

## Assistance of Nasyiah's Business Group Passing through Branding and Digital Marketing to survive the pandemic

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### ABSTRACT

Since Covid 19 burst into Indonesia, most of the Nasyiah members and their husbands have not been longer working due to termination of employment (PHK). Passing through discussions with the general chairman of PDNA Sidoarjo and the head of the socio-economic section of PDNA Sidoarjo, our community service team from the Muhammadiyah University of Sidoarjo has carried out several program activities, namely: through the Nasyiah business group, we increase the productivity of the economic activities of Nasyiah members who are not productive (unemployed) through various empowerments, namely product branding innovation, and digital marketing training. This public servant aims to increase the productivity of economic activities for unproductive (unemployed) Nasyiah members passing through various empowerments. These were launched into a situation analysis to formulate the right solution in overcoming the problems faced by partners. The empowerment was carried out through product branding training and digital marketing training. This community service program is able to improve community governance, human resources, and resource management. Partners already have product branding which are able to implement digital marketing strategies and are able to record business finances through the SME Accounting application created by the UMSIDA community service team.

**Keywords:** Economic Independence, Lack of Contact, Resilient Society, Technology

### INTRODUCTION

Covid-19 pandemic is a new history for people in the world in 2020. Indonesia is the one of the countries in Southeast Asia has been affected in mid-March 2020 the spread extremely quickly to humans. The escalation of mortality achieve 8,9% at the end of March 2020 due to Covid-19 caused a number of elements of society life in Indonesia to be experienced big and wide impacts (Setiati & Azwar, 2020). A variety of impacts caused by Covid-19 immediately weigh to health, social and economic sector (Susilo et al., 2020). Even micro, small and medium enterprises (UMKM) which dominates national economy in Indonesia also seriously affected to the total production aspect and trade value (Hanjani & Wulaningrum, 2018). In addition, many companies loss particularly private companies that have destroyed then closed the business down (Reza Adiyanto, 2020). So, many employees and workers have lost their jobs due to this pandemic (Mardiya & Nurwati, 2020). One of the businesses that were significantly affected was food and beverage. Since the government of Indonesia adjust several national strategic policies in handling the impact of Covid-19 by applying social and physical distancing for society. Indeed, the government enforces partial lockdown as anticipation of Covid-19 spread (Nurfritiani et al., 2022).

The Regional head of Nasyiatul Aisyiyah (PDNA) Sidoarjo regency East Java has a positive action that initiated by the economic and social affairs department include business group formation to accommodate Nasyiah cadre who have businesses especially in food and beverage sector. The products are quite varied, starting from date milk, spring roll salad, pecel seasoning, etc.

But, there are several problems they face including not optimizing the using of digital media as product marketing medium, and not having adequate financial management. Moreover, since Covid-19 burst into Indonesia, some of Nasyiah members and their husband were no longer work due to the Termination of Employment (PHK). Through discussions with general chairman PDNA Sidoarjo and the head of economic and social affairs department PDNA Sidoarjo, Community Service team from Muhammadiyah University of Sidoarjo conducted some actions like upgrading productivity of economic activities for Nasyiah's cadre by development like innovation branding product, training digital marketing; assistance the use of accounting application for small and medium enterprise in business financial.

This community service aimed to enhance productivity of economic activities of Nasyiah's cadre (unemployed) through various developments such as training of product branding, training of digital marketing; assistance the use of accounting application for small and medium enterprise in business financial. Through the community service program, it can increase community governance, human resource and resource manager. The partners already have product branding be able to apply the strategic of digital marketing and capable to do financial reports by small and medium accounting apps was made by community services from UMSIDA.

### METHOD

Community service program for Nasyiah's business group as community economic activator aimed to give solution through training and assistance of business. There some approaches used are: 1) product branding clinic; 2) digital marketing training; 3) assistance of financial management through small and medium enterprise accounting apps. The objectives of this program are Nasyiah's members who have business in food and beverage and unemployed Nasyiah's member which given skill to optimize processed products. According to situation analysis and problem described in previous chapter. So, solution and achievement from the program is as follow:

**Table 1.** The Approach Community Service's Program

Partner's problem	<ol style="list-style-type: none"> <li>1. Have no knowledge about product branding strategic</li> <li>2. Not understand product marketing management</li> <li>3. Have not applied financial management based on information system yet</li> </ol>
Solution	<ol style="list-style-type: none"> <li>1. Product branding clinic</li> <li>2. Training digital marketing</li> <li>3. Assistance in financial business management by using small and medium accounting apps</li> </ol>
Approach	<ol style="list-style-type: none"> <li>1. Proposer team gives training of product branding</li> <li>2. Proposer team gives training of digital marketing</li> <li>3. Proposer team do assistance of business financial</li> </ol>

The details are as follow:

1. Implementation of Activities:

a. Initial Planning

In this stage, a team coordination meeting is held. Meeting agenda discuss about planning, optimizing processed products that produced Nasyiah's business group.

b. Training of branding product

Products like meat tofu, turmeric drink, soy milk branded in order society recognize their products. The purpose of this branding is emerging the own characteristics of Nasyiah's business group

c. Training of using information system as digital marketing

The strategy marketing and selling of prominent products was conducted by digital marketing and social marketing. Marketing carried out through website, social media (Facebook, Instagram, business WhatsApp).

d. Assistance of business financial

Good marketing supported by good financial report and management. So, the implementation of this community service, partners given training and assistance the use of small and medium enterprise accounting apps in managing financial for their business.

2. Evaluation and Arrangement of Follow-up Planning

On this stage was used for evaluating program in initial planning stage until training of use marketing information system and business financial. Furthermore, coordination meeting to arrange follow-up planning based on evaluation program in order to create true community service as a whole in result making the economic independence of Nasyiah's business group during Covid-19 Pandemic.

3. Publication

Community service program for group earns further appreciation. This program published to public through community service journal, proceeding, youtube video DRPM UMSIDA and online mass media Bhirawa.

According to situation analysis and problem described in the previous chapter. So solution and achievement of this program as follow:

**Table2. Solution and Achievement of program**

Problems	<ul style="list-style-type: none"> <li>• Have no product branding yet</li> <li>• Not understand digital marketing product yet</li> <li>• Have not applied financial management based on information system yet</li> </ul>
Solution	<ul style="list-style-type: none"> <li>• Training of product branding</li> <li>• Training use of business WhatsApp</li> <li>• Training use of marketing system and business financial</li> </ul>
Result	<ul style="list-style-type: none"> <li>• Products have been branded</li> <li>• Guidance module of use marketing apps and business financial</li> </ul>
Outcome	<ul style="list-style-type: none"> <li>• The realization of branding innovations for processed food products</li> <li>• Increasing the understanding of marketing strategy and financial management based on information system</li> <li>• The creation of business group as economic activator in face pandemic</li> </ul>

## RESULTS

To ensure the continuity of community service program, the initial activity carried out is coordination to equalize perceptions between partners and community service team in order to arrange strategic procedures in program implementation.

1. Implementation of Activities:

a. Initial Planning

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b. Training of product branding

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Figure 1. Product Branding Clinic

c. Training of digital marketing

Digital marketing gives some benefit for entrepreneur as follow: they can market products efficiently and quietly (implementation technology). Digital marketing is the way to promote brand with digital media that can reach consumer on time, private and relevant. The type of digital marketing involved many techniques and practices consisting in internet marketing category. Through digital marketing, food and beverage products of Nasyiah's cadre will be able to market in order to increase selling power. Training provided is the use of business WhatsApp as a digital marketing medium.



Figure 2. The Result of use Business WhatsApp

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Figure 3. Evaluation and Arrangement of Follow-up Planning

## CONCLUSIONS

The community service has been carried out to optimize the role of Nasyyatul Aisyah members Sidoarjo with the result that affording a product and marketing it through digital media as well as managing their business finance. The method or socialization stage and technology transfer education (training and practice) accompany and evaluate for sustainable program. assistance of the community service program were pointed out by increasing participation, knowledge and skills of group business of Nasyyah members who is active in doing branding product, training digital marketing and using account application for small and medium' business finance.

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