in warehouses, distribution to product acceptance by consumers.

e. Opportunity to expand business

Through the creation of an identity on product quality and attractive packaging, it will provide opportunities for the name to be increasingly recognized by the public and expand the existing market. This will lead MSME businesses to become bigger and develop.

f. Establishing MSME agents

The knowledge that continues to grow and develop from MSME actors is expected to transmit the spirit and become a distributor of knowledge for fellow MSME actors in the vicinity. By starting a standardization, especially on product quality and product packaging, it will become a model for the surrounding MSME actors.

- g. As a form of support for government efforts, especially Creativepreneur & MSMEs in promoting the entrepreneurial spirit of the nation's generation.
- h. Contribute in moving the community's economy (HR empowerment), especially in the Kedoya Village, Kebon Jeruk Sub-district, West Jakarta

4. CONCLUSION

The need for counseling to residents is also based on the great willingness of business actors to develop their business in the impact of the current pandemic, in addition to the existing technological advances they have the desire to be able to increase sales by penetrating the market through technological assistance. Thus, the extension efforts facilitated by the West Jakarta City PPAPP Sub-dept. are very well targeted, because the condition of the target community is relatively dense in that one area. The business fields carried out by most of the target community include grocery trading, sewing services, micro-scale food and beverage products, bridal make-up services, telecommunication products (pulse and gadget accessories), computer rental, and small-scale food businesses. (Rantang catering and/or rice box orders). Based on the results of the implementation of community service activities, several conclusions can be conveyed, including:

- a. The implementation of entrepreneurship mentoring activities in Kedoya Village, Kebon Jeruk Sub-district, West Jakarta was attended by MSME actors from the Kedoya Sub-district, besides that, MSME coordinators and Head of Community Affairs were also present. The material focuses on preparing products to penetrate the target market through technology.
- b. Participants in this activity realized the need to improve product quality in detail in entering the e-commerce platform, starting from preparing the product, packaging to determining the right marketing strategy, in addition to expanding the market reach of the product.
- c. Most MSME actors in Kedoya Village, Kebon Jeruk Sub-district, West Jakarta already know the online sales system, but some MSME actors are still not right in determining the packaging for their products. The accuracy of the packaging selection referred to here is a packaging standard that is in accordance with regulations and product types as well as product safety guarantees during the shipping process so as not to reduce the quality of the product.
- d. Participants in this activity were very interested in this activity, in addition, participants also brought samples of the packaging of their products to be discussed during the socialization process. The question and answer session was quite conducive with the enthusiasm of the participants who were quite enthusiastic in asking about the role of packaging.
- e. The success of Community Service activities in this theme is an opportunity to continue the next series of PKM activities. Based on the results of discussions with the chairman of the MSME management, the lecturer team is expected to hold follow-up activities related to the topic.
- f. MSME actors: in addition to building awareness and understanding of the importance of e-commerce to facilitate business actors in penetrating the target market, MSME actors must also understand product quality standards and packaging that are in accordance with regulations and product types as well as product safety guarantees during the delivery process so that does not reduce the quality of the product, because the initial foundation in product formation must be strong so that our products can compete with other products.

Suggestion

Based on the results of discussions with MSME actors and observations during the training, the following should be suggested:

- a. MSME actors: in addition to building awareness and understanding of the importance of e-commerce to make it easier for business actors to penetrate the target market, MSME players must also understand product quality standards and packaging in accordance with regulations and product types as well as product safety guarantees during the delivery process so that does not reduce the quality of the product, because the initial foundation in product formation must be strong so that our products can compete with other products.
- b. For training implementers: the material presented is adjusted to the abilities of the participants, as well as a follow-up evaluation after the activity to determine whether the material presented is truly understood and can

be put into practice. Based on the problems of MSME actors participating in the training, it is recommended that this community service program be continued with business assistance

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