

MARKETING EXPANSION OF MSME PRODUCTS BY THE KKN GROUP OF 105 ABDI SUKA MUDA IN PADUKUHAN KANTONGAN B, KALURAHAN MERDIKOREJO, KAPANEWON TEMPEL, SLEMAN REGENCY, DIY

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Abstract - *The trend of equitable development or sharing economy to remote villages is considered an ideal development model in the era of technological disruption. MSMEs as an image of equitable development are considered as the mouthpiece of Indonesia's economic development. MSMEs in Merdikorejo Village are one of the MSMEs that have the potential to fall into the above category. However, the main problem encountered by MSMEs in remote villages is marketing problems, both due to the lack of human resources and the long distance between the production location and the target market. The results from the production capacity of MSMEs did not increase due to the low demand for goods. KKN 105 Abdi Suka Muda through the MSME empowerment work program expanded the marketing through omnichannel marketing media. This marketing expansion aims to increase the marketing network of MSME products which will have an impact on the demand for goods. The offline expanded model used is the B2B model with a product pick-up system at minimarkets and souvenir centers. Meanwhile, the expansion of online marketing is carried out by digitizing MSME products in e-commerce and social media. From this marketing expansion, there were 12 offline marketing networks consisting of minimarkets and souvenir centers with a total of 11 products sold from 36 products deposited in 4 partner minimarkets in the first week and the registration of MSME sales accounts on Shopee and Instagram to expand marketing globally on line .*

Keywords: *Marketing Expansion, MSMEs, Omnichannel Marketing*

1. INTRODUCTION

The centralized development model has now been considered obsolete after being confronted by technological disruption. Therefore, the sharing economy trend to remote villages is considered an ideal development model. MSMEs as an image of equitable development are considered as the mouthpiece of Indonesia's economic development. MSMEs in Merdikorejo Village are one of the MSMEs that have the potential to fall into the above category (BAPPENAS, 2014).

Merdikorejo Village in terms of natural resources (SDA) has a lot of potential to be developed. However, the existing natural resources have not been utilized optimally because of the lack of available human resources with marketing skills and the location of production locations that are far from the target market, making the marketing of products produced by MSME actors unable to be distributed optimally. This has caused the wheels of the village economy to stagnate and the pandemic has made it more difficult for businesses to develop. Therefore, it is necessary to have activities to turn the wheels of the village economy back so that it can run normally, sustainably, and grow.

However, the main problem encountered by MSMEs in remote villages is the problem of marketing. As the results of the interview we conducted with one of the MSME actors, Mrs. Siti Fatimah. He stated, in terms of productivity, MSMEs in the Merdikorejo sub-district include MSMEs that are productive in producing processed food. Some of their products have obtained PIRT permits and have received training on licensing. It's just that, because their production location is in remote villages, human resources are lacking in entrepreneurship and marketing aspects, they find it difficult to market these processed products.

Previously, marketing expansion had been carried out through a deposit mechanism with a B2B model. However, the expansion of marketing with the B2B model is still not optimal. Minimarket targeted is still relatively minimal. Because the targeted minimarkets are minimal, the demand for products is not scaled up. Therefore, MSME processed production is currently carried out in a pre-order mode. The use of pre-order mode is intended to minimize unsold products.

Whereas on the other hand, if it is considered in terms of production potential, the availability of production materials in MSMEs can be said to be abundant, human resources in the field of production are abundant, and supporting equipment is available. If the availability of abundant materials, tools and human resources is not utilized optimally, there will be losses for business actors in terms of time and lag in responding to the dynamics of market logic.

KKN 105 Abdi Suka Muda through the MSME empowerment work program expanded the marketing through offline and online media. With the expansion of marketing will have an impact on increasing the quantity of demand. If there is a lot of demand, the quantity of production will increase. If the quantity of production increases, business actors will prosper as well as create jobs. If job opportunities are open, there will be economic equality at the village level. If economic equity at the

village level has been achieved, it will increase regional GDP (KEMENKOPUKM, 2019).

Thus, the implementation of Real Work Lectures (KKN) in Merdikorejo Village is planned to be able to become a development driver in order to improve the quality of human resources for both students and the community in the utilization and processing of natural resources and human resources. Real Work Lecture as a study carried out in the midst of society in order to implement the knowledge possessed by every student from various disciplines which can then be applied in the midst of society.

The work program carried out is in the form of distribution, marketing, and also controlling products at one of the producers in Kenditan Hamlet, namely Siti Fatimah. In the midst of the Covid-19 pandemic, innovation and digital transformation are needed. The innovation is biased in the form of products and reading business opportunities from non-existent to existent. In addition, MSMEs are considered to have good flexibility to take other opportunities such as product marketing in e-commerce so that people can compete by following the situation and developments in society.

2. METHOD

Each time they will carry out marketing expansion activities, as long as the KKN activities are held in Padukuhan Kantongan B, the 89 KKN group holds an internal meeting first to discuss the implementation concept and map out the parties that can be invited to cooperate for smooth activities. The cooperation process is carried out through *sowan* and friendship strategies. After mapping out the strategy with parties who can be invited to cooperate, the KKN 89 group gradually in carrying out activities begins with strategy mapping, drafting concepts and briefings on activity concepts, division of jobdesk in each person in charge, coordinating with related parties, carry out activities at the time they have been carried out, until the last is the activity evaluation stage

Broadly speaking, our work method is mapped into an omni-channel marketing expansion model. To implement the expansion of product marketing through offline media, the KKN 105 Abdi Suka Muda Group uses a strategy of distributing product applications to private retail companies. Meanwhile, the expansion of marketing through online media uses digital marketing strategies in e-commerce and social media.

KKN 105 Abdi Suka Muda group will map targeting product marketing expansion. For offline marketing, Abdi Suka Muda targets marketing expansion through minimarkets, supermarkets, and souvenir centers. For online marketing, Abdi Suka Mart utilizes an already available marketplace such as Shopee. For marketing and branding using social media, Abdi Suka Muda uses the Facebook and Instagram platforms.

After surveying minimarkets, souvenir centers, creating sales accounts at shopee and branding on social media, Abdi Suka Muda will conduct presentations

and socialization related to market potential and product distribution mechanisms to supply selected minimarkets, supermarkets, and gift centers. and selected by MSME actors. The selection and selection of product marketing media options is intended so that MSME actors can balance supply availability by choosing their own number of products to be supplied to marketing targets so that MSME actors do not feel burdened by an exponential marketing expansion. The goals of the MSME product marketing expansion work program carried out by Abdi Suka Muda are the formation of a marketing target database, the formation of a distribution mechanism, and the formation of sales accounts in the marketplace and social media.

3. RESULT AND DISCUSSION

A. Socialization Stage

At this stage of socialization, the author went directly to the production location of one of the culinary MSME actors in the Merdikorejo Village, Mrs. Siti Fatimah. The Student Coordinator of KKN Kantongan B Hamlet revealed that in order to encourage MSMEs to be productive during the pandemic, innovation and digital transformation were needed. This is in accordance with the problems faced by Ms. Siti Fatimah, namely regarding the difficulty of marketing during the Covid-19 pandemic. KKN 105 Abdi Suka Muda through the MSME empowerment work program expanded the marketing through offline and online media. With the expansion of marketing will have an impact on increasing the quantity of demand. If there is a lot of demand, the quantity of production will increase. If the quantity of production increases, business actors will prosper as well as create jobs. If job opportunities are open, there will be economic equality at the village level. If economic equity at the village level has been achieved, it will increase regional GDP.

B. Implementation stage

- On July 26, 2021 at 11.55, observations, interviews and coordination were carried out with the MSME actor Berkah Ragil, Ms. Siti Fatimah. In this observation and coordination, the KKN Abdi Suka Muda group mapped the products of MSME Berkah Ragil which had stability in terms of raw materials, stock and legality of PIRT. This mapping is needed to anticipate product availability when there is a surge in market demand. From this activity, the KKN Abdi Suka Muda group chose widaran products and fried meatball crackers with consideration of the stability of adequate raw materials, always ready stock and having a PIRT permit.



Picture 1. Documentation of programs

On August 11, 2021 at 13.00-14.00, the distribution of widaran products and meatball crackers will be carried out in several partners that have been previously surveyed. In this activity, all members of KKN are involved. The results achieved are that each product can be accepted and directly marketed.



Figure 2. Documentation

On July 30, 2021 at 13.30-14.30, a marketing socialization activity through e-commerce will be held at the residence of Mrs. Siti Fatimah. In this activity, all persons in charge of the MSME work program were involved. The activity was carried out in two stages. Where the first stage is used to create shopee accounts and upload products, while in the second stage it is used to socialize how to operate the sales account. The results achieved are already able to operate sales through e-commerce.



Figure 3. Socialization

On August 19, 2021 at 13:30-14. 30 controlling activities for widaran products and meatball crackers were carried out in several partners that had been

previously deposited. In this activity, all members of KKN are involved. The results achieved are that there are already several products sold in the market.

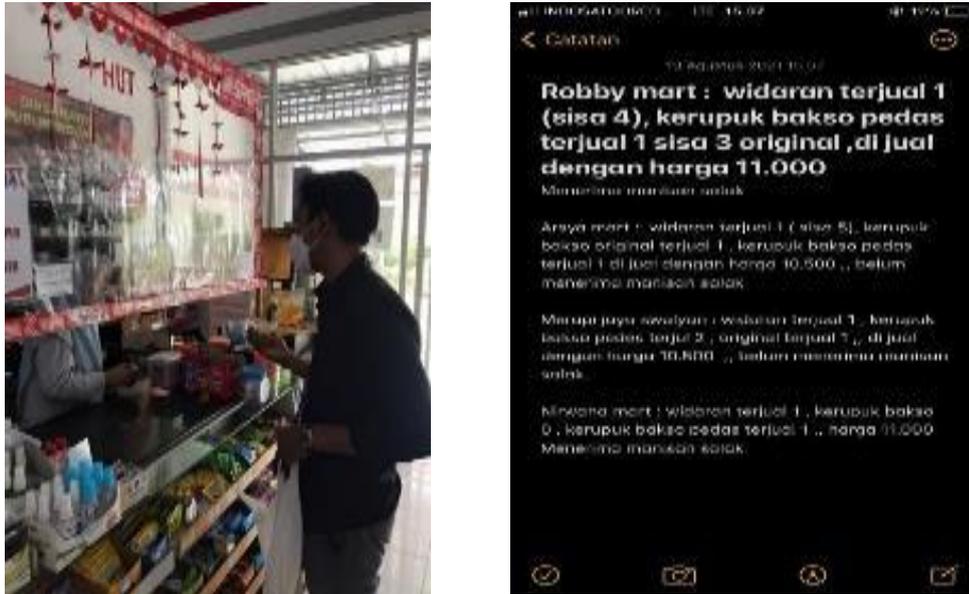


Figure 4. Result

4. CONCLUSION

The implementation of the program has proceeded as planned. Although there are several obstacles in the implementation of these activities, the results of these activities can be directly felt by empowered MSME actors. The following is a database of product distribution partners along with the results of controlling sales of Berkah Ragil's MSME products in the first week after offline marketing expansion.

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