

The Role Of Product Branding And Internet Marketing In Increasing Business Revenues KUB "MAJU LANCAR"

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Abstract

Community Service Program with the Joint Business Group partner "MAJU LANCAR" located in the Gagan, Pengkol village, Nglipar sub-district, Gunung Kidul regency, were carried out by the Community Service Team (PBM) of the Yogyakarta National Development University. Various problems faced by partners both in the field of production, in the field of management, and in the field of marketing are things that become the focus of attention for the team to find out the solutions to solve problems. Limited equipment, minimal skills and knowledge of good bookkeeping, the absence of product variants, and the lack of partner production sharing, as well as conventional marketing, have made this home-based business unable to develop optimally. Lacking accountable bookkeeping records means that these partners do not have access to capital assistance from formal financial institutions to increase capital in the context of increasing production capacity. This Community Service Program provides solutions in the form of several activities such as the provision of production equipment assistance, taste innovation training, product branding, internet-based marketing or internet marketing, simple bookkeeping training, and the last but not least is training in making of capital assistance proposals. In order to know the effectiveness of this program, just before the end of the activity, a survey of partners was conducted regarding their responses to the usefulness of the various activities that had been carried out, and the result was that almost all partner members stated that this activity was very beneficial for the sustainability of their business.

Keywords: innovation, accountability, product branding, Internet Marketing



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I. INTRODUCTION

The Joint Business Group (KUB) "MAJU LANCAR" chaired by Mrs. Parikem or better known as Bu Sukir, as a partner in the Community Partnership Program (PKM) activity is one of the small businesses engaged in the productive economy which produces products in the form of banana chips and cassava chips. The banana and cassava chips production business has obtained a business permit in the form of a Home Industry Food Production Certificate (P.IRT.No: 214.34.03.01.462 and has also received a Food Safety Counseling Certificate Number: 363 / 34.03 / 2008. Limited capital and the lack of knowledge of KUB members means that the PIRT's business license, which has expired, is not renewed. The production site, which is still one with Mrs. Parikem's very simple kitchen, at a glance gives a less hygienic impression, especially if you see the frying pan that is already very black because it is filled with soot as a result of the frying process carried out on a stove with firewood fuel.

There are several proposed solution programs in order to solve the problems faced by KUB " MAJU LANCAR. " There are production equipment assistance, taste innovation training, product branding, internet-based marketing or internet marketing, simple bookkeeping training. Increasing production output and revenue, increasing the skill of marketing and bookkeeping is the main aim of this program. □

II. LITERATURE REVIEW

The role of Micro, Small and Medium Enterprises (MSMEs) in Indonesia as a support for the nation's economy cannot be denied, both in terms of labor absorption and in their contribution to Gross Domestic Product. It is not surprising then that the government provides a stimulus for MSME players to be able to further increase their productivity, in the form of reducing the UMKM tax to 0.5% with the aim of expanding the UMKM business to grow rapidly. In fact, this policy does not immediately set the MSMEs free from the various problems that have been entangling them.

One of the driving forces for economic growth that was able to survive and was not affected when the economic crisis occurred in Indonesia was the micro and small business industries. In Indonesia, the SME sector has even become the foundation of life, which is getting bigger since the economic crisis that began in 1997.

Most of the micro and small business industries in Indonesia are engaged in the informal sector. Todaro, in his research, said that the informal sector is generally characterized by several characteristics such as very varied fields of production of goods and services, small scale, ownership of production units that are individual or familial, there is no separation between family assets and company assets, relative simply the technology used and is labor-intensive. □

The importance and influence of technology and information can be seen from the results of research stated by Pradadani (2017) regarding the influence of technology and information, in this case, digital marketing, on increasing the sales volume of home industry products for PKK in Singosari Malang. The need for internet-based marketing is the right solution at these times. Several studies have shown how effective internet media is if it is used as a marketing medium. One type of marketing that utilizes existing media on the Internet is viral marketing. Viral marketing is a word of mouth marketing model using the Internet or the Internet Word of Mouth. Viral means a virus that spreads rapidly. On the

Internet, viral marketing is a marketing technique that induces a web site or internet user to convey a marketing message to other sites or internet users, potentially creating rapid (viral) sales growth through the message. Internet technology can be used in small business management, both for business interests and for the interests of other stakeholders in empowering small businesses, in the form of an e-marketing portal managed by government agencies and small business associations. These are the reasons for the importance of product branding: a wide variety of products leads to confusion. One way purchasers manage these issues is by leaning towards brands they know and trust. Genuine and widely known brands are viewed as less risky to buy from. Hence, customers believe that the products from brands that are intensively marketed would always perform better. And it is true as the results reflect that. The more we give importance to Branding, the more it helps in, the longer run. When a firm does extensive marketing or branding, its revenues and market share increases, this means that the firm can become stronger than it was before. It can use its power to enter new geographical markets, do co-branding, and gain new distribution opportunities. Branded firms are well looked up to. Branding gives wings to experiment with different sectors of the market. A market segment that is targeted by popular brands is a huge hurdle for most new competitors. If you are the first one to create and target a segment, you will gain tremendous benefits. Gaining a first movers advantage is a big deal. This helps in making a place in the Consumer's minds and staying that way. Branding can add value to a product and is, therefore, an important aspect of product management; for example, most farmers would perceive Monsanto's herbicide brand Roundup as a quality product from a reliable company; but the same chemical formulation in an unmarked drum is unlikely to gain the same level of farmer confidence. Branding can also provide the basis for non-price competition (Yaro,2015). In terms of strategic marketing, rebranding becomes necessary when: – The brand has a confusing image or the image is nonexistent – The main benefit of the brand has transformed from a differentiating benefit into a costly one. – The company alters, through various strategic marketing and management errors, the direction that was planned. – The company is entering a new business and current position is no longer adequate – A new competitor with a higher position is targeting the same market – Competition sabotaged 'brand' company and turned it into an ineffective mechanism – The renewal of organizational culture requires at least a review of the brand personality (Raluca, 2014)

III. METHODS

The low quality of human resources requires continuous assistance. The team from the Yogyakarta National Development University strives to improve the skills of partners in the fields of production, management, and marketing aspects. The problem in the production sector is in the form of a very simple tool; in the field of management, it is the lack of an accountable bookkeeping system, while in the marketing sector is the marketing system which is still conventional and products that do not have a business name label. Partners have not been able to take advantage of information technology, such as social media, such as Facebook, Twitter, and Instagram. This can be overcome by introducing marketing methods through internet marketing or e-commerce. Based on these thoughts, the Team from UPN "Veteran" Yogyakarta helps partners in the process of developing markets for a wider target market through information technology tools. It is hoped that in this way, the target market will become wider. We, as the team for this community service activity, provide various kinds of training directly and also help in marketing their products directly outside the region so that they are better known to the public.

IV. FINDING AND DISCUSSION

Based on the results of the interviews that have been conducted between the team and the chairman of KUB "MAJU LANCAR," then it was agreed on a solution that will be carried out in order to overcome partner problems as follows: □

- a. Providing production equipment assistance to replace damaged production tools. With the new equipment, it is hoped that the members will be moved and excited again in production because, with new and more modern equipment, the consistency of the shape and the thin thickness of the banana slices will be maintained so that the quality of the product is maintained. The use of more modern equipment will also speed up time. The production process, so that the members of KUB "MAJU LANCAR" who are mostly farmers can share their time with work to cultivate their fields or fields. □
- b. In terms of innovation, training will be provided on making various flavors of cassava and banana chips.
- c. Simple bookkeeping training so that the financial position and income statement of KUB "MAJU LANCAR" can be clearly identified. It is hoped that having financial records or systematic bookkeeping will make it easier for KUB to gain access to capital assistance from various financial institutions. □
- d. Training for the preparation of capital assistance proposals for administrators of KUB "MAJU LANCAR," so that it will help partners in their efforts to obtain capital assistance, both from government agencies and from companies through the Corporate Social Responsibility program. □
- e. Training in internet marketing methods (internet marketing).
- f. Making Product Branding for the production produced by KUB "MAJU LANCAR. Several studies have shown how effective internet media is if it is used as a marketing medium. □

The activities carried out as a manifestation of the solutions given to solve the problem are as follows:

Provision of Production Equipment Assistance

In the phase after program socialization, the activities that were then carried out were the provision of production equipment assistance in the form of stoves and gas cylinders and their accessories, as well as cassava and cassava slicers. Production equipment. This new program is expected to further accelerate the production process and be able to maintain the quality of products produced by partners. Increased production capacity will be able to increase sales turnover, thus increasing partner income. □



Figure 1. Submission of Production Equipment Assistance to Partners

Training Activities of Providing Various Flavor Variants of Cassava and Banana Chips and Simple Bookkeeping.

The next training activity is training on providing various flavors of variants in the production of cassava chips so that they can better meet market demands, in the form of various flavors such as cheese, Balado, and spicy-sweet. The absence of neat bookkeeping records of the efforts carried out by the KUB "MAJU LANCAR" makes this Joint Business Group very limited when it has to meet administrative requirements for submitting proposals for capital assistance from outside parties. Simple bookkeeping training is carried out in order to assist partners in keeping records of business income and expenditure from time to time so that the financial position of this KUB can be clearly seen. The training was conducted on July 29, 2020.

Internet Marketing and Product Branding Training Activities

This activity is provided in the form of training for partners on how to market their products through online media. Given the age of the head of the KUB, who is no longer young, and the ability to master computers at all, at the initial stage, the partner gave the power to the nephew of Mrs. Parikem to carry out internet-based activities to market her products. In the early stages, the service provider created an Instagram account for this KUB by including a contact number as a medium for receiving orders from anywhere. On August 12, 2020, training was also conducted on how to use a tool in the form of an Impulse Sealer to package banana and cassava chips in a stronger and more attractive way because so far, the product is only packaged in ordinary plastic and does not use a brand at all. The brand new label is expected to become a brand product that will provide information to the public so that the products produced by the KUB "MAJU LANCAR" will be widely recognized by the public. □



Figure 2. Brand Etiquette

Simple Bookkeeping Training Activities

This training is provided in the context of providing skills on how to do simple bookkeeping, in such a way that partners have a record of cash flows in and out and always know the financial position of their business, and are not confused with household finances. A good financial record will provide provisions for partners in accessing various sources of capital assistance, especially from the banking sector. The main objective of this activity is to make this partner's business bankable. □

Capital Assistance Proposal Preparation Training Activities

This training is intended so that partners can have the ability to make a proposal in order to obtain various sources of capital assistance in order to further expand their capital capacity, so that partner businesses can develop even more. The training was held on August 19, 2020.



Figure 3. Training Activities

The impact of this PKM program can be seen from the branding " MAJU LANCAR " as a trademark product and also the acceptance of their products at various minimarkets in Gunungkidul Regency. In addition, they are now starting to be able to sell their products through the Internet, both via Facebook and Instagram. This shows that the goal of this PKM program can be achieved. □

V. CONCLUSION

The conclusions that can be drawn from the implementation of Community Service activities (PBM) are as follows: □

1. The formation of a productive economic business for the KUB "MAJU LANCAR" provides considerable benefits for members; they can run a business that is productive and make optimal use of its abundant resources. □
2. Having simple bookkeeping skills and knowledge of making capital assistance proposals are very supportive of the sustainability of a productive economic venture.
3. Increased knowledge about marketing management makes the business better known

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