

How to Sell Handicraft Products Online With the Right Marketing Concept?

Andi Hamzah

Universitas Samudra, Indonesia
hamzah22andi@gmail.com

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ABSTRAK

Pandemi telah melemahkan kegiatan bisnis di semua sektor, baik domestik maupun global. Imbas dari penurunan tersebut, sempat terjadi kontraksi ekonomi dan tingginya inflasi. Kondisi tersebut memperburuk keadaan, yang membuat kegiatan ekonomi khususnya di sektor UMKM semakin sulit. Namun demikian, hadirnya pasar online menjadi harapan baru bagi permasalahan tersebut. Di mana para pelaku usaha masih bisa menjual produknya, karena jangkauan pasar online sangat luas, hingga luar negeri. Hal ini menjadi kesempatan yang perlu direspons dengan pengetahuan dan keterampilan pemasaran digital. Oleh karena itu, kegiatan pengabdian masyarakat dilakukan, sebagai salah satu upaya di dalam mendorong peningkatan penjualan produk kerajinan tangan di wilayah Aceh. Peserta kegiatan ini terdiri dari semua lapisan pelaku usaha kerajinan tangan, yang berjumlah 50 orang. Metode yang digunakan dalam kegiatan ini adalah pelatihan dan pendampingan. Dalam kegiatan ini, para peserta dibekali dengan pengetahuan teoritis terkait pasar online dan pemasaran digital, kemudian diajarkan secara langsung membuat toko online di berbagai marketplace besar di Indonesia, dan selanjutnya dibimbing cara membuat iklan serta memasang iklan di sosial media dan google. Selama kegiatan berlangsung, para peserta mengikuti dengan seksama dan penuh semangat, bahkan ada beberapa pelaku usaha yang juga diberikan pendampingan membuat badan usaha CV.

Kata Kunci: Kerajinan Tangan, Produk Rumahan, Marketplace, Pemasaran Digital, Kewirausahaan

ABSTRACT

The pandemic has weakened business activities in all sectors, both domestically and globally. The impact of this decline was an economic contraction and high inflation. These conditions exacerbate the situation, which makes economic activities especially in the MSME sector even more difficult. However, the presence of the online market is a new hope for this problem. Where business actors can still sell their products, because the reach of the online market is very wide, even overseas. This is an opportunity that needs to be responded to with digital marketing knowledge and skills. Therefore, community service activities are carried out, as one of the efforts to encourage increased sales of handicraft products in the Aceh region. Participants in this activity consisted of all layers of handicraft business actors, totaling 50 people. The method used in this activity is training and mentoring. In this activity, the participants were provided with theoretical knowledge related to online markets and digital marketing, then were taught directly how to create online stores in various major marketplaces in Indonesia, and were further guided how to create advertisements and place advertisements on social media and

Google. During the activity, the participants followed closely and enthusiastically, there were even some business actors who were also given assistance in creating a business entity CV.

Keywords: Handicrafts, Home Products, Marketplace, Digital Marketing, Entrepreneurship

INTRODUCTION

The main challenge currently facing SMEs is related to the emergence of structural changes due to the Covid-19 pandemic which lead to a new business order (Dwijayanti & Pramesti, 2021). It is widely recognized that the outbreak has brought significant changes to the behavior of the business environment and led to conditions that are unlikely to return to previous patterns, or can be called 'new normal' (Fadly & Sutarna, 2020). The current conditions of business competition prioritize digital technology, therefore SMEs must immediately respond so that they are not crushed by the new normal era of competition (Indana & Beni, 2021).

The partner of this PKM activity is a woven pandanus craft UKM in Alue Village. This village is one of the areas in Idi Rayeuk District which has been known for a long time with woven handicrafts made from pandanus as one of the superior products in Aceh. Because the geographical location of this village is close to the beach, there are lots of pandanus plants so there are no significant problems related to the availability of this main raw material. The pandanus woven craftsmen in Alue Village are all housewives, while the majority of men work as fishermen. Thus, this craft business is expected to be an additional source of family income apart from selling seafood from their husbands. This skill in weaving pandan leaves is a knowledge passed down from generation to generation from previous parents. Craft products that have been produced include large and small sitting mats, special sitting mats for traditional events or parties, prayer rugs, sandals, pencil cases, pillowcases, wallets, and others.

Based on the results of observations and initial interviews with the Chairperson and several members of the productive economic business partner group in this PKM activity, the production process of woven pandan crafts is still fully done traditionally without machines (handmade). Under such conditions, Partners face major limitations related to the competitiveness of their products. In detail, the results of the analysis of the situation at the business location show that Partners are experiencing two main problems in the

sustainability of their business, namely problems with the business logo, as well as problems in product marketing activities.

METHOD

The combination of mentoring methods implemented in this PKM is as follows. The first is the Lecture method, which is carried out during the process of delivering mentoring materials as well as in an effort to provide motivation. Through this method, partners are expected to be able to understand the objectives of the activity and the theoretical concepts of the material provided, so that they are encouraged to innovate products and continue to be passionate about increasing productivity and maintaining the sustainability of their pandan woven craft business.

The second method is the Discussion, which is carried out when the mentoring activity takes place with a two-way communication pattern between the PKM Team as the presenter and the activity partners. Through this method, partners are expected to have a better understanding of mentoring materials in a practical way so as to assist in the implementation process. The third, namely the Demonstration method, is used when the PKM Team provides examples during training, so Partners can easily understand how to apply the material presented. This method is prioritized directly with Partners to make it easier to implement. However, if the conditions for assessing the pandemic are not possible, then the demonstration process can be shown through a video by the PKM Team which is *shared* via WA (WhatsApp) or sent *link* for partners to download on *Google Drive*.

The fourth method is Direct Practice, which is carried out by asking Partners to apply the assistance materials that have been obtained, of course, still under the guidance of the PKM Team. The application of this method can be carried out by means of Partners demonstrating directly in front of the PKM Team, or if pandemic conditions are not possible, the PKM Team asks Partners to make a video on how to apply the mentoring material and then send the video via WA or *share* via *link* from *Google Drive*. Through this method, the PKM Team can evaluate the extent to which Partners understand the mentoring materials previously provided, and determine the next steps needed to achieve the objectives of this mentoring activity.

The fifth is the Observation or Observation method, which is used to evaluate Partner's abilities both during the mentoring process and after the mentoring is carried out. The purpose of this method is to see the impact of the mentoring activities provided so that it can increase product competitiveness and business management owned by Partners.

Connected with the two main problems identified by Partners, mentoring activities for business logo design issues are carried out through discussion, hands-on practice, and observation methods. This activity was carried out with the aim that Partners' woven pandan handicraft products have an attractive and informative business logo design so that they are easily recognized by the public. Thus, it is expected that there will be an increase in business productivity as well as sales turnover and business profits. The business logo design created is the result of a discussion process between the PKM Team and Partners.

Next, mentoring activities related to the use of digital marketing media are carried out through lecture, discussion, demonstration, direct practice, and observation methods. This activity is carried out to encourage Partners as pandanus woven handicraft business actors to have the ability to use digital marketing media properly and professionally to increase product competitiveness in the market, especially in facing competition in the new normal era. Increasing product competitiveness is expected to be able to increase business productivity as well as sales turnover and profits or profits (Handika & Darma, 2018).

After the implementation of mentoring, Partners are expected to practice the knowledge and skills they have acquired directly in their business activities. Furthermore, Partners are asked to pass on the benefits they get from implementing this PKM program to other business partners in their environment, such as teaching them how to use digital-based marketing media.

DISCUSSION

The results of the situation analysis identified two main problems for Partners in facing the new normal era, namely the lack of ownership of an attractive and informative business logo design so that people could easily recognize Partners' woven pandan handicraft products, as well as the low ability to utilize digital marketing media properly

and professionally to expand market share. This PKM activity focuses on these two problems.

During the implementation of this PKM activity, Alue Dua Muka O Village was in the Covid-19 Pandemic condition in the Yellow category (*Yellow*) so the PKM assistance activity method was carried out in a combination of face-to-face meeting methods with *online* using media such as Zoom or Google Meet, adapted to the category pandemic situation in the Partner area when an activity stage is carried out. Meetings face-to-face with Partners at their business locations whenever possible are planned to be limited in the number of participants per meeting while still implementing *physical distancing* (maintaining distance between participants), washing hands with soap before carrying out a meeting or activity, and continuing to use masks during meeting or activity is taking place.

The first solutive achievement was in the form of creating a business logo design belonging to Partners. This marketing problem is considered to be also related to the problem of the relatively weak competitiveness of Partners' woven pandan handicraft products which is indicated because the product does not yet have a logo or brand that is the main characteristic or differentiator from similar competing products as well as being informative and attractive to consumers. target consumers. A number of previous research results emphasize that the existence of a logo/brand and packaging design can strengthen the competitiveness of a product to compete in its target market (Artaya & Purworusmiardi, 2019). Thus, in order to be able to compete especially against similar products, partner products should have a logo/brand and packaging design as their unique identity.

In the initial process of socialization, there was still subtle resistance from Partners regarding the benefits of owning a personal brand for their products. However, Partners can finally accept after the mentoring team intensively communicates informally to explain the benefits that can be enjoyed related to their product marketing activities for the long term. Moreover, the priority of a business having a business logo or brand for its products also has the full support of the government through the Law of the Republic of Indonesia No.15 of 2001 concerning Marks.

After several discussions, the brand name "Tikar O" was finally introduced which reflects the identity of the superior product of woven pandanus mats originating from

Alue Dua Muka Village. Next, the business logo design process is carried out according to the partner's wishes. After experiencing a number of changes, an agreement was finally reached for the Mitra business logo. Three business logo designs were created, namely a design that extends downwards, a design that extends to the side, a special design on a bag or wallet product, affixed with a brand name design embroidered on cloth so that it is clearly read when the product is brought by the buyer for certain activities. In subsequent use, this business mark is combined with product packaging design and Business Identification Number registration.

The second solutive achievement by the PKM Team is the availability of digital marketing media for partner businesses, one of which is by using online promotional media in the form of websites (Faridah & Wulandari, 2020). The use of *website-based online shops* can also be utilized by MSMEs to be able to reach wider consumers. . So far, Partners have carried out more direct product marketing where buyers or customers come to the business location to choose the product they want to buy, and are less intense in utilizing *online* even though the majority of Partner members have *smartphones*. When the Covid-19 pandemic hit which was followed by the government's policy of imposing social restrictions, affected partners experienced a significant reduction in business turnover because the number of buyers was much reduced.technology *e-commerce* , in addition to bringing Partner's products closer to the market, is also useful in supporting the expansion of market coverage for these products (Irfani, et, al., 2020; Sasongko, et, al., 2020). The existence of a business logo design has important benefits as a partner's product identity when attached to the digital marketing media.

Based on the results of the discussion, Partners expect that the type of technology is relatively simple. This is because members of the Partner group still do not understand the use of the internet properly so they find it difficult if the technology used is classified as sophisticated. After conducting an evaluation, it was finally agreed to create an Instagram account as an *e-commerce* for the group's products. At this early stage, Instagram's design is simple. This is intended as an initial learning medium for Partners. If the partner has been assessed as understanding, then the Instagram design can be further developed so that it is more optimal in its utilization. It should be grateful that in a period of approximately one month, Mitra's Instagram has 181 *followers*, and has *posted* as many as two hundred photos of products belonging to the pandanus woven craft business.

In addition, the PKM Implementation Team has also created *website* for Partners as an effort to introduce more products that Partners have to a wider market in cyberspace. It's just that because it has just been launched, there has not been any visible market response in the form of questions to the contact number listed on the website. However, optimism is maintained that *website* will really help Partner's business growth (Hadi & Khairi, 2020).

However, it is realized that it is necessary to increase the ability to use *e-commerce* by members of the pandanus woven craft group and determine *digital marketing* so that Partner's products are known by a larger market coverage (Sikki, et, al., 2021), which in turn is expected to encourage an increase in sales volume and ultimately encourage the level of welfare of the pandanus woven handicraft business actors who are members of the business (Kadi, et, al., 2021).

The results of the evaluation for 8 (eight) periods from March to October 2021 have so far assessed that Partners have begun to benefit from this mentoring activity, namely the recognition of the Tikar brand both in the local market and markets in a number of areas in the Aceh Province. The next impact is the trend of starting to increase sales turnover of partner's products compared to when the PKM Program was first implemented, even though there were fluctuations over the span of 8 months.

Even though there has been an increase, the value of this sales turnover is considered less profitable considering that the Partner business is a joint venture with as many as 18 members who of course expect greater turnover in order to obtain a greater share of profits to help the family economy. Furthermore, it is considered that this increase in turnover can still be increased considering that the decrease in the value of Partner's business turnover has decreased by around 60% in June 2021.

In addition, Partners currently have a number of digital marketing media, such as Instagram and a website which serves as a medium for product promotion and sales. - products owned by Partners which are expected to support the competitiveness of Partners' products and help expand market coverage of Partners' products in the future.

CONCLUSION

This community service activity resulted in two achievements for Partners overcoming the main problems they faced. The first solutive achievement is the

availability of digital marketing media in the form of Instagram and *websites* as media for promotion and sales of Partners' products which are expected to support competitiveness and expand market coverage of Partners' products. The second achievement is having a business logo design that can become an identity as well as a differentiator for Partner products compared to similar products owned by competitors.

In further efforts to enhance competitiveness and maintain business continuity, Partners are advised to continue to strive to improve their competence, especially in product design variations as well as attractive color combinations. This is intended to be able to respond to market demands that continue to change or develop according to trends. Especially if the market coverage has expanded along with the use of *e-commerce* which is no longer local or regional in scale, but can reach national markets as well as foreign markets.

The second recommendation is that Partners need to always be enthusiastic about improving their ability to utilize technological media, especially in the new normal era where digital technology is the basis of the current industry. This is considered important to enhance Partner's business competitiveness in the market both now and in the future. In addition, partner business development still requires the support of stakeholders such as the community and village government where the partner's business is located; good synergy is needed to obtain training support and participate in exhibitions.

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