

## Marketing Assistance for Home Industry Products Based on Social Media

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### ABSTRACT

This assistance is carried out to help the community, especially home industry players, know the benefits of using social media in developing marketing of products produced by home industries in Muara Sabak Barat sub-district. The subjects in this research were selected using purposive sampling involving 12 home industry players. The result of this assistance is that home industry players have innovation skills in marketing products through social media market place Facebook, Instagram, and via WhatsApp business which is currently trending and much loved by the Indonesian people in general and the people of Muara Sabak Barat sub-district in particular. Some of these social media are media with the most active users which are used as a means of utilizing promotional media for home industry products that use social media. Social media is the right tool that can be used as an effective communication medium to respond to consumers and increase market share as well as monitor the sales volume of the product.



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### INTRODUCTION

The application of technology and information causes changes in new habits in the business sector. Such as the use of E-Commerce as a marketing medium that uses internet media which is currently not difficult for all groups to reach. This influence provides convenience and smoothness in conducting business affairs and not only has an impact on entrepreneurs who own companies, the influence of information technology also has a big impact on home business people or home industries. Based on the Central Statistics Agency (BPS), the growth ratio of start-up business actors or commonly called Beginner Entrepreneurs (WP) in 2017 reached 1.92% where in 2015 there were only 171 WP, increasing in 2016 to 293 WP, while in 2017 there was an increase which is very significant, namely 443 WP. This shows that there are many people who are independent, creative and innovative and are interested in joining the free trade system.

The easy dissemination of information flow and the existence of a free trade system increases consumer awareness of the many choices of goods and services that can be chosen. This causes business actors to have to improve their marketing strategies so they can

compete in the era of the free trade system and can increase sales. One potential technological development that can be used as a marketing medium is social media. Social media has the potential to connect many people easily. This has encouraged social media to become a trend in marketing and communication in daily life among people, both young and adult, social media is a link between the two. Nowadays, social media means that people no longer worry about the boundaries of distance, space and time.

Muara Sabak is the Administrative Center for the East Tanjung Jabung Regency area, Regency which is located on the East Coast of Jambi, based on BAPPEDA data which was formed based on Law No. 54 of 1999, and based on Law No. 14 of 2000, the area of East Tanjung Jabung is 5,444km<sup>2</sup> or 10% of the area of Jambi Province, but in line with the enactment of Law No. 27 of 2007 concerning the management of coastal areas and small islands and Regional Regulation no. 11 of 2012 concerning the Regional Spatial Planning of East Tanjung Jabung Regency for 2011-2031, the area of East Tanjung Jabung Regency including waters and 27 small islands (of which have not yet been named) is 0.005 km<sup>2</sup> consisting of land area of 5,445 km<sup>2</sup> and sea/water area of 3,560 km<sup>2</sup>. Besides that, it has a beach length of around 191 km or 90.5% of the coast length of Jambi Province.

**Demographic Condition** The population of Muara Sabak is generally ethnic Malay, but currently the majority are Javanese because in the early 1970s this location was opened as a transmigrant area. Most of the population comes from Java, where the transmigration program is being intensively implemented. Meanwhile, the Malay tribe is also smaller than the Bugis tribe in Muara Sabak. One of the factors that influences the socio-economic life of the people in Muara Sabak can be known by looking at the level of education. One of the social aspects in society is the level of education in the area. The minimal population in Muara Sabak or the East Tanjung Jabung area is clear evidence that before the division of the district this was related to income (economy) and educational facilities which were still minimal.

## **METHOD**

This research discusses assistance activities for marketing of home industry products based on social media in efforts to empower housewives in Muara Sabak Barat sub-district, East Tanjung Jabung district. Community Service using a mentoring approach. This approach focuses on the use of social media and community potential. In this case, the community in question is home industry business actors in Muara Sabak Barat sub-district. This approach was chosen because it is an important form of assistance in marketing products in various regions of Indonesia by utilizing developments in digitalization technology. At this time, home industry entrepreneurs need systematic assistance to build their knowledge. Therefore, this mentoring role is very strategic for the development of the home industry in Muara Sabak Barat sub-district. In general, the training model carried out is adapted to needs in the field. However, this training model choice uses the On The Job Training model. On the Job Training (OT), also known as training with job instructions, is a training method in which workers or prospective workers are placed in real work conditions, under the guidance and supervision of experienced employees or a supervisor. Training is an organized process to improve employee skills, knowledge, work habits and attitudes. In other words, on the job training is training in which home industry players or novice home industry players are placed in actual

work conditions, under the guidance and supervision of experienced employees or a supervisor. One of the systematic On the Job Training approaches is Job Instruction Training (JIT ).Through this system, instructors first provide training to supervisors, and then supervisors provide training to workers and home industry players.

## **FINDINGS AND DISCUSSION**

RI Presidential Instruction No. 4 of 1995, states that entrepreneurship is the spirit, attitude, behavior and ability of a person in handling business or activities that lead to efforts to search for, create, apply new ways of working, technology and products by increasing efficiency in order to provide better services and obtain bigger profits. (Garaika & Margahana, 2019) Entrepreneurship is a creative business carried out based on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for other people. (Margahana, Helisia, 2019) Entrepreneurship is a value that is realized in behavior which is used as the basis for resources, driving force, goals, strategies , business tips, processes and results.

Marketing is an activity aimed at achieving company targets, carried out by anticipating customer or client needs and directing the flow of goods and services that meet the needs of customers or clients from producers. Marketing is identifying and fulfilling human and social needs. Or marketing is meeting needs in a profitable way. When Ebay realized that people were unable to find some of the items they most wanted, the company created online auctions. (American Marketing Association) marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships with a way that benefits the organization and its stakeholders. Handling this exchange process requires a lot of work and skill.

According to Law No. 03 of 2014 Article 1 paragraph 2, industry is all forms of economic activity that manage raw materials and/or utilize industrial resources to produce goods that have added value or higher benefits, including industrial services. Raw materials in article 1 paragraph 5 are raw materials, semi-finished goods, or finished goods that have a higher economic value. The term industry has the same meaning as factory or company. Microeconomic theory views that industry has a different meaning from company or firm. A company is a business entity that utilizes production factors to produce goods needed by society. Industry is a collection of companies or firms that produce the same goods. In a broader sense, industry can be defined as all human activities in the economic field that are productive and commercial in nature to meet the needs of life. Industry in a broad sense can be divided into two, namely as following:

- a. Premier industry, namely the type of industry that directly takes economic commodities from nature without processing, such as agriculture, mining and forestry.
- b. Secondary industry, namely human activities in processing raw goods or raw materials into semi-finished goods or finished goods or into goods that higher utility value.

Social media is a means of interaction between a number of people through "sharing"

information and ideas via the internet network to form a kind of virtual community (Ahlqvist, back, A, 2008). Social media is a group of internet-based applications that were formed based on Web 2.0 ideology and technology that allows people to create and exchange content on mobile, called user-generated content (Kaplan, Haenlien, 2010). Heidi Cohen said the definition of social media has changed/developed along with the development of the use of social media itself. This is because it is supported by the fact that social media is related to technology and platforms that enable the creation of content on interactive websites so that collaboration and free exchange of messages between users occurs. Social media is media that doesn't talk about what people do or social media, whether it's just exchanging emails, using chat facilities or posting photos and exchanging music.

Lyons, et al (2001) stated that community empowerment is a process through which people gain greater control over their affairs/problems and increase initiative related to their own destiny. Lyons, et al, argue that a community must fulfill two social conditions to be able to experience the empowerment process, namely community members must have a sense of community and community members must participate actively in the community. Community empowerment is a series of development efforts and strengthening awareness, capacity and access to resources, increasing independence in managing oneself and the environment in order to realize community welfare. Robinson (1994) explains that empowerment is a personal and social process; a liberation of personal abilities, competence, creativity and freedom of action. Payne (1997) explains that empowerment essentially aims to help clients gain power, strength and ability to make decisions and actions that will be carried out and relate to the client, including reducing personal obstacles. and social in carrying out actions. People who have achieved collective goals are empowered through their independence, in fact it is a "must" to be further empowered through their own efforts and the accumulation of knowledge, skills and other resources in order to achieve goals without depending on help from external relations.

Rubin (in Sumaryadi, 2005:94-96) suggests five basic characteristics inherent in community empowerment, including:

1. Community empowerment requires a break-even or balance of profits and losses in every activity undertaken. Basically, community empowerment has a different orientation from organizations or institutions. business institutions, where in community empowerment the profits obtained will be redistributed in the development of programs or other development activities in a sustainable manner.
2. Community empowerment involves community participation. Community empowerment, both in the planning and implementation processes, cannot be separated from participation society plays an important role. The success of an empowerment program requires community participation in it.
3. Community Empowerment involves training activities. Training activities in a community empowerment program are an element that cannot be separated from the development efforts being developed. Training activities are

considered capable of supporting the implementation of empowerment.

4. Community Empowerment must be able to maximize resource financing. Community empowerment basically aims to make various changes, for example those that continue to be pursued in terms of development. With development in various areas of life, of course we must pay attention to financing resources so that they are not excessive and can achieve the expected goals.
5. Community empowerment functions as a link between macro and micro government interests. Community empowerment in its implementation functions as a link between various different interests . In this case, there is a role for community empowerment, namely as a liaison between micro and macro government interests, which is one of the characteristics inherent in the implementation of community empowerment.

Apart from the characteristics of community empowerment, there are elements or components of community empowerment in general, including (1) inclusion and participation, (2) access to information, (3) capacity of local organizations, and (4) professionalism of empowering actors (Darwanto, 2006 ).

- a. Inclusion and participation, inclusion focuses on the question of who is empowered, while participation focuses on how they are empowered and what role they play once they become part of the empowered group. Providing space for participation for the community, especially the poor in development. The participation of poor communities in determining development priorities at the national and regional levels is necessary in order to ensure that limited development resources (funds, facilities/infrastructure and expert personnel) are actually allocated according to the needs and priorities of poor communities.
- b. Access to information and flow information that is not blocked between the community and other communities and between the community and the government. Information includes knowledge, government programs and performance, rights and obligations in society, provisions regarding public services, government developments and market offers, and so on.
- c. Local organizational capacity and the ability of the community to work together, organize individuals and groups within it, and mobilize resources are needed to serve the interests of the community. Empowering actors must also be able to take responsibility for policies and actions that affect people's lives.
- d. The professionalism of empowering actors is the ability of empowering actors such as government officials or NGOs to listen, understand, accompany and take the necessary actions to serve the interests of the community.

Assistance with social media management is carried out so that home industry players understand how to make a product promotion via social media look attractive and right on target, this is because many home industry players do not understand how to use social media

as a means of promotional media. The results of this assistance are in the form of examples of product promotions using various social media and good promotional sentences so that they are right on target.

In the marketing assistance process, training is carried out in using social media, Facebook, Instagram, WhatsApp, as promotional media that are easy, cheap and can reach all levels of society. Social media management assistance is provided so that home industry players understand how to make product promotions via social media look attractive and on target, this is because many home industry players do not understand how to use social media as a promotional media tool. The results of this assistance are examples of product promotions using various social media and good promotional sentences so that they are right on target, in this case home industry players are given further understanding about social media which is currently trending among the public which can be used as a means of product promotion.

## CONCLUSION

From the community service activities carried out over two days, the following conclusions can be drawn: appropriate promotional media that can reach all levels of society without the limitations of distance, age, space and time. b. After providing assistance, home industry players are able to hone their skills in carrying out new product promotion innovations that can be carried out on social media Facebook, Instagram, Whats app which is adapted to the features provided on each social media so that it can attract the attention of consumers without changing the initial identity of their business. increase market share and volume of target consumers which will affect sales turnover.

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