

RECOVERY OF PALUR TRADERS' ECONOMY THROUGH ONLINE PROMOTION & MARKETING DESIGN TRAINING

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ABSTRAK: UMKM termasuk salah satu sector yang sangat terdampak dengan adanya Pandemi Covid-19. Kondisi Pandemi ini bahkan menyebabkan 63,9% dari UMKM yang terdampak mengalami penurunan omzet lebih dari 30%. Dampak pandemic juga dirasakan oleh para pedagang di sekitaran Prapatan Perumnas Palur dimana diwilayah tersebut menjadi wilayah perdagangan yang cukup ramai sebelum pandemi. Penurunan konsumsi rumah tangga serta berkurangnya aktivitas berbelanja di luar rumah menyebabkan berkurangnya pendapatan warung-warung makanan, warung sembako dan pedagang – pedagang kecil yang berada di Perumnas Palur khususnya di wilayah prapatan, daerah yang menjadi sentra hilir mudik penduduk di wilayah ini. Banyak dari pedagang yang masih mengandalkan penjualannya secara offline dan ketidakpahaman cara untuk beradaptasi dengan perubahan semakin membuat dampak pandemic terasa cukup berat bagi mereka. Kegiatan pengabdian masyarakat dalam bentuk pelatihan ini dilakukan untuk membantu pada pedagang di wilayah prapatan Perumnas Palur agar dapat memunculkan kreativitas dan inovasi dan kemampuan untuk beradaptasi dengan perubahan yang serba digital saat ini. Adapun kegiatan pengabdian yang telah dilaksanakan terdiri dari 3 tahap. Tahap pertama melakukan Sosialisasi serta melakukan proses Need Training Analysis untuk mengetahui profil pedagang serta kebutuhan pelatihan yang akan diselenggarakan. Tahap selanjutnya adalah melaksanakan pelatihan sesuai kebutuhan seperti pelatihan kewirausahaan dan manajemen bisnis online, pelatihan membuat desain promosi flyer canva serta praktek pemasaran online sederhana. Hasil dari pelatihan peserta mendapatkan pengetahuan yang bertambah tentang mindset kewirausahaan dan manajemen bisnis. Peserta juga dapat meningkatkan kemampuan membuat desain promosi melalui aplikasi Canva. Selain itu peserta juga bisa melakukan praktik pemasaran online sederhana baik melalui media social maupun aplikasi. Hasil dari post test menunjukkan bahwa hampir semua peserta pelatihan mengatakan bahwa pelatihan ini sangat menarik , sangat bermanfaat, dan mereka menjadi tertarik untuk memasarkan produknya secara online. Peserta juga berharap bahwa mereka akan mendapatkan pelatihan lagi untuk memperdalam pengetahuan tentang bisnis secara online.

ABSTRACT: MSME is one of the sectors that has been greatly affected by the Covid-19 Pandemic. This pandemic condition even caused 63.9% of the affected MSMEs has decrease in more than 30%. The impact of the pandemic was also felt by traders around Prapatan Perumnas Palur where the area was a fairly busy trading area before the pandemic. The decline in household consumption and reduced shopping activities outside the home have resulted in reduced income for food stalls, basic food stalls and small traders located in Perumnas Palur, especially in the Prapatan area, an area which is the center of the population going back and forth in this area. Many of the traders still rely on offline sales and their lack of understanding of

how to adapt to changes has made the impact of the pandemic even more difficult for them. This community service activity in the form of training is carried out to help traders in the Prapatan area of Perumnas Palur so that they can bring out creativity and innovation and the ability to adapt to today's all-digital changes. The service activities that have been carried out consist of 3 stages. The first stage is conducting socialization and carrying out a Need Training Analysis process to find out the profile of traders and the training needs to be held. The next stage is to carry out training as needed such as online entrepreneurship and business management training, training on creating Canva flyer promotional designs and simple online marketing practices. As a result of the training the participants gain increased knowledge about the entrepreneurial mindset and business management. Participants can also improve their ability to create promotional designs through the Canva application. In addition, participants can also carry out simple online marketing practices both through social media and applications. The results of the post test showed that almost all the training participants said that this training was very interesting, very useful, and they became interested in marketing their products online. Participants also hope that they will receive more training to deepen their knowledge of online business.

Keywords: pandemic era, adaptation, online, entrepreneurship training, digital marketing.

Introduction

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development. Apart from having a role in economic growth and employment, MSMEs also play a role in distributing development results (Putra, 2016). MSMEs themselves as stated in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. MSMEs are businesses run by individuals, households or small business entities. The classification of MSMEs is usually done by limiting annual turnover, total wealth or assets, and number of employees. In this law it is explained that the definition of MSMEs is a business activity carried out by the community with the aim of expanding employment opportunities and providing economic services to the community at large. The role of UMKM itself is to provide a safety net to carry out economic activities, especially for low-income people (Peranginangin, 2015). MSMEs also play a role in shaping and contributing to gross domestic product. In addition, its role is also able to expand absorption and employment opportunities and create job vacancies. The number of MSMEs as of March 2021 has reached 64.2 million with a contribution to the Gross Domestic Product (GDP) of 61.07 percent or IDR 8.57 trillion. The contribution of MSMEs to the Indonesian economy is able to absorb 97 percent of the total existing workforce and can collect up to 60.4 percent of the total investment. (Ministry of Cooperatives and SMEs, 2021)

MSMEs are one of the sectors that have been greatly affected by the Covid-19 Pandemic. According Bahtiar (2021) of 206 MSMEs in Jabodetabek, the majority of MSMEs, 82.9%, felt the negative impact of this pandemic and only a small proportion (5.9 %) which experienced positive growth. This pandemic condition even caused 63.9% of the affected MSMEs to experience a decrease in turnover of more than 30%. The impact of the pandemic was also felt by traders around Prapatan Perumnas Palur where the area was a fairly busy trading area before the pandemic. The decline in household consumption and reduced shopping activities outside the home have resulted in reduced income for food stalls, basic food stalls and small traders located in Perumnas Palur, especially in the Prapatan area, an area which is the center of the population going back and forth in this area.

Some of the problems that have made these traders worse off apart from reduced consumer shopping activities are the inability of traders to respond to changes related to the pandemic with new patterns of doing business such as online sales. Apart from that, like other MSMEs, the weaknesses of small traders in this region are the lack of capital, both in quantity and in terms of resources, lack of management skills and operating skills in organizing a business and limited knowledge of marketing, especially online. Merchants also don't understand how to promote their products in the current pandemic situation which doesn't know when it will end (Maluha, Saleza, & Setiawan, 2021).

Based on these problems, the post-pandemic era, which can be seen from the dynamics of the economic situation, has become a good opportunity for traders in the Palur housing complex, especially in the Prapatan area, to rise and respond with a number of adaptations in order to survive and be more productive and growing. Traders must manage an entrepreneurial mindset. determine the right marketing strategies so that the business can develop better than before (Peranginangin & Abubakar, 2020).

Palur is a village in Mojolaban District, Sukoharjo, Central Java, Indonesia. Palur is also the name for the meeting area of two regions with the same name but different districts, namely Palur Village, Mojolaban District, Sukoharjo Regency and Palur Hamlet, Ngringo Village, Jaten District, Karanganyar Regency. The Palur area is the second largest development area after Kartasura. In this area there are several large shopping centers, namely Palur Plasa, Luwes Palur Mall, and Mitra Supermarket. There is an intercity bus terminal as a connecting point between Solo City and Karanganyar Regency and Sragen Regency. This terminal is quite important for the economic growth and development of the Palur Region and its surroundings. Palur is also the name of National Housing (Perumnas) in Ngringo Village. Perumnas Palur occupies a fairly large location and is the first public housing complex to be built in the area of the former Surakarta Residency. In the area of Perumnas Palur, the busiest place is the Prapatan area or what people call Prapatan Pak Lurah. In this area

there is a morning market and many traders selling various foods and drinks as well as other household needs, making this area the center of the morning economy at Perumnas Palur. There are 150 traders who are members of the Prapatan Perumnas Association of traders, with the majority selling food and beverages.

Partner Problems:

From the initial meeting with the management of the Prapatan Prapatan Perumnas Palur Association, it was concluded that there were several problems faced, namely:

1. The impact of the pandemic era caused a decline in sales for traders, some even could not survive and stopped carrying out their activities.
2. Merchants are still unable to adapt to digitalization patterns and changes in consumer buying patterns
3. Many traders still don't understand marketing, simple bookkeeping or a good entrepreneurial mindset.

From some of the problems mentioned above, it is necessary to provide Entrepreneurship training for these traders, including providing general insight on the importance of thinking creatively and acting innovatively to create economic value and productive business and how to adapt to environmental changes. From sharing opinions with partners, namely the management of the Prapatan Association, it was decided that MSME Capacity and Competency Improvement treatment would be carried out in the form of entrepreneurship training and simple online marketing training.

Solutions to Partner Problems

The three alternative solutions given to traders around the Palur intersection are as follows: First, identify problems and analyze the needs of MSMEs by conducting interviews and conducting pre-tests with administrators and traders in the Prapatan area of Perumnas Palur so as to obtain more comprehensive data. The second, providing Entrepreneurship training to grow and improve an entrepreneurial mindset and management training including the introduction of social media so that you can make online sales, promotional designs and simple bookkeeping. Third, provide assistance in making attractive promotional designs for online promotions

Community Service Implementation Method

The implementation of Community Service uses the Development method according to the procedure developed by Plomp (2013). According to Bennett et al., (1984) The definition of development is the process used to develop and validate educational and industrial products. The development research itself is carried out based on an industry-based development model, the findings of which are used to design products and procedures, which are then systematically tested in the field, evaluated, refined to meet certain criteria of effectiveness, quality and standards. From the description above it can be concluded that development research is an activity that produces a product or improves a product and then examines the effectiveness and feasibility of the product. The development of the MSME training model at Perumnas Palur will

follow the stages of model development according to Plomp (2013). In this Plomp development model, the steps involved are: (1) initial investigation stage; (2) design stage; (3) realization/construction stage; (4) testing, model evaluation, and revision stages; (5) implementation stage.

Community service for traders at Perumnas Palur is carried out in the following steps: First, problem identification is carried out as a first step to formulate what will be used as material for system design and training materials in this community service activity. Second, conducting a field survey by reviewing trading locations in the area where the service is held to get a picture of the real conditions of the traders. Third, conduct a literature review to make the right material to be used during this community service activity. Fourth, conducting training activities carried out in two meetings. Fifth, evaluate the activities that have been carried out

The implementation of activities in this community service program can be detailed in the following table:

Table 1. Activity Implementation

No	Problems	Solutions	Purposes
1	Limited knowledge of partners about mindset Entrepreneurship	Lectures on entrepreneurship	Have entrepreneurial knowledge and mindset
2	Still low knowledge about management in business	- Training - Accompaniment	Have knowledge and skills on business management including marketing management, financial management, management.
3	There is still low knowledge about online marketing	- Presentation of material about simple online marketing - Make WA groups and FB groups - Whatsapp & FB marketing practice - Doing business through applications such as Shoopee and Go Food	Have knowledge and skills about online marketing.
4	Do not have an online or offline promotion design yet	Promotional flyer design training	Have attractive promotional tools for both online and offline sales

Community Service Results and Discussion

The first community service activity was carried out by coordinating and initial socializing with the

Palur Traders Association Management, the Traders and the UNS Community Service Team which was held on Wednesday, June 22 2022. The implementation of this first activity was in the form of socialization of the Community Service work program from RG Creative Economy and mapping the problems faced by traders as well as conducting a pre-test as part of the TNA (Training Need analysis) to find out the exact training needs of traders in this channel.

The first activity of this program was attended by 70 Perumnas Palur traders. The results of the pre-test in this first activity obtained the following information: Most of the traders in Prapatan Palur were female (65%), aged more than 40 years (65%), with the last education from high school/equivalent (60%). Gross sales per day are less than Rp. 500,000.00 (50%), and income per month is an average of Rp. 2,000,000.00 – Rp. 3,000,000.00 (40%) and business time is more than 5 years (60%) and most of them had never attended training (55%). Many of these training participants already used social media (85%), but most of social media was only for personal activities (70%). The social media that are widely used are WA (45%), Facebook (30%), Instagram (15%), Twitter (7.5%) and Tiktok (5%). Most have not used the marketplace (70%), while those who have used it market their products via Shopee (15%), Gojek (15%), Grab (5%), Tokopedia (5%) and others (5%) do not use it (70%).

Few of these traders understand online product marketing (60%), although there are also those who understand about 10%. Most traders don't market their products online because they don't know how to use them (40%) and 35% don't think about marketing online yet. All traders are interested in being able to market their products online (100%) with the reason to increase sales. Traders also mentioned that their biggest obstacle when doing business was marketing (60%). For additional information, traders. Most of them have not kept bookkeeping/recording sales, there are still a few who already have an NIB and there are 4 traders who have received assistance from the government regarding MSMEs.

From the results of the Training Need analysis, it is continued in the next stage, namely the implementation of the training which is divided into two parts. In the first training, an explanation was given on entrepreneurship and online business management with material on opening up an entrepreneurial mindset and how to manage a good business. This training also conveyed how to utilize technology by using Social Media (IG, Tweeter, FB, Whatsap, Line, BBM) as well as using several applications as a promotional step and providing the best service in this all-digital era. This initial training also provides material on simple bookkeeping so that traders can manage their finances better and as a requirement when applying for loans to banks.

In the second training the traders learned to make flyer designs so they could be used to create content on social media and other online marketing. The material presented included a brief description of the Canva application, Canva features, creating a Canva account and practicing creating digital content/poster designs with Canva. Furthermore, each participant did the practice of making flyers according to their respective products. Material about making promotional flyers is of course very much needed for MSME actors when they do online marketing. With a good and attractive design they can introduce and market their products to the wider community more effectively. The training material is followed by the practice of promoting through social media.

In this service activity a post test was also carried out to find out how the participants reacted after the training was carried out which would be used as evaluation material for the implementation of the service. The results of the post test showed that all participants stated that this training was very interesting, very useful, and they became interested in marketing their products online. Participants also hope that they will receive more training to deepen their knowledge of online business.

Conclusions

By providing the three stages of the service program, traders have adequate knowledge to do business better after the Covid 19 pandemic, including using information technology in doing business. With the completion of this training, it is hoped that the traders at Perumnas Palur will increase their knowledge and skills about doing business online which will have an impact on increasing sales and profits

for traders.









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