

Designing A Catalog of UMKM Metal Crafts in Fancy Copper as A Branding and Marketing Media

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Abstract: Promotion plays a crucial role in enhancing sales in the Micro, Small, and Medium Enterprises (MSME) sector. One proven method of promotion that effectively influences consumer purchasing decisions is through the use of product catalogs, whether in print or digital form. Catalogs not only serve as sources of product information but also function as tools to promote the unique features of the offered products. In this context, this Community Service Program (KKN) is dedicated to creating product catalogs for Fancy Copper, an MSME. The objective of this program is to introduce copper and brass products through both print and digital catalogs, with the hope of boosting product sales. The KKN program activities consist of four stages: problem analysis through interviews and discussions, data collection and product photo capture, design of the product catalog, and the composition of catalog content. Evaluation results indicate that the use of product catalogs successfully captures consumer interest and has a positive impact on sales growth.

Keywords: Catalog, Product, Community Service Program, Fancy Copper, Marketing.

Introduction

Promotion is a crucial element in a company's sales enhancement strategy and often consumes a significant portion of the company's budget. As business competition intensifies, companies must choose effective marketing strategies (Heryantolmam 2015). Marketing strategies are not only meant to boost sales but also to expand the market coverage of products. Companies should adopt various strategies that align with market segments and consumer characteristics, including differences in technology adaptation levels among

generations (Rustriani, Anggraini, and Satwam 2021). Generations X, Y, and baby boomers exhibit differences in shopping preferences, with the level of digitization proficiency being a key factor in determining suitable marketing strategies. This creates a significant challenge for business entities in designing relevant and effective marketing strategies (Afis and Handayani 2020).

To address this challenge, product catalogs are created as they have proven to be effective marketing tools in promoting various types of goods (Bukit et al. 2019). Their use has evolved since the early 20th century, encompassing products such as household appliances, cosmetics, and even automobiles. In direct marketing strategies, catalogs play a crucial role in the direct interaction between manufacturers and consumers without intermediaries, creating a strong interactive dimension that influences consumer responses and purchase intentions. Furthermore, product catalogs are also utilized in indirect marketing through online platforms, enabling consumers to easily access various products, ultimately contributing to increased sales (nouval ahmad, pitricia gabriella 2021). This also aims to prevent MSMEs from being left behind in the digital technology sector so that they can compete with markets both locally and internationally (Novela et al. 2023).

This community service program specializes in the design of product catalogs for Fancy Copper, a Micro, Small, and Medium Enterprise (MSME). There are still many MSMEs in Indonesia which continues to grow so that it can become the backbone of the country's economy (Oktaviana and Devi 2021). Empowering MSMEs also aims to improve the mentality of an entrepreneur (Mileniall and Dboss 2022). Operating since 2016, this MSME is based in Cepogo Village, Cepogo District, Boyolali Regency, Central Java Province. Fancy Copper focuses on the production of copper and brass goods. The market for the copper and brass products produced by Fancy Copper extends beyond the domestic level, encompassing international markets. Fancy Copper has adopted various marketing methods, including direct marketing through their gallery and website. Additionally, they actively participate in trade and industry exhibitions at both the regency and provincial levels, contributing to the design of product catalogs for copper and brass as a promotional tool. Overall, these efforts aim to expand marketing coverage and increase product sales volume (Hidayat, Mahmuriyah, and Safitri 2016).

The product catalog is not merely a provider of detailed information about copper and brass products; it also serves as a tool to promote Fancy Copper's products more broadly. The catalog includes relevant information about the MSME, such as the owner's profile, their business philosophy, product excellence, and the diverse range of products produced by Fancy Copper (Mangifera, Pramesti, and Dewi 2016). Therefore, it is expected that the use of product catalogs as a marketing strategy will stimulate consumer interest in purchasing copper and brass products from Fancy Copper.

Method

This real work experience program is conducted through the creation of print media catalogs for the Micro, Small, and Medium Enterprises (MSME) in two language versions: English and Indonesian. The chosen partner is Fancy Copper, which is one of the metal craft MSMEs located in Cepogo Village, Cepogo District, Boyolali Regency, that has successfully exported its products. As a form of appreciation from Bank Indonesia through the Thematic Community Service Program Team 91, the intention is to empower Fancy Copper to improve

both the quantity and quality of its exports. The stages of the Fancy Copper catalog creation method are presented in Figure 1: problem analysis, data collection, design, and language translation.



Figure 1. Method of Creating MSME Catalog

1. Problem Analysis

In determining the issues or topics to be addressed, interviews with stakeholders (Fancy Copper MSME) were conducted. While selling craft products, Fancy Copper faced challenges in the areas of promotion and branding, as foreign buyers often wanted to know detailed specifications of the craft products. Therefore, the creation of a catalog serves as a means of promotion and branding for the MSME, with the expectation that it will enhance export sales due to its visually appealing elements.

2. Data Collection

a. Observation

To obtain the necessary data, KKN 91Team conducted observations regarding which products would be featured in the catalog. The emphasis was placed on highlighting special and highly sought-after products, becoming the focal point in catalog creation.

b. Interviews and Photo Capture

At this stage, interviews were conducted with Fancy Copper in Cepogo Village, Boyolali, to understand the meaning, characteristics, and values of their metal craft products. Interviews were carried out as a step to describe product details. Subsequently, photos were taken to be included as content in the catalog.

3. Design

The software used for catalog design included Adobe Photoshop and Canva. Proper design helps convey information effectively. The design style chosen was elegant with a white background. Attention was paid to page layout and appropriate typography in the design process.

4. Language Translation

The use of English aims to provide information to foreign buyers so that they can understand the offered craft products. It is expected that the translation into English will enhance the branding and image of Fancy Copper. Therefore, KKN 91 Team carried out the language translation process.

Result

The creation of product catalogs for Micro, Small, and Medium Enterprises (MSMEs) focusing on copper and brass requires several crucial steps. Product catalogs are highly essential marketing tools to promote your products to potential customers. Below is a detailed process of creating copper and brass MSME product catalogs:

1. Problem Analysis

Fancy Copper is an MSME specializing in copper and brass craftsmanship, including popular products such as lamps, sculptures, mirrors, sinks, and bathtubs. Despite having quality products, the MSME faced challenges such as a lack of brand image and product catalogs. To address these challenges, Fancy Copper decided to create an E-Catalog and a physical catalog. Additionally, the MSME encountered difficulties in attracting online customers due to blurry and poorly lit product photos posted online. Therefore, Fancy Copper designed the E-Catalog and Catalog in two languages, Indonesian and English, to facilitate online customers in understanding the designs and handmade craft products they offer. This step also aims to increase their international market share by introducing Fancy Copper to more foreign customers.

2. Data Collection: Observation, Interviews, and Photo Capture.

a. Identification of Products to be Included in the Catalog:

Identifying copper and brass products to be included in the catalog was done through direct interviews with the owner of Fancy Copper MSME regarding flagship products. These products encompass various types, sizes, and designs to attract diverse customers.

b. Collection of Product Information:

Collecting detailed information about each product to be included in the catalog, such as product name, description, technical specifications, size, material, price, and high-quality product images.

c. Product Photo Capture:

Capturing high-quality and attractive product images for each item in the catalog. You may need to take product photos from various angles with good lighting to ensure the products look as appealing as possible in the images.

3. Design Process

a. Product Description Writing:

Writing informative and engaging descriptions for each product is crucial as these descriptions should explain the features, benefits, and uniqueness of your products. Therefore, the use of interesting and relevant language for the target market is necessary.

b. Determination of Display and Catalog Layout:

Choosing an appropriate display and layout for the catalog can utilize graphic design software such as Adobe InDesign or even simple applications like Microsoft Word or Canva. Ensure that the catalog's appearance reflects your brand and is easy to navigate.

c. Catalog Cover Design:

The design of the catalog cover is one of the most important aspects of creating a product catalog because it is the first element seen by potential customers. The catalog cover design should capture attention, reflect the brand or product identity, and invite customers to open the catalog and explore the products further.

d. Product Page Design:

The design of product pages in the catalog pays attention to clear layout aspects, descriptions, images, and other variation options. This ensures that the products look appealing, informative, and easy to understand.

4. Language Translation Process

a. Review, Correction, and Language Translation:

After the catalog has been designed, a thorough review is conducted to check for grammar errors, spelling mistakes, or incorrect product information. This process enables the translation into another language, such as English.

b. Catalog Printing:

Choose a printing method that suits the budget and print the catalog in a specific quantity as needed.

Discussion

This product catalog serves as a comprehensive guide to exploring the unique copper and brass craftsmanship from Fancy Copper MSME. In this catalog, various high-quality products are featured, ranging from lamps, sculptures, mirrors, to highly popular bathtubs. Additionally, the catalog provides detailed information about each product, including the name, description, technical specifications, size, material, and high-quality product images.



Figure 2. Cover Katalog Produk Fancy Copper

Source: Katalog Produk Fancy Copper 2023

1. Lights

Decorative lights are a type of lamp specifically designed to enhance aesthetics and decoration within a room. They not only serve as a source of illumination but also as essential interior design elements. Examples of lights found in the catalog include: Pendant Lights, Table Lamps, Wall Sconces.



Figure 3. Wall Lamp and Table Lamp Products

Source: Fancy Copper Product Catalog 2023

2. Decoration

Decoration refers to the practice or process of adorning or beautifying a space or object with various artistic elements, furniture, trinkets, or accessories. The goal is to enhance the aesthetics of the room or object, create a specific atmosphere, and reflect a particular style, taste, or theme. This can include: Table Decorations, Tissue Box Covers, and Bowls.



Figure 4. Decorative Products

Source: Fancy Copper Product Catalog 2023

3. Door Handle

A door handle is a crucial component in door design and serves as a tool to open or close the door. Door handles play a significant aesthetic role in the interior and exterior design of homes or buildings, coming in various shapes, sizes, and styles that reflect the theme of room decoration or a specific style. Examples of door handles in the catalog include: the door handle of the Nabawi Mosque and the threaded brass door handle.

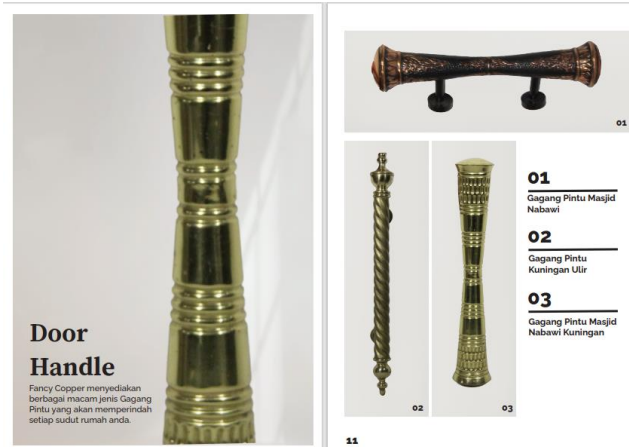


Figure 5. Door Handle Products

Source: Fancy Copper Product Catalog 2023

4. Wall Art

Wall art is a form of art or decoration installed on indoor walls to beautify, express style, and create an atmosphere that aligns with the room's theme. It encompasses various types of artwork such as paintings, prints, photography, and textile-based wall decorations. Wall art comes in various sizes, styles, and themes, allowing it to be customized to the aesthetic preferences of the room's occupants. Some examples of wall art available in the catalog include brass flower wall art, modern black wall art, and classic brass flower wall art.



Figure 6. Wall Art Products

Source: Fancy Copper Product Catalog 2023

5. Pots and flower

Pots and flower vases are containers used to hold flowers or decorative plants. Pots are typically used for plants that require soil, with a deeper container shape and drainage holes. Meanwhile, flower vases are shallow containers without drainage holes used for displaying cut flowers in water. Both serve as decorative elements to enhance the room and provide natural freshness. Pots and flower vases are available in various shapes, sizes, and

designs to meet diverse decorative preferences. Examples of products in the catalog include decorative bowls made of copper or brass, as well as flower vases made of copper, brass, or aluminum.



Figure 7. Pot & Flower Vase Products

Source: Fancy Copper Product Catalog 2023

6. Kitchen Utensils

Kitchen utensils made of copper or brass are crafted from these metals due to their excellence in heat conductivity, resistance to corrosion, and an elegant aesthetic appearance. Utensils such as pots, pans, woks, and cutting tools can be made from copper or brass. However, special care is required to maintain the shine and prevent natural color changes in these utensils over time. Examples of products in the catalog include tumblers, steamers, cups, teapots, and soap dishes.



Figure 8. Kitchen Utensils and Tableware Products

Source: Fancy Copper Product Catalog 2023

Conclusion

The conclusion of the community service activities that have been carried out is as follows:

1. Promotion as a Key Aspect: Promotion has proven to be a key aspect in the company's sales improvement strategy, with a significant budget allocation commonly directed towards promotional activities.
2. Adaptation of Marketing Strategies by MSMEs: Micro, Small, and Medium Enterprises (MSMEs) must adapt various marketing strategies that align with market segments and consumer characteristics to achieve success in promotions. This adaptation is crucial considering the diverse preferences and technology adaptation levels among consumer generations.
3. Product Catalog as an Effective Promotional Tool: Product catalogs, whether in print or digital format, have proven to be effective promotional tools in both direct and indirect marketing strategies. They have substantial potential to influence consumer responses and boost sales.
4. Community Service Initiatives' Objective: Community service initiatives, such as designing a product catalog for Fancy Copper MSMEs, primarily aim to expand marketing coverage and increase the sales of copper and brass products. This is achieved by providing detailed product information, as well as profiles and advantages of the MSME.

Product Catalog Design Process: The process of designing a product catalog involves essential steps, ranging from data collection to design creation, with a focus on writing compelling product descriptions and creating an informative catalog layout

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