

TRAINING MARKETING STRATEGIES ONLINE AT JOINT BUSINESS GROUP (KUBE) IN FACING PANDEMICS COVID 19

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ABSTRAK

Kelompok Usaha Bersama (KUBE) adalah kelompok warga atau keluarga binaan sosial yang dibentuk oleh warga atau keluarga binaan sosial melalui proses kegiatan Prokesos untuk melaksanakan kegiatan kesejahteraan sosial dan usaha ekonomi dalam semangat kebersamaan sebagai sarana untuk meningkatkan taraf kesejahteraan sosial. Permasalahan yang terjadi saat ini sejak pandemi Covid-19 berdampak buruk bagi kondisi penjualan Kelompok Usaha Bersama (KUBE), dimana usaha yang mereka jalani mengalami penurunan penjualan dan berdampak pada berkurangnya keuntungan yang mereka peroleh. Tujuan utama kegiatan pengabdian Masyarakat pada Kelompok Usaha Bersama (KUBE) adalah meningkatkan pengetahuan dan keterampilan dalam perencanaan usaha dan pemasaran secara online yang berguna untuk pengembangan usaha KUBE. Metode Pengabdian masyarakat dengan memberikan pelatihan yang dilakukan secara virtual melalui *zoom meeting*. Materi pelatihan yang berikan meliputi motivasi kewirausahaan, strategi pemasaran online, desain kemasan produk dan penyusunan laporan keuangan sederhana. Hasil kegiatan pelatihan adalah Kelompok Usaha Bersama (kub) lebih memiliki pemahaman atas prosedur pemasaran secara online, memiliki kemampuan untuk mendesain kemasan produk secara menarik, kemampuan untuk membuat laporan keuangan secara sederhana serta memberikan semangat baru untuk mempertahankan usaha dan bersaing dalam bisnis, sehingga menumbuhkan kondisi perbaikan usaha dan keberlanjutan usahanya.

Kata Kunci :Strategi Pemasaran Online, Motivasi Kewirausahaan, Perencanaan Usaha

ABSTRAK

Joint Business Group (KUBE) is a group of members or social assisted families formed by residents or social assisted families through the process of Social Services activities to carry out social welfare activities and economic enterprises in the spirit of togetherness as a means of increasing the level of social welfare. The problems that have occurred at this time since the Covid-19 pandemic have had a bad impact on the sales conditions of the Joint Business Group (KUBE), where the business they are running has decreased in sales and impact on the reduced profits they get. The main objective of community service activities in the Joint Business Group (KUBE) is to increase knowledge and skills in business planning and online

marketing which are useful for KUBE business development. Service Community method by providing training which is done virtually through zoom meetings. The training materials provided include entrepreneurial motivation, online marketing strategies, product packaging design and preparation of simple financial reports. The results of the training activities are that the Joint Business Group (KUBE) has a better understanding of online marketing procedures, has the ability to design product packaging attractively, the ability to make simple financial reports and gives new enthusiasm to maintain business and compete in business, thereby fostering conditions, business improvement and business continuity.

Keywords: Online Marketing Strategy, Entrepreneurial Motivation, Business Planning

INTRODUCTION

The corona virus since early 2020 have enough impact of global economy. The World Trade Organization (WTO) predicted that the volume of world trade globally, it is estimated that in the year 2020 will decrease jumped 32 percent during the covid-19 (Islam, 2020). Based on the Cooperative and SME's Ministry (Kemenkop) explained that the small medium enterprise that most affected by covid-19 is beverage and accomodations 35,88 %, wholesaler and retail 23,33 % and 17,83 % of manufacturing industry . Result of pandemic covid-19 many micro and small entrepreneurs who were not operating a while, and made them cash flow had difficulty (Baker T. J., 2020). According to (Honoatubun, 2020) the consequences of the plague the virus corona many markets is closed while the time and traders usually do not it can milk some sales. After the close of the markets are the merchants are not having a fixed income and experience difficulties in fulfilling their daily needs.

The Association Business Development Services Indonesia (A. B. D. S. I.(2020))small and medium enterprises are currently under in the worst economic crisis covid-19 pandemic in fact are now considered to be more badly by the financial crisis of 2008. The crisis will affect the SME's and predicted that more than 50 % businesses would not survive the next few months. SME's collapse widely affects national economic conditions and the global growth, impact also in community life, and even financial sector. This is due to 60-70 % employment opportunities in the state along derived from SME's sector. The impact can be felt by small and medium enterprises with the covid-19 the labor shortages for the upper company, while the lower company challenges in terms of consumer demands have declined and raw materials shortages caused by an interruption in the supply chain ((Dai R, 2020). Based on a survey conducted by ABDSI covid-19 had a huge impact on businesses. Almost all sales would decline. 36.7 percent of SME's have no sales, while 26 % sales fell more than 60 percent from the previous year. Most umkm trouble on the availability of raw materials and credit repayments.

The economic effects covid-19 pandemic also felt by joint business group (KUBE) company that is educated in Social Ministry. Joint enterprise group (KUBE) is the group of poor families formed. An idea the formation of this business is to hold productive economic undertakings (UEP) to increase revenue and social welfare of the family (Permensos 2 Tahun 2019). Productive economic, business (UEP) is social aid given to a joint business group to increase their family and social welfare. Kube consisting of 5 to 20 families the poor in integrated data handling of the poor and needy people (DTPFMOTM). The goal of the program joint business group (KUBE) is to increase income or economic development, that will have an impact on the decline in the poverty rate.

The main problems currently felt by the joint business group (KUBE) in Jakarta since the pandemic covid -19 and especially since treated large-scale social restrictions (PSBB) are:

1. The decline in a sale of their businesses. This is caused by many people subject to working termination, so impacted on the decline in purchasing power of the community.The

declining purchasing power results in communities reduce the purchase goods. It is also the recommendation to do so economic activities social distancing community shopping daily needs done by online.

2. High cost of raw materials, due to the large scale social restrictions (PSBB) so that the raw materials that come from outside Jakarta can not come into Jakarta. As a consequence, there was behind the scarcity of raw in Jakarta and the existence of wisdom on the shut down while several markets that exposed to covid 19.
3. High operational cost. During the PSBB they have to pay for operational costs and the cost of employees despite no revenue.

METHOD ACTIVITIES

Based on the above, through the devotion to the public by lecturer in coordination with the research institutes and devotion (LPPM) Esa Unggul University in collaboration with the Jakarta Department of Social Affairs.

The main purpose of this event is to increase knowledge and skill in planning and marketing business online. It is hoped that the implications of the devotion joint business group (KUBE) capable of economically and educationally. Even their business can be transmitted in the environment to perform the business of similar or other effort. Devotion to the activities began in early June until July 2020. Method is by action method and quality awareness. The stage of activity begins with cooperation between LPPM Esa Unggul University and Jakarta Department of Social Affairs being conducted by the Jakarta Administration Social Agency. Then carried team devotion meeting to determine time of training and Conducting training on the system.

The next stage the residents implement team devotion through training in virtual meeting zoom, with matter training as follows:

1. Online marketing training .The first phase , joint business group (KUBE) will be given information about the kind of online marketing , the benefits of online marketing and a way of doing online marketing. Online marketing training is teaching for the members of the kube to use technology and media online as whatsapp, facebook , instagram, youtube in marketing their products.
2. Training in making simple financial report and financial management literate. The second phase, joint business group (KUBE) was given training to make recording financial efforts with financial report can be used as a simple information on the financial performance and financial planning for sustainable business.

RESULTS AND DISCUSSIONS

Joint business group (KUBE) in managing their business is very simple and limited. This means that they still compete with the similar business better management. In general they are still running their business in a conventional manner and has not done the marketing online. When there was a pandemic covid -19 and treated large scale social (PSBB) their efforts became quiet buyers and cause significantly reduced income.

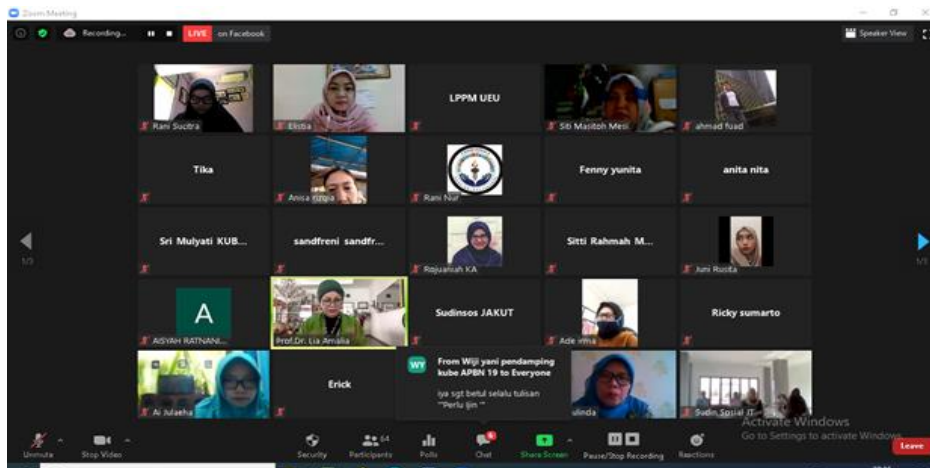


Figure 1. Online Marketing Training

Conducting training worked very smoothly, participants joined information very enthusiastic about many ask questions which lead on improving their business. The first matter, educate about marketing online. Ranging from the concept of online marketing, and knowing products marketed and understand value products. Participants can understand each of the stages and processes in online marketing. Make the importance to launch online marketing in their present form and teach the participants to use more use through social media marketing smartphone owned as a medium like WhatsApp, Instagram, Facebook, line dan youtube. Participants also taught marketing online with other method as use market place as tokopedia, shape, olx, lazada and other. This Session operates discussions with participants to give more about marketing online a better understanding of them. In addition, participants also taught way to design products and pulling on marketing online. The impact of this activity is the increasing the knowledge and skills in applying online marketing. The next step is to training the preparation of simple financial reports. Participants taught about how calculating the cost of production and the selling price and record every transactions to which they do. Based on questions asked by participants most of them did not understand the best recording financial transactions and basic right as the financial accounting and business. In training is also done discussion deeply and the participants were asked to explain how they manage finance their businesses.

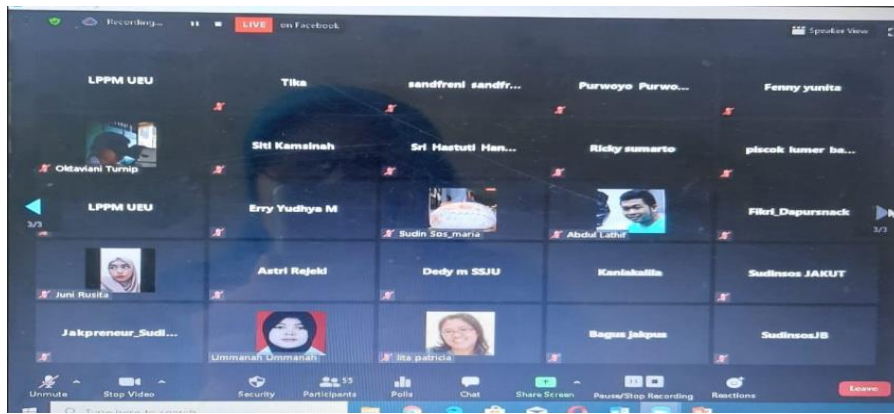


Figure 2. Simple Financial Report Training

The next step is to training simple financial the preparation of reports. Participants taught on how calculating the cost of production and the price they and noted that every transactions to which they do. Based on questions posed by most them the participants did not understand the best recording right as a basis and financial accounting and financial report business. In training were also carried out discussion deeply and participant was asked to explained how they manage their financial business to repair how they financial managing.

Based on the results of this training can be expressed that the Joint Business Group (KUBE) in Jakarta were in potential to develop the business .In this area there has been so much doing business but still less met. They did not understand how operating correctly and never count conducted about the cost and benefits.

Through the training was entrepreneurs begins to discover about the merits of marketing and financial management. The results of the dialogue and consult on a product produced there are still products to be accepted so that people in society and can satisfy customers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions can be drawn from the training upon joint business group (KUBE) in Jakarta are:

1. Training run well and the participants of the training very excited to advance their knowledge on the plan of the business to which pertaining to online marketing and financial, so that they can achieve the development and the survival of their business . In an effort to maintain a venture, the participants will fix the way to handle finances, especially in preparing the report that will be made in accordance with the input that they can in training.
2. To expand marketing, participants will tend to be more creative in online marketing do benefit from various social media , make its different and have not yet been widely in market, and will more consistent on the quality of a product they generate.In addition, they need to develop strategy with e-commerce marketing.

Advice that can be given is:

1. In effort to increase revenue joint business group (KUBE), and suggested to conduct training periodically with the training material adjusted to the needs of each joint business group.
2. It needs the assistance to joint business group (kube) in an attempt to improve their ability in business management so that it can compete with similar business.

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