



Optimizing the use of social media and online shops as marketing media and introducing UMKM Eco Print products "SOE ART"

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INFO ARTIKEL

Abstract

Keywords:

*Coaching and mentoring,
Social media marketing,
Increase income.*

This community service has purpose to assist UMKM in increasing turnover. The UMKM namely SOE ART, are Micro and Small businesses operating in the fashion sector with a sustainable concept. Assistance is provided to optimize online promotions for product orders. The method of implementation is conducting direct surveys at production locations, socializing the program, conducting training and business assistance. The results of the survey are that employees need training related to creating promotional content on Instagram and live product marketing on Tiktok and Shopee. After the training, SOE ART immediately formed a special coordinator responsible for social media. Business assistance is carried out by helping deliver SOE ART products so they can enter the national and international market environment. The result of this dedication is producing a routine schedule of themes for promotional content every day for one week. There is an increase in income, and there is demand for orders for eco-print bags from the Middle East.

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Introduction

Kedungpring is one of the villages in Lamongan which is rich in various kinds of plants and vegetation, including teak trees and Keningir flowers. Kedungpring residents use teak trees, especially their leaves. Teak tree leaves are used to wrap food. However, fallen teak leaves cannot be used and eventually become trash. There are many keningir flowers in Kedungpring Village, but they are also a problem because the flowers smell bad. This is what makes one of the SMEs in Kedungpring, namely SOE ART, create an innovation by using fallen teak leaves and Keningir flowers to become raw materials. *Ecoprint* which is the raw material for bag production and craft.

CV. Soe Art Jaya or SOE ART is a Micro and Small business that operates in the fashion sector with a concept sustainable. The current production focus is made of bags cotton *Denim* and craft with motifs *Eco Print* with natural dyes from pressed leaves and flowers so you can get natural motifs and colors from nature. During the product processing process, starting from making motifs, coloring to forming patterns into bag products, *craft* clothing everything is done by the assisted community, including communities with special needs. The weakness of SOE ART is that it has not been optimal in promotion with the media online, Currently focusing more on sales of order systems and participating in exhibitions.

Assistance for MSMEs is one of the most important efforts in supporting the progress of MSMEs in Indonesia. Currently, the Government continues to encourage the use of digital technology to increase productivity and add value to SMEs (Ministry of Communication and Information Technology of the Republic of Indonesia, 2020). Of the 59.2 million MSME players, 8 percent (3.79 million) have used the platform online in marketing their products in cyberspace, this is expected to accelerate the transformation of SMEs in Indonesia towards digital (Wuragil, 2017). The selection of marketing communication media is based on the type of product to be marketed, targets, message delivery time and promotional costs. Consideration is needed in choosing effective marketing communication media. Thus, SMEs must carefully consider choosing the right media to promote their products so that they can be accepted by the public (Pasaribu, 2020). With various features in carrying out promotions via social media which are static and dynamic in nature, it makes it easier for SMEs to promote various products and activities in the form of activities (Siswanto, 2013).

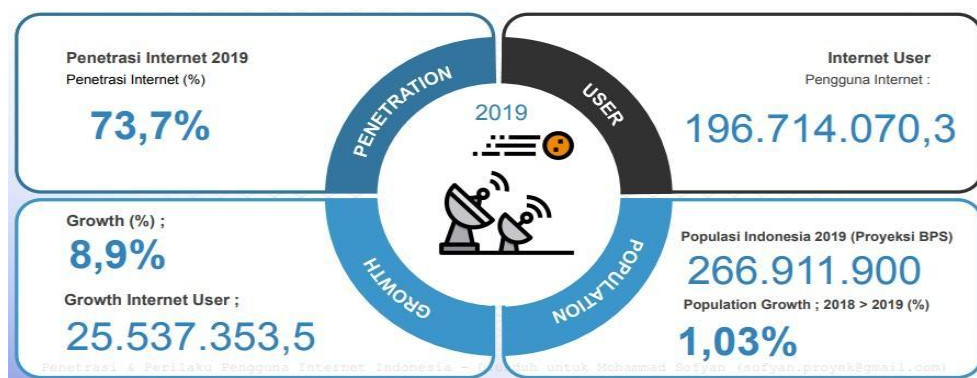


Figure 1. Internet User Penetration 2019-2020 (Q2)
Source: Indonesian Internet Service Providers Association

Based on the data presented above, it can be seen that social media has great potential to be used as a means of promotion or marketing, both product and service promotion. Seeing this opportunity, it is necessary to assist SOE ART MSMEs in optimizing the use of their social media as a means of marketing and product introduction. *EcoPrint*.

RESEARCH METHODS

This activity was carried out namely the SOE ART Production House located in Blawirejo Village, RT.01/RW.02.Blawi, Blawirejo Kedungpring, Lamongan Regency. The program target is optimizing the use of social media as a promotional

tool. This activity will be held from July 10 to July 16 2023. The following is a roadmap of activities along with program achievement targets for 3 years.



Method implementation

The implementation method is carried out in three stages. The first stage was Observation and Interview, the initial step taken was to carry out a direct survey to the production location and meet with Mrs. Rima, the owner and employee. Based on the survey results, SOE ART need assistance regarding optimal management and use of social media as a marketing tool. The needs of SOE ART are:

- 1) Employees need proper training sustainable Regarding creating promotional content on Instagram, there needs to be posts every day and with various themes.
- 2) They need training in marketing products with the media/live on Tiktok and Shopee.
- 3) They have difficulty marketing their products online because it focuses more on orders.

The second stage is Program Socialization, this activity is carried out to find out the aims and objectives and what steps can be taken for CV. Soe Art Jaya.

The third stage is conducting business training and mentoring, this stage starts from:

1. Training and business assistance, starting from how to find promotional ideas and themes every day.
2. Establishment of a minimum of 2 special employees or coordinators who handle or operate social media.
3. Helping to deliver SOE ART products so they can enter the national and international market environment.

RESULT AND DISCUSSION

Indicators of the success of this program include:

1. Create a Journal for publication.
2. Produce a theme routine schedule for promotional content every day for one week.
3. forming a clear job disk for every employee and appointing 2 special coordinators to operate social media owned by cv.soe art jaya.
4. Train existing employees in how to operate and create social media.

5. There is an increase in income, and there is demand for orders for eco-print bags from the Middle East.
6. Monitoring and evaluation follows up on the assistance assessment, namely by testing business employees in practice starting from taking documentation on Soe Art products, posting products on social media and marketplaces, receiving orders, and finally sending the ordered goods to consumers. Evaluation monitoring needs to be carried out to determine the readiness of business actors to utilize digital marketing after the training is carried out. From the implementation of the monitoring evaluation stage, it is hoped that it will be able to provide relevant data in implementing digital marketing. CV. Soe art jaya benefits from this activity. Cv soe art jaya is starting to understand that digital marketing can increase sales value and increase income.



Figure 1. Soe Art product labeling



Figure 2. Soe Art product sewing



Figure 3. Packaging product Soe Art



Figure 4. Soe Art's Instagram post

CONCLUSION

This activity was carried out in Blawirejo Village, Kedungpring District, Lamongan Regency, Kedungpring has the potential for teak leaves and keningir flowers which can be processed into raw materials. Eco Print, However not yet optimal in promotion with the media online, Currently focusing more on order system

sales and participating in exhibitions (offline). This activity really helps CV. Soe Art starts from how to find business promotion ideas, to marketing products via digital.

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