

DEVELOPING DIGITAL MARKETING ON GETUK NYIMUT MSMEs

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Abstract: *Community service activities with getuk nyimut MSMEs aim to increase competitive advantage. Getuk nyimut is a food that has become an icon for visitors at the Muria Mountains. Getuk nyimut products are starting to develop along with the increasing number of consumers from outside the region who visit Kajar Village. This results in high competition for getuk nyimut. Business people compete to market their products to consumers through various strategies to stay and winning the competition. Based on the problems faced by partners, the team made efforts to improve business management through improving marketing and financial aspects. The solution given to partners is expanding market share through digital marketing as a means of product promotion media. Online promotion is carried out through social media such as Instagram and TikTok. Beside that, using product labels on packaging can increase product awareness so the products can be known to the more consumers. The solution to problems in the financial aspect is training and assistance in recording business finances by carrying out periodic recaps of business income and expenses. These efforts can indicate business progress because partners can find out his profits and losses. Partners utilize the SIAPIK application to record cash flow so these activities can be carried out efficiently.*

Keywords: *MSMEs, Getuk Nyimut, Marketing, Finance*

Introduction

Economic actors, according to their capacity, participate and contribute to the economic development of a country (Sulistyawati et al., 2018). Micro, small, and medium enterprises (MSMEs) are one of the pillars of economic development in Indonesia (Rokhmah & Yahya, 2020). MSMEs are one of the strongest economic actors in facing intense competition. Armed with their competencies, MSMEs can develop their businesses and contribute to the economy. MSMEs can develop quickly because starting their business is quite easy. One of them, with a little capital, MSMEs can start their business and create new jobs. The impact on the economy can be seen when, before the Covid-19 pandemic, the contribution of MSMEs in 2019 reached 60.34% of the country's GDP, 14.17% of export value, 58.18% of investment value, and created more than 90% of jobs (Andilala, 2020).

The development of the business world is taking place very quickly and dynamically,

requiring economic actors, especially MSMEs, to act quickly and immediately adapt to changing times (Wijaya et al., 2023). This aims to ensure that MSMEs can compete, maintain markets and consumers, and expand business networks. Rapidly developing technology has various impacts on MSMEs, both positive and negative. The owner of MSMEs who can adapt to technological developments will easily maintain and develop their businesses. However, for MSMEs who need help keeping up with technological developments, this will worsen their business conditions. Considering the important role of MSMEs in driving the country's economy, the performance of MSMEs must be addressed and empowered optimally.

The rapid development of MSMEs can also be seen in Kudus Regency, Central Java. The number of MSMEs in Kudus Regency has experienced rapid growth after the Covid-19 pandemic. The increase in the number of MSMEs in Kudus Regency is shown in the following table.

Table 1. Number of Kudus MSMEs

Year	Number of MSMEs
2020	25.000
2021	17.182
2022	27.200

Source: murianews.com, 2023

The number of MSMEs in Kudus experienced a decline in 2021, from 25,000 in 2020 to 17,182. However, in 2022, the number of MSMEs in Kudus Regency experienced significant growth, increasing by more than 50% compared to the previous year. This increase in the number of MSMEs has positively impacted reducing the unemployment rate in Kudus Regency. Throughout 2020-2022, the open unemployment rate in the Kudus Regency fell by 2.32% (Badan Pusat Statistik Kabupaten Kudus, 2023).

Kudus Regency is called Kretek City with the vision of Kudus Rising Towards a Modern, Religious, Smart and Prosperous Regency. This vision is reflected in the rapid development of business in Kudus. Kudus Regency has 9 sub-districts. One of the sub-districts that is growing and developing with various MSME sectors is Dawe sub-district. Dawe District, which is in the Muria Mountains, has become a destination for domestic tourists because of its religious tourism attraction. People who visit this location can not only enjoy religious tourism and the natural beauty of the Muria Mountains but can also taste one of Kudus's signature foods, getuk nyimut.

Getuk nyimut is a snack made from cassava and sugar. This round-shaped getuk product is growing along the road in Kajar Village, Dawe. One of the business people who sells getuk nyimut is Mr. Sukamad. His MSME, "Warung Getuk Mantul Pak Kamad," has been established since 2017. This MSME has been developed with one employee. He has a business place that is separate from the residence located around the business location. Business operations are carried out for 6 days, with a day off every Tuesday. Mr. Sukamad offers various menus to consumers apart from getuk nyimut. The menu differs from original getuk nyimut, chocolate getuk nyimut and other foods, such as fried banana, pecel pakis and various drinks. Apart from that, business owners also provide various facilities to attract consumer interest, such as a gazebo, WiFi, and a comfortable location with fresh air.

MSMEs face many challenges, including those related to marketing access, difficulties in managing finances, problems related to human resources and technological limitations. Many MSMEs need to gain basic knowledge or good business management skills. It is not uncommon for business people to run their businesses only based on instinct and experience passed down through generations (Wijaya et al., 2023). This causes MSMEs to need more preparation to face global challenges. Partners are also experiencing a similar problem in that there needs to be a current business management strategy implemented both in marketing and financial aspects.

Based on information from our partner, the business started several years ago has innovated through the getuk naga product, which has a supporting ingredient, dragon fruit. The results of the product innovation were in line with the partner's targets, but the innovation experienced problems during the frying process. This product cannot be processed with other variants of getuk. So, currently, this menu is not being offered to consumers again. Apart from that, in marketing, partners have not utilized promotional media online. Partners only rely on word-of-mouth promotions to promote their business. On the other hand, competition for getuk nyimut is increasing, so partners need a strategy to expand their market reach. An effective way is to utilize information technology as a promotional tool.

Digital marketing is an alternative method that MSMEs can utilize if they have a limited promotional budget. The use of social media such as Facebook, Instagram and other websites is an alternative that can be used to create brand awareness, engagement, sales and even loyalty (Wardhana, 2015). Through online media, areas that are difficult to reach can become potential markets. As market reach increases, it is hoped that sales levels will experience growth. Increasing sales will require good financial management so that the business can grow more rapidly.

The main objective of this community service activity is to increase MSMEs' understanding of the importance of marketing digitalization and increase the capacity and skills of MSMEs in simple financial bookkeeping using SIAPIK software. SIAPIK is an application launched by Bank Indonesia to support the sustainability of MSME businesses. In this way, the target to be achieved in this activity is to understand how to utilize information technology to increase market share. Meanwhile, from the financial aspect, this activity can provide insight and skills to partners to make simple financial records and manage daily finances systematically using SIAPIK software. In this way, partners can increase sales and maximize their profits.

Based on the pre-survey that has been carried out, the MSME "Warung Getuk Mantul Pak Kamad" is experiencing various obstacles in marketing and financial aspects. The problems in this aspect are explained as follows:

- a. Marketing Aspect: limited of market share and the partner has no competence of technology as media for product promotion and marketing.
- b. Financial Aspect: There is no neatly arranged business bookkeeping, and there is a lack of technology to assist in bookkeeping business transactions.

Method

The method used in service activities is through training and mentoring. This aims to increase the market for getuk nyimut products to reach more consumers. This goal is implemented through several stages of activities as follows:

1. Partner observation

The community service team carried out a pre-survey to identify the real conditions of partners and the obstacles partners face in running the business. The team considers problems raised by partners in providing solutions to the problems being experienced.

2. Implementation stage: Online marketing training

Partner was given online marketing training twice for a month in September 2023. Training is given by internal team and eksternal speaker. This training aims to increase market share and develop of competence in marketing products by utilizing information technology through marketing media to expand market share. The material in this training includes the important role of online marketing and the application of marketing media on Instagram and TikTok by creating advertising content. Partners are also given training in packaging advertising content that can attract consumers as an application of the material that has been provided.

3. Digital financial bookkeeping training

This training provides knowledge about making complete and accurate financial reports. Patner got a financial training in September 2023. Apart from providing education on the financial bookkeeping process, the service team provides implementation regarding using the SIAPIK application (Financial Information Bookkeeping Application Information System). This application helps partners who lack an understanding of accounting so that they can optimize structured financial bookkeeping.

4. Evaluation of Program Implementation

Evaluation activities are carried out on training and mentoring programs that partners and the team have implemented. Program evaluation aims to identify developments and results achieved by partners after training and mentoring. It is hoped that these improved conditions will provide enlightenment regarding the obstacles service partners face.

Result and Discussion

The service team has carried out the stages of observing and determining partner needs, then carried out the process of implementing training and mentoring, which provides increased competency and knowledge of partners. The training aims to increase market share, such as digital marketing and financial bookkeeping training.

1. Online Marketing

Partners are given education about the important role of online marketing in the era of globalization. The current phenomenon is the high level of competition in the getuk nyimut business. To survive in the market, a strategy is needed so that the product is known and sought after by consumers with conducting digital marketing. Partners are given education regarding the use of technology in marketing through tutorials on creating Instagram and TikTok accounts. Next, partners are given material to prepare promotional content so the product is widely known in the market and can increase consumer interest. The progress obtained with digital marketing training is that partners have business accounts on social media such as Instagram and TikTok.

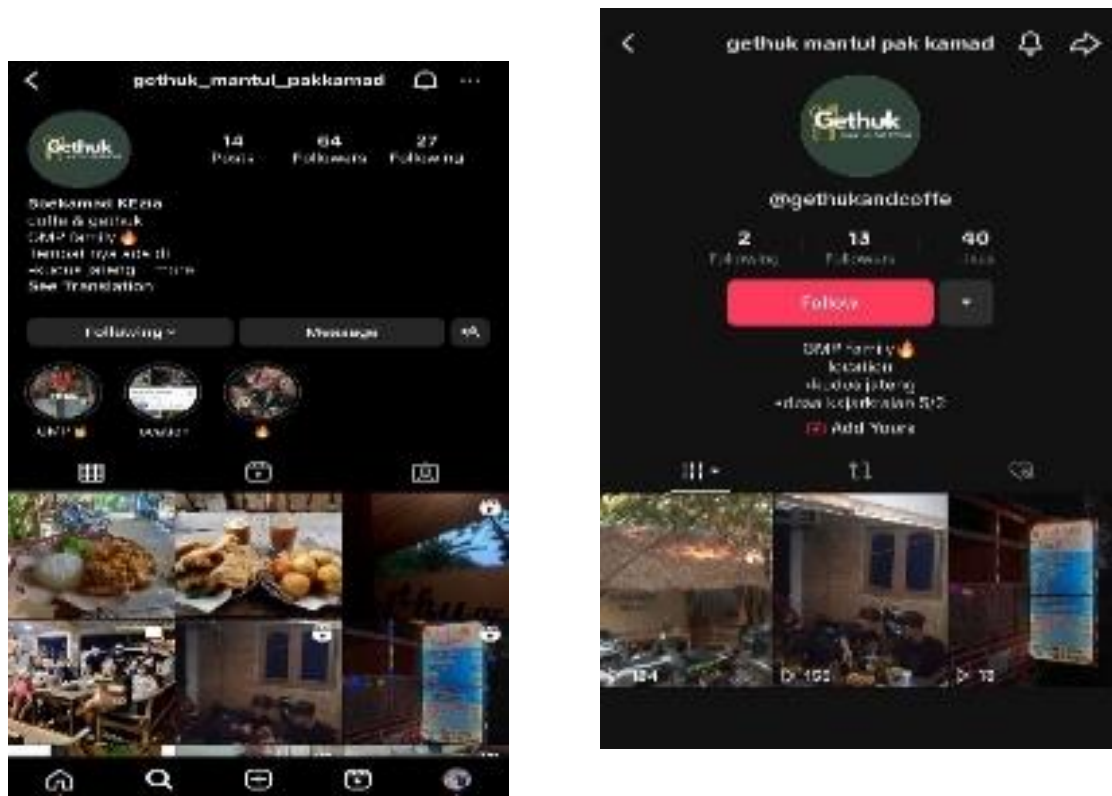


Figure 1. Partner's Instagram and Tiktok accounts

2. Financial Bookkeeping

Partners have run the business since it was founded without bookkeeping and recording cash flow. Partners are given training regarding material on how to carry out good business management, one of which is structured bookkeeping. For partners who do not yet have adequate accounting knowledge, using a financial recording application can be a solution for partners. The team provides partner education about the steps for using a recording application to make bookkeeping easier to become reference data for partners to plan goods production and sales strategies.

Through this application, partners can access a verified account. When creating a partner account, enter data on the business sector and business field information starting from the logo, business name, address, telephone number, owner's name, identity card, number and password. The next step is to select the initial transaction period, after which partners can use the SIAPIK application. The filling step begins by clicking on the partner's business name.

Then, on the receipts tab, partners can fill in receipt data based on type, receipt of funds from business activities, receipt of funds from lenders, and receipt of funds from owners. In the menu of receipt of funds from business activities, partners can enter sales, other receipts, and asset sales. Then, input the requested information, including the name of the item sold, total price, customer name, transaction date and notes. When the information has been filled in, the data will be saved. Apart from recording income, SIAPIK can also be used to record expenses. In this menu, partners can fill in the expenditure of funds for business activities, expenditure of funds to lenders, and expenditure of funds to owners. In the menu of expenditure of funds for business activities, some options can be entered regarding purchases assets, merchandise purchases, labor expenses, rental expenses, and transportation expenses. The following is a view of the SIAPIK account used by partners.



Figure 2. SIAPIK account by partner

Conclusion

This community service is carried out with getuk nyimut product partners located on the Muria mountains. Along the road to Mount Muria, precisely in Kajar village, similar businesses are starting to develop, so the right strategy is needed so that partners can survive in the market. The strategy in the marketing aspect has a positive impact in that partners have an understanding and competence in developing the target market. Consumers in this era utilize technology to fulfill their needs efficiently. Business actors must follow changes in society's consumption patterns to remain in consumer demand and gain new customers. Partners are taking advantage of this opportunity with digital marketing via social media. Promotional media close to consumers is optimized through business accounts on Instagram and TikTok. Partners gain skills in creating promotional content through photos and videos to attract more consumer interest. This message can be well received by consumers so that consumers of getuk nyimut owned by partners are not only from the surrounding community but can improve market share.

In the financial aspect, partners increasingly understand that their business requires

more structured financial records. Recording business expenses and income is an important role in measuring partner business productivity. By utilizing the slick application, it makes easier for partners to record cash flow any time. SIAPIK application is easy to access because it can be operated with a handphone so that partners can make optimal use of it. Through this application, partners can see business conditions and progress in a certain period.

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