

ONLINE MEDIA MARKETING TRAINING FOR WOMEN'S CLOTHING TAILORS IN HARAPAN JAYA VILLAGE, BOGOR REGENCY DURING THE COVID 19 PANDEMIC

Widia Ayu Sugiharti

Universitas Ibn Khaldun Bogor

Jl. Sholeh Iskandar No.Km.02, RT.01/RW.010, Kedungbadak, Kec. Tanah Sereal, Kota Bogor, Jawa Barat
16162, Indonesia

Email: widiaayu2017@gmail.com

Abstract

In the current Covid 19 pandemic, micro businesses are faced with challenges in order to survive and be able to adapt to the demands of consumers. The buying and selling system has undergone a change from direct contact to an online system. In RT 08, HarapanJaya Village, Bogor District, it has the potential for various businesses have women clothing tailors products. The purpose of this Virtual Integrative KKN is to provide understanding, guidance and counseling as well as assistance to the community so that they can develop their business online. The activities carried out include mentoring through whatsapp groups with the community and virtual training for community members who have micro businesses so that they can develop their business and can directly implement this online marketing in various types of micro businesses as well as making banner and brand name to help people market their products online.

Keywords: Online Marketing, Mentoring, Training

INTRODUCTION

Even 2 years of Indonesia fighting against the virus that has spread all over the world until now, which has led to government policies that require social people to be distanced for a long time and the reduction of activities of people outside which causes MSMEs in Indonesia to find it difficult to get The Condition of MSMEs during the Covid-19 Pandemic Based on the results of a Katadata Insight Center (KIC) survey conducted on 206 MSME actors in Greater Jakarta, the majority of MSMEs (82.9%) felt the negative impact of this pandemic and only 5.9% experienced positive growth. This pandemic condition even caused 63.9% of affected MSMEs to experience a decrease in turnover of more than 30%. Only 3.8% of MSMEs experienced an increase in turnover. The survey also showed that MSMEs made a number of efforts to maintain their business conditions. They take a number of efficiency measures such as: lowering the production of goods/services, reducing working hours and the number of employees and sales/marketing channels. Even so, there are also MSMEs that take the opposite step, namely adding marketing channels as part of the survival strategy. From these conditions, it can be seen that the MSME sector, the majority of the actors are lower-middle class citizens, has been greatly affected by the Covid-19 pandemic. Companies that are

successful in the pandemic era are companies that can adapt to these four characteristics. Business actors, including MSMEs, need to innovate in producing goods and services according to market needs. These business actors can also develop various new ideas and business ideas that can also contribute as a solution to the socio-economic problems of the community due to the impact of the pandemic.

According to Keegan (2001:4), marketing is the process of concentrating various resources and goals of an organization on opportunities and environmental needs. Thus, marketing is a collection of concepts, means, theories, habits and procedures as well as experience. Online marketing is the practice of utilizing web-based channels to spread messages about a company's brand, product or service to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more. The goal of marketing is to reach potential customers through channels where they spend time reading, searching, shopping, or socializing online.

The main benefit of using online channels to market a business or product is the ability to measure the impact of any given channel, as well as how visitors obtained through different channels interact with the website or landing page experience. From visitors who convert to paying customers, further analysis can be done to determine which channels are most effective in acquiring valuable customers.

Analytics for web or mobile app experiences can help determine the following:

- Which online marketing channels are the most cost-effective at acquiring customers, based on the conversion rate of visitors to customers, and the cost of those visitors.
- Which channels are effective in acquiring and driving higher lifetime value for customers – such as email marketing, which drives repeat purchases to previous customers.
- Which customer cohorts exhibit engagement behavior
- strong and high potential for upsells – such as software or mobile apps, who hope to sell more products to high-engagement customers

Harapan Jaya Village, Bogor has an extraordinarily great potential to become an independent, creative village, and even has a great opportunity to become a model of a clean village for other villages around Bogor regency. This is strengthened by the potential capacity of Human Resources (HR) and the spirit to make big economic changes for the residents for their villages.

In the early days of the pandemic, clothing sales declined sharply. The reason is, at that time people had more important priorities than shopping for fashion products. However, as time goes by, fashion trends continue to develop and adapt to changes in people's lifestyles. So competition in marketing will also be more tapered because people will choose the most important needs.

However, during the COVID 19 pandemic, one of the MSMEs in Harapan Jaya Village, one of the business owners to close the outlet where the trade is located, namely a tailor of women's clothing due to the lot of competition in the world of the clothing industry. Orders that are decreasing over time are declining due to the lack of interest of residents in sewing clothes and the need for initial capital to buy sewing equipment such as thread, machine maintenance, fabrics, and materials that are required to be purchased and then electricity.

This is a consideration to shift their business to online-based. Not a few of the residents of RT 08 Harapan Jaya Village who have MSMEs are interested in marketing their merchandise products

online and registering them on E-commerce platforms in Indonesia. However, there are still many who are not familiar with accessing online platforms to market the products they sell, one of which is a tailor for women's clothing in this area.

Based on the problem of lack of marketing, it is necessary to make efforts in online marketing to sew clothes so that the results can be more profitable and improve the community's economy, namely by carrying out training on entering products in online marketing, design training on making brand labels and design banners in one of the Canva and zoom meet applications. With this effort, if it continues to run in online marketing, there must be more workers so that jobs are created and innovations continue to be created by local residents as well.

Therefore, this GTM KKN program is to conduct online marketing to one of the well-known platforms, namely SHOPEE, and the result of this activity is to make banners at the place of business so that it can be seen by residents to make brand labels that are sewn on products, to open new faces in this business and receive all types of models on women's clothing and customers will also feel satisfied.

RESEARCH METHODS

This KKN-GTM was carried out on 09-September-2021 in Harapan Jaya Village RT08 Bogor Regency. This research method was carried out with a qualitative method. According to Sugiyono (2016), qualitative research methods are research methods used to research on the condition of natural objects where researchers are key instruments. The data collection technique in this study uses observation and interview techniques. This study was carried out by observing the surrounding environment and to find out a general picture of the conditions experienced during the Covid-19 pandemic, especially MSMEs in RT 08 Harapan Jaya Village, Bogor regency. However, the target that must be considered is women's clothing tailors who are severely affected by the covid-19 pandemic, the goal is to develop marketing in online media.

RESULTS AND DISCUSSION

Results In products that have been published in one of the online markets from the results of a matter of days, order revenue, if it continues to be activated and made with attractive marketing, it will get quite a large profit, but with good financial administration management, it is also needed, but the failure of an online marketing development can be caused by many things, For example, lack of ideas on product descriptions in online storefronts, constraints of workers who lack because they have to be pursued in time to get to the hands of consumers on time, sewing machines that must be complete and not damaged so that good quality will be maintained and must provide raw materials that are quite complete due to various demands, for example buttons, Slingshots, yarn colors, lining fabrics and can also be due to lack of capital.

Harapan Jaya Village, Cibinong District, Bogor Regency is a village where the majority of people work as office workers and open Micro, Small and Medium Enterprises (MSMEs). This KKN-GTM was carried out in early September – End of September for the smooth running of this GTM KKN at the initial stage in figure 1.1 in the form of observations, based on the results of observations I made, around my residence precisely in RT 08 Harapan Jaya Village, Cibinong District, Bogor Regency,

there are around 2 tailors who use their services to open business opportunities but only 1 is willing to carry out this KKN program because it is only as a Side workers and lack of employees, therefore I only guide one willing partner.

The second stage to conduct an interview on 09-September-2021 at the residence of a female clothing tailor in Harapan Jaya Village

The results of the interview observation can be concluded:

1. Women's clothing tailors have been in this business for more than 2 years
2. Employees employed by female clothing tailors cannot always be on site depending on the number of orders, and the finished clothes will be picked up directly by the customer
3. Orders for clothes per month can be up to 5 or 10 pieces of clothes
4. Covid 19 Affects This Tailor's Business
5. There is a decrease in turnover due to lower prices and quiet orders
6. The sewing results can be paid if the clothes are finished
7. Lack of marketing innovation and marketing insights in a modern way, and has never been marketed in any ecommers
8. This female clothing tailor is willing to create a marketing opportunity through one of the E-Commers, namely Shopee and is willing to make a brand label of clothes that have been sewn and a banner that is installed in front of the tailor's house

The third stage in Figure 2.2 which was carried out on September 13, 2021, is to conduct training on how to enter products or upload into a fairly famous e-commerce, namely shoopee, and training on banner design and brand labels in the Canva design application in order to carry out health protocols and maintain social distancing, so it is carried out via zoom. From this stage, partners immediately practice including one of the flexible products so that the orderer can make the preferred clothing model from materials and colors.

The fourth stage in figure 3.3 which was carried out on 19-September-2021 is to see designs in canva labels and banners through whatsapp chat, the design results will be printed directly at the printing house for 2 days.

The fifth stage in figure 4.4 on September 20, 2021 then saw the development of the product vaporload results found on Shopee and from this online marketing there was a buyer 1 outside the region who ordered a light blue silk robe and immediately the partner bought raw materials to be made directly according to the order If the female clothing tailor continued to pursue this product to anticipate the losses of producing this shirt It is highly recommended because the profits obtained are quite large with capital and materials that are easy to obtain.

The sixth stage in figure 5.5 which was carried out on 22-September-2021 was to install a banner in front of the tailor's house and see the results of the label design assisted by the tailor's husband.

The seventh stage in Figure 6.6 which was carried out on 26-September-2021 is the installation of clothing brands and seeing the results of the stitches that are ready to be sent to consumers. Efforts in marketing in this online media to expand marketing and open new faces to partners are quite effective, especially with conditions like this, everyone wants to be more practical in buying whatever is needed, there is technology that can be used easily.

CONCLUSIONS

Based on the data analysis in the discussion above, it can be concluded that efforts to open a business in online media are very profitable for Micro Small Medium Enterprises (MSMEs), the labels and banners installed will see the progress of the partners, if new things are created continuously, it will get appropriate benefits and also create jobs so that there are many human resources and more results from manufacturing faster production, the surrounding economy will also increase.

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