

Product Branding Training Model for MSMEs in Probolinggo Regency

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Abstract

Batik MSMEs currently need to apply the concept of digital marketing in order to compete in the global market and increase sales. There are still some Batik MSME actors who use conventional marketing. This study aims to apply a digital marketing training and mentoring model to Batik Cahaya SMEs in Lumajang Regency, East Java, Indonesia. This study uses an ethnographic approach by collecting from literature sources and field data from observations, participation, and interviews. The results showed that the digital marketing training and mentoring model was very effective and had a positive impact. Some of the benefits obtained are ease of marketing products, time efficiency, minimizing costs, ease of transactions, and unlimited reach to international markets. There was an increase in sales of up to 13% during the six months after the activity took place.

Keywords: Batik SMEs, Digital Marketing, International Market, Sales Increase

Introduction

Culture in Indonesia is very diverse and has not been fully explored in depth. Each region has its own cultural characteristics. From some of these cultures that have been excavated and continue to be preserved is the batik culture. Batik has begun to show the identity of each region and has now become a small community business that is able to improve the community's economy (Setiyo, Paramita, & Sulistyan, 2021). Many batik businesses produce beautiful patterns, but fail in marketing (Chen, Ren, & Zhang, 2021). Research on Batik MSMEs in Indonesia has been widely carried out in several areas, including Bandung (Rumanti, Sunaryo, Wiratmadja, & Irianto, 2020), Solo (Sisca, Wijaya, Chandra, & Simarmata, 2022), Yogyakarta (Febrianti et al., 2021; Febrianti, Saudi, Kaniawati, & Hermina, 2018), Purworejo (Mudjijah & Hakim, 2018), Jember (Anggraeni & Kurniawati, 2019; Kurniawati & Anggraeni, 2020), and Lumajang (Setiyo & Sulistyan, 2021).

The uniqueness of Batik UMKM in Lumajang Regency, East Java, Indonesia is that demand continues to increase until 2021. This will be very important in encouraging economic growth in the area. Batik MSMEs in Lumajang Regency are able to empower women who are unemployed daily to jointly develop these MSMEs (Setiyo et al., 2021; Setiyo & Sulistyan, 2021). The results of a survey conducted in 2021 on MSMEs, there is a problem, namely the lack of marketing widely, because so far it is still focused on local marketing only and still uses the conventional marketing system. If conditions like this are allowed to continue, these SMEs will lose out to their competitors who have reached out to several countries. The solution that can be done in an effort to increase sales at Batik Cahaya SMEs is with a training model and digital marketing assistance. Digital marketing training and assistance (Yatminiwati, Setyobakti, Sulistyan, & Ermawati, 2021) is very effective because it uses technological advances as a marketing medium. Digital marketing is one of the most widely applied

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strategies for business actors to promote their products online (Burhanuddin, Yusnaini, Khamisah, & Kertasari, 2022).

It is undeniable that current technological advances have brought significant changes, especially in the batik industry (Febrianti et al., 2021). However, the batik industry must also take various steps according to their capacity and management (Roziqin & Fajrina, 2020). Technological advances have affected almost all aspects of manual marketing and many have turned to digital marketing (Langan, Cowley, & Nguyen, 2019; Nursalim, 2020). Manual or conventional marketing has not fully competed with digital marketing. In conventional marketing, the seller must be able to influence the buyer (Nursalim, 2020). There are many benefits derived from digital marketing, including reducing marketing costs and accelerating the transaction process (Mudjijah & Hakim, 2018), increasing the motivation of batik business actors to continue to develop their businesses (Istifadhoh, Wardah, & Stikoma, 2022). In addition, consumers will feel appreciated if they are served well and quickly. If there is a new product, it can be directly promoted to consumers (Burhanuddin et al., 2022).

The purpose of this research is to implement a digital marketing training and mentoring model in an effort to increase sales of Batik Cahaya UMKM products. This research will be useful for business actors in an effort to increase their sales, as well as as a reference for the most suitable digital marketing training model.

Methods

The research method used is ethnography. The ethnographic method (Spradley, 1997) begins by collecting from literature sources and is complemented by field data obtained through observation, participation, and in-depth interviews with selected respondents. Literature sources were obtained from the results of previous relevant research on digital marketing training and assistance. The informants were determined based on their involvement and role in the development of the Batik Cahaya UMKM in Lumajang Regency, East Java, Indonesia, namely business owners, craftsmen, and the local government. Validity is carried out using the source training method. The analysis is carried out continuously starting from the process of data inventory, identification, classification, and data interpretation. The meaning of the data is carried out comprehensively by looking at the overall relationship of the data.

Results and Discussion

Batik Cahaya SMEs in Lumajang Regency, East Java, Indonesia have the potential to market their products internationally. This can be done by participating in several local and international exhibitions. The batik products produced are still manual and carried out through the hands of craftsmen. UMKM Batik Cahaya is a forum for developing the economy of the surrounding community by involving women from Lumajang Regency (Setiyo & Sulistyan, 2021).

The batik motifs that have been taken so far have raised Lumajang, such as the Great Banana, Lumajang Sand, and Mount Semeru motifs (Setiyo & Sulistyan, 2021). The production so far is distributed to the area around Lumajang Regency. The limited marketing carried out led to a less than optimal increase in sales. The results of the research through in-depth interviews showed that the marketing training program for batik MSME managers in an effort to improve marketing was carried out in several stages, namely the introduction of global marketing, the marketing process using technology, and sales evaluation.

a. Introduction to global marketing

The introduction of marketing to the manager is done by discussing various marketing that can be done. To reach global marketing, the most effective way is to use digital marketing (Sulistyan, 2017). Utilization of digital-based marketing can be done by using existing platforms such as Shopee, Tokopedia, Lazada, and other platforms (Yatminiwati et al., 2021). The results of this introduction can be felt positively by the batik manager. The results of the interviews are as follows:

“So far, we have only marketed batik products offline, so it is limited in the areas we have visited. With planforms such as Shopee, Tokopedia, Lazada, and others that can reach a wider audience, we will continue to learn to market our products internationally. We miss a lot about the marketing process using the latest technology.”

b. Marketing process using technology

The technology used in this process is digital marketing. The use of digital marketing has been widely proven as the right marketing in an effort to increase sales of production products globally (Sugiarto et al., 2020). This process is carried out by training and mentoring with the help of a digital marketing platform that is widely known to the public (Muttaqien & Sulistyan, 2022). Digital marketing for batik SMEs is very good because potential buyers will not need to come to the sales location, but can go through the platform (Tutiasri, Febriyanti, Huzain, & Nugroho, 2019).

Several steps in this process begin with creating an account on an online trading platform. This process is not easy for Batik UMKM managers who are new to the platform. The introduction of the menus on the platform requires a deep understanding, because not all participants are able to understand and apply what has been conveyed. Interviews to support the research results are as follows:

"We are new to a platform like this and many menus are very difficult to understand. It took us quite a while and keep learning to know the steps that have been taught. This training process should not be taught 1-2 times, but we still need assistance until we can actually implement it properly".

After the account creation process, it is continued by entering the product into the platform so that it can be recognized and the specifications of the product are known. Besides that, it is also a way to provide an appropriate price and quite competitive with other batik products on the platform. Before entering a product, first conduct a price survey of existing batik products and as a reference material for training participants so that they have sufficient insight to make attractive descriptions and competitive prices. Interviews with participants obtained the following results:

"It turns out that many are selling batik on the internet. Many also buy batik products online. So it is necessary to describe in detail so that potential buyers are interested in buying our products."

Assistance to participants is carried out after the training is complete. Mentoring aims to determine the progress of participants to really master what has been taught. The mentoring was carried out for 1 month and showed a significant improvement in practicing online marketing.

"We are very grateful for being accompanied until we can. Indeed, during the training process, we did not understand much of the material that had been delivered. This assistance is very useful for us. Now, we don't have to bother trying to reach the market to outside the island or even to buyers from abroad."

c. Sales evaluation

Evaluation is carried out after the training and mentoring process has been completed (Sulistyan, 2020). The results of the sales evaluation showed a fairly good increase. Although not as targeted, because the digital marketing platform includes a new store, so many potential buyers still don't know. Sales for 6 months showed an increase of 13%. This result is still below the target of an increase of 20%. However, along with the number of buyers who buy this product, the target in the next 2 years will be able to increase according to the target.

Assistance and digital marketing training for Batik Cahaya UMKM in Lumajang Regency, East Java, Indonesia in an effort to introduce Lumajang batik to the international community has been in accordance with what has been planned. The concept of training and mentoring is carried out in collaboration with universities as trainers and the government as policy makers, as well as providing facilities to promote products. This concept has been widely known as the triple helix concept which has helped these MSMEs in getting to the global (international) market. This is indicated by the presence of several buyers from abroad who buy directly at the production site. They are interested in the description that has been included on the online trading platform.

Some of the benefits obtained from the management of UMKM Batik Cahaya from digital marketing are as follows:

a. Ease of marketing products

Products that have been marketed by word of mouth and are difficult to get into some big stores, now don't need to be reworked. It is enough to use an Android cellphone or laptop to be able to market their products.

b. Time efficiency in marketing products

Marketing that is done manually or word of mouth does take a long time. With digital marketing, you can save up to hours with a wide reach.

c. Minimize marketing costs

The costs incurred for word of mouth marketing are not small. In addition, there is also a lot of risk of product damage when the goods are brought to be marketed. Digital marketing at Batik Cahaya UMKM is able to reduce marketing costs by up to 70%.

- d. Ease of transacting
Transactions made on the digital marketing platform are quite easy. With m-banking facilities or being paid at online payment services, it can be done.
- e. Unlimited range
The reach of digital marketing is limitless. Enough with internet facilities, Android phones and laptops can access the platform.

Conclusion

The main conclusion in this study is that theoretically the perspective of social exchange can be associated with fairness in organizations, but with different impact values if it is related to the felt obligation felt by individuals. This study adds value by offering empirical evidence in arguing that distributive justice could be a better predictor for felt obligation rather than perceived organizational support. The findings of this study can be considered applicable to public organizations. When public officers are obey organizational rules and policies that they believe to be fair, this is when they could perceive higher support from their organization, it will cause change at the workplace associated with felt obligation. These results suggest that public officers who are more feels treated fairly in their rights and obligations will likely demonstrate more positive attitude that is supportive of the change in public organization. Specifically, the results of the present study suggest that employees who are more positive of their employing organizations are more likely to perceive their feeling that organization is supporting them. Nevertheless, the effect found in this current study would have some important implications for today's changing in public organizations. This study adds to the growing number of studies that have found a positive connection between public officers' distributive justice, perceived organizational support and felt obligation. It recommended that performing similar studies that continue not only to examine the relationships between these variables, but also by integrating with another conceptual framework from another theory perspective. Future studies might increase the possibility for using confounding variables in conceptual model. However, further research should examine respondents across different sectors and geographic locations, while a wider scale would help establish the reliability and validity of the current findings.

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