

Original Paper

Organized Marketing and Product Design Training for Flower Cracker Producers in Sidoarjo post Covid-19

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Abstract

MSMEs in Sidoarjo that experienced the greatest impact of Covid-19 were the food or beverage sector due to declining consumer purchasing power. This analysis is significant with one of the Ngelom villages in Sidoarjo district, where MSMEs must be better known to many people. The type of business in Ngelom village is raw cracker food in the shape of a unique flower; besides that, it has the high creative power to produce this product, which can compete with other MSMEs. Hence, the need for synergy with practitioners to organize marketing training and product design for flower cracker producers so that they can be recognized by the wider community with the unique characteristics of flower crackers with high selling power. From the results of the training, flower cracker producers themselves now have initiatives regarding packaging and marketing methods by way of us providing socialization about the use of social media and direct marketing. In addition, the product is attractive to buy and creates an aesthetic impression with a high selling price. We assist in making packaging using the Corel Draw software application. Thus, it can help improve the economy of flower cracker producers in Sidoarjo after Covid-19.

Keywords: Marketing, Product Design, Flower Cracker Producer

JEL Classification: D14, M14

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1. Background

The Covid-19 pandemic caused several MSMEs to decline. This pandemic has had a very broad impact on the economy of the people, both in cities and villages, one example is that in terms of marketing, which used to be face-to-face and free to carry out transactions, now feels limited and it is increasingly difficult to carry out sales directly with buyers freely as in previous years and the regulations that were made. by the government, all interaction processes are limited to prevent the spread of the forum from becoming more widespread (Arfian et al., 2021).

So far, MSMEs have actually been familiar with technology but have not utilized it optimally. As with promotional and sales activities, before the pandemic, MSMEs tended to make direct sales and promotions were only minimal, but after the pandemic, MSMEs have had to change the paradigm to survive, including utilizing technology in sales and promotional activities. Apart from that, MSME players must be encouraged to always be creative in creating product content because this content creativity is believed to be able to increase sales (Ratnasari et al., 2022).

These circumstances have an impact on reducing income for MSMEs (Pujowati et al., 2022). Judging from the data on the decline in MSMEs in the cooperative and MSME services in East Java Province in 2021. Based on the survey results, as many as 96% of business actors admitted that they had experienced the negative impact of Covid-19 on their business processes (a total of 1,785 cooperatives and 163,713 micro, small, and medium business actors) (Adelia et al., 2022). As many as 75% of them experienced the impact of a significant decline in sales (Soetjipto, 2020). Meanwhile, before the pandemic, growth in the number of MSMEs in 2016 - 2019 increased by 4.2 percent each year, and the average contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) over the last 3 years was more than 50%. This information proves that MSMEs can boost the community's economic sector independently and support the growth rate of economic growth in Indonesia (Soetjipto, 2020).

Packaging is the key for products to sell and have added value. So, MSMEs need to innovate, especially in packaging, such as changing design, materials and colors. Basically, packaging design influences what is inside. Therefore, the influence of shape, color of materials, packaging design can influence consumers. Consumer behavior is increasingly critical of product packaging, especially food product packaging that must receive special attention. Using materials that are environmentally friendly, easy to carry, safe and do not cause contamination of food, as well as providing adequate product information will be the choice of consumers (Widiati, 2019).

The Sidoarjo Region, MSMEs affected by Covid-19, is collaborating with the regional government of Sidoarjo Regency in formulating several economic policies to ease the burden on MSMEs (Tarigan et al., 2022). These economic policies include exemption from regional tax fines, market levies, flat rentals, and MSME credit relaxation. Economic relaxation consists of three forms, namely ease of credit extension, reduction of loan interest rates, and elimination of fines (Saragih, 2021). Apart from that, the Sidoarjo Regency Government is also collaborating with the People's Credit Bank (BPR) in launching Regional People's Business Credit (Kurda) to support the empowerment of MSMEs (Shalihuddin et al., 2016).

Research by Sanjaya & Sari (2021) in MSMEs in Ngelom Village, Sidoarjo Regency, was carried out on 100 informants with various types of business carried out by business actors. Shows that the type of business carried out by business actors is 30% opening a food or beverage business in the form of home industry, then 14% of business actors opening a coffee shop, cafe, or restaurant business, all of which rent space. Then, as many as 7% of business actors have staple food shop businesses whose trading locations are in traditional markets or homes where they live.

The MSMEs in Sidoarjo that experienced the greatest impact of Covid-19 were the food or beverage sector due to the decline in consumer purchasing power. Supported by Ali (2020), the MSMEs that have the biggest impact are food and clothing. This analysis is significant in one of the Ngelom villages, in Sidoarjo district, namely that there are MSMEs that have yet to be discovered to many people. The type of business in Ngelom village is raw cracker food in the shape of flowers and unique baskets. Apart from that, it has high creative power to produce these products, which can compete with other MSMEs.

They market their products in traditional markets and homes where they live. A unique product with a fish taste requires special attention for MSMEs in Ngelom village, Sidoarjo Regency. This product can survive in increasing market expansion so that the product is known not only in Sidoarjo but throughout Indonesia and abroad. Therefore, apart from synergizing between regional

governments due to the decline in MSME income, there is a need for synergy with practitioners to hold organized marketing and product design training for flower cracker producers so that they can be known to the wider public with the unique characteristics of flower crackers with high selling power. The hope is that it can develop into a typical Sidoarjo souvenir and even enter the international realm.

2. Method

The targets for community service are flower cracker producers and business actors in RT 01/RW 02 and RT 02/RW02 Ngelom Village, Sidoarjo Regency. The implementation time is July 31, 2022, at one of the residents' houses producing flower crackers.

The methods used in marketing and design management training in Ngelom village, Sidoarjo Regency, Surabaya City, use mentoring, discussion, workshops, and guidance methods.

1) Implementation Methods in the Field of Teaching

- a. The method of approaching producers is the extent to which they know about marketing and the importance of packaging design so that the condition of the producer's knowledge regarding the business they run can be known.
- b. Conduct the first teaching in the form of theory about marketing basics and how to apply it well.
- c. Carrying out second teaching through basic theory for marketing directly and indirectly. Apart from that, how to beautify a product's packaging so that it is suitable for sale
- d. Assisting in practicing marketing and designing products.

2) Implementation Methods in the Field of Management

- a. Coordinate with producers for the teaching and learning process
- b. Distribution of schedules for the teaching and learning process
- c. Make it a task for producers to implement their knowledge in marketing their product business.

3) Outcome Target

- a. Increasing the survival capacity of producers and market expansion in the distribution of crackers
- b. Increasing the level of welfare of cracker producers.
- c. Cracker producers can practice packaging skills in their business world to improve welfare.
- d. Increase sales turnover

After the materials and implementation methods have been completed, the final evaluation is carried out. This evaluation aims to determine the progress and shortcomings of the program at each stage implemented. So that whenever there is a problem, it can be resolved quickly and does not interfere with the next stage. By knowing the problem, together, we can find a solution. Monitoring for this evaluation process is carried out after each program stage.

3. Results

We achieved our target, namely that flower cracker producers began to have direction and inspiration about increasing production and sales. From the results of learning together and sharing, the learning we convey can be accepted in a way that is easy to apply. Several cracker manufacturers themselves now have initiatives regarding packaging and marketing methods. Marketing implementation for flower cracker MSMEs, Ngelom Village, Sidoarjo Regency:

1. The training material provided to participants was very good because the material was presented, easy to follow, and relevant to the participants
2. The training location is very good because participants feel comfortable participating in all training activities from start to finish.
3. The food and coffee breaks/snacks provided are very good.

The documentation for community service activities with marketing and packaging design is in the following image:



Figure 1. Marketing Training carried out at the MSME Flower Production House.



Figure 2. Design Training carried out at the MSME Flower Production House.

The target we have achieved is that cracker producers are starting to have direction and an idea of increasing production and sales. From the shared results, the ideas provided are very varied and make sense to implement. Several cracker manufacturers themselves now have initiatives regarding packaging and marketing methods.

Next, we provide outreach about the use of social media after the Covid-19 pandemic, such as via WhatsApp, Facebook, Instagram, and marketplace training, namely Shopee and Tokopedia, and to support this process, we also conduct training on packaging standards for couriers services. Apart from that, we provide directions for marketing products utilizing buy two/three get one and discounts to consumers from house to house to shops, as well as establishing collaborations at souvenir shops so that consumer buying interest increases. The product is known to the general public.

Implementation of Product Design at Flower Cracker MSME, Ngelom Village, Sidoarjo Regency: MSMEs in order to increase sales in addition to the marketing process directly or indirectly (online) to consumers. So, to make the product attractive to buy and create an aesthetic impression at a high selling price, the packaging process is carried out using the CorelDraw software application. The following are aesthetic products and packaging so that the public accepts them and becomes typical Sidoarjo souvenirs.



Figure 3. Flower Cracker Products 1



Figure 4. Flower Cracker Products 2

In this stage, cracker producers are given skills training to support their abilities or soft skills in entrepreneurship. This skills training assists in the packaging design process. It is so that if there is a problem in the business running, it can be resolved immediately, or a solution can be found. On the other hand, if successful, what steps should be taken? During the realization accompanied by the team.

4. Conclusion

Community service in the form of training in Ngelom Village, Sidoarjo Regency, is useful for increasing market expansion and survival in marketing and designing flower cracker products. Carrying out implementation methods in the field of teaching, implementation in the field of management, output targets to be achieved, and evaluation activities have a positive impact on flower cracker business actors. The training material presented can be applied well regarding marketing; they carry out marketing directly and indirectly (online). Guiding flower cracker manufacturers regarding increasingly attractive product packaging by providing the most attractive designs to increase sales.

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