

# THE EFFECTIVENESS OF DIGITAL MARKETING IN INCREASING THE MARKETING OF LEGENDAR CRACKERS PRODUCTS IN SAWANGAN

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## Abstract

Most MSMEs in rural areas utilize and increase the value of local raw materials to produce a product. Utilization of local raw materials as superior products for SMEs is carried out in particular in the Sawangan Hamlet, Sawangan Village Magelang Regency. One of the SMEs that utilizes local raw materials is the centre for making *Gendar* crackers. Products produced from these raw materials are very popular with traditional ones. However, good marketing has yet to support the amount of product produced. This is due to the need for more marketing personnel and the absence of a food product brand. Based on this, the servant assists the MSMEs in marketing strategies. In assisting marketing activities, the servants assist by providing training on the use of social media as a marketing tool and making product labels or brands that become the identity of the *Gendar* Cracker snack product from Sawangan hamlet.

**Keywords:** *Digital Marketing; Social Media; E-commerce.*

## Abstrak

Sebagian besar UMKM di pedesaan memanfaatkan dan meningkatkan nilai bahan baku lokal untuk menghasilkan suatu produk barang. Pemanfaatan bahan baku lokal sebagai produk unggulan UMKM dilakukan di khususnya Dusun Sawangan Desa Sawangan Kecamatan Sawangan Kabupaten Magelang. Salah satu UMKM yang memanfaatkan bahan baku lokal adalah sentra pembuatan makanan ringan Kerupuk Gendar. Produk yang dihasilkan dari bahan baku tersebut banyak peminatnya khas dengan tradisionalnya. Akan tetapi, banyaknya produksi yang dihasilkan belum didukung oleh pemasaran yang baik. Hal tersebut disebabkan karena kurangnya tenaga pemasaran maupun belum adanya brand dari produk makanan tersebut. Berdasarkan hal tersebut pengabdian melakukan pendampingan kepada UMKM tersebut dalam hal strategi pemasaran. Dalam membantu kegiatan pemasaran, pengabdian melakukan pendampingan dengan memberikan pelatihan pemanfaatan media sosial sebagai sarana pemasaran serta membuat label produk atau brand yang menjadi identitas produk makanan ringan Kerupuk Gendar dari dusun Sawangan.

**Kata Kunci:** *Digital Marketing, Media Sosial, UMKM*

## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a very significant role in empowering MSMEs amid globalization and high competition; MSMEs must be able to face global challenges, such as increasing product and service innovation,

developing human and technological resources, and expanding marketing areas (Mirani et al., 2022). MSMEs also have a significant role in the movement of the rural economy. MSMEs have contributed to improving the rural economy, absorbing labour, and increasing income for rural communities that have low incomes (Mulyani et al., 2019). In addition, most MSMEs in rural areas can utilize and increase the value of local raw materials to produce goods. MSMEs often utilize resources from agriculture, plantations, animal husbandry, and trade (Putri & Jember, 2016).

Based on the results of observations made by the servant, in general, the potential of the area in Sawangan Hamlet, Sawangan Village, Sawangan District, Magelang Regency has potential in the agricultural sector, one of which is rice plants that produce rice. Rice is, of course, no stranger to all of us; rice is a basic need for Indonesian people in general; of course, rice is always there every day. Besides being used as a basic need, rice can also be processed into several other types of food, one of which is processed into gendar crackers, which can provide additional benefits if processed professionally. Gendar crackers for the people of Sawangan Hamlet are certainly no strangers to this type of food. Gendar crackers are a processed type of Javanese ancestral heritage which is now extinct due to the eroding of the times by modern processed foods. Gendar crackers in the past were almost found in all Javanese people during religious holidays because they were the main dish in welcoming guests who came to their houses. Gendar crackers have a crunchy and savoury taste which is great for snacking while discussing or chatting and even more delicious with hot tea or sweet coffee. Gendar crackers can also be served at lunch or dinner as an additional snack. Gendar crackers can also be developed as a home-processed business; in addition to maintaining traditional food inherited from their ancestors, it can also increase income for the community.

This is in line with Prabowo's opinion (2018) that digital marketing is promotional activities and looking for markets through online digital media by utilizing various tools such as social networks. Digital marketing usually consists of interactive and integrated marketing that facilitates interaction between producers, distributors and potential customers. The use of digital marketing is expected to increase economic value for MSMEs in Sawangan Hamlet. However, the constraints Gendar Crackers' home-based businesses face in marketing lie in the need for more understanding of marketing strategies and product innovation. Gendar Cracker Products produced by home-based entrepreneurs are limited to flavours that are still original (original) as well as marketing activities that are still traditional. Marketing of Gendar Crackers is only for loyal customers.

The perpetrators of this Gendar Crackers home-based business are unfamiliar with other promotional media, such as social media; so far, sales promotions have been carried out by word of mouth. Likewise, the packaging aspect is still straightforward; there is no packaging, no labels or brands. Even though the brand element is an

essential marketing management factor. So, in assisting marketing activities, servants provide training on using social media as a marketing tool and making product labels or brands that become the identity of rice-based snack products from Sawangan hamlet. The label or brand is affixed to the packaging and is expected to increase the selling value of the snack product.

## 2. METHOD

Service activities in Sawangan Hamlet, Sawangan Village, were conducted for 45 days. The approach taken in this community service activity uses Participatory Action Research (PAR). PAR is a method part of research that involves various stakeholders (relevant parties) in terms of assessing the actions to be carried out so that better improvements and changes are formed (Manalu & Rasyidah, 2021). In carrying out community service using PAR, four stages must be carried out: Inquiry, Action, reflection, and inquiry (Azhari et al., 2020). The stages are as follows:

- a. Inquiry is a stage carried out by the servant to identify problems and target needs.
- b. Action is a stage to form a work pattern and determine how to implement it. In other words, Action is an illustration of alternative solutions to solve existing problems and is manifested into several work program items to be implemented.
- c. Reflection is the stage that is carried out after the activity is carried out in the form of findings and results from the program.
- d. The last inquiry stage is conducted to find problems that arise after the program or activity is implemented.

The implementation of service activities carried out by servants includes socialization and training in the use of social media as a marketing tool. In this case, the servant provides training on using Instagram social media facilities. In addition to providing materials and training, the service also makes labels, logos and brands used in the packaging of MSMEs products. Other activities carried out by the service include accompanying MSMEs actors in production and marketing activities carried out daily by MSMEs actors. Marketing activities carried out include assisting in finding new customers.

## 3. RESULTS AND DISCUSSION

### Survey

This activity begins with a survey to find object problems, as shown in Figure 1. Some of the object problems in the Kerupuk Gendar home business, namely marketing, are still traditional and have yet to lead to a digital concept so that marketing reach is still local. Then, there is no bookkeeping or financial reports from the production results. The business owner only records some transactions, so the expenses or income are not known in detail by the business owner. In Sawangan

Hamlet, there are no Gendar Cracker home-based businesses, only Mrs Siti Sumaryam (Bu Yam), who produce it so that she has the opportunity.



Figure 1. The survey proces

### Socialization Regarding Product Marketing

Delivery of socialization carried out by volunteers independently to the place of production of the Gendar Crackers home-based business in Sawangan Hamlet from 09.45 to 10.15 WIB. Submission of socialization is made in a relaxed way by way of discussion. From the results of these discussions, information was obtained that the production of Gendar Crackers home-based businesses already had regular customers, starting from Sawangan, Muntilan, and the City of Jakarta (brought by children) in other areas of Magelang Regency. However, there were no results for Gendar Crackers produced by Mrs Yem, who managed to enter their products. To shops, minimarkets or supermarkets.



Produk Figure 2. Socialization Regarding Product Marketing

This product has the potential to be made into typical Magelang souvenirs; according to Bu Yam's husband, if these Gendar Crackers are practised, there will be opportunities for homemakers. Moreover, the Gendar Crackers distribution system is carried out by self-distribution and customers who come alone to buy Gendar Crackers at the production house. According to Bu Yam, one of the obstacles in developing Gendar Crackers is the supply of the primary raw material, namely rice and the weather factor; when it is the rainy season, you cannot dry Gendar Crackers properly. Until now, the home production of Gendar Crackers is still producing the original flavoured Gendar Crackers. Due to human resources and raw material constraints, they cannot produce Gendar Crackers with various flavours and use regular plastic.



Figure 3. Packaging of Gendar Crackers Before Branding

### Production of Gendar Crackers Digital Branding

Branding is the primary identity that directly becomes the appearance of the product, so appearance management is an important aspect that home industry players must consider because the first five seconds of a glance determine the choices of consumers in the market (Jayengsari, 2021).

Branding activities on products we disseminate to business actors are by providing a logo on the packaging. The gendar cracker product made by the gendar cracker home-based entrepreneur in Sawangan Hamlet does not yet have a brand or logo on the packaging. This is a drawback of these products because, with a logo, consumers can recognize a product more efficiently; of course, it also helps businesses market their products. For consumers, it will be easier to remember images or shapes in getting to know a new product. Logos or brands can also be one of the promotional media to introduce product brands to consumers so that products with a logo and brand can be distinguished from other products or similar products. Based on these considerations, the servant made a logo and brand in various forms; stickers affixed to the packaging and soft file forms used for online promotions.



Figure 4. Branding

Currently, with conditions where anyone can easily access the internet, this is an opportunity for business actors to use internet facilities to increase their sales. Social media has become a platform for business activities, providing marketing strategy information to businesses to sell their products through Instagram and Whatsapp. With social media, the scope of marketing will be much more comprehensive, and profits can increase. The servant has created an Instagram account that anyone can easily access; previously, the servant also gave directions to business people regarding its use. The results of the training are as follows:

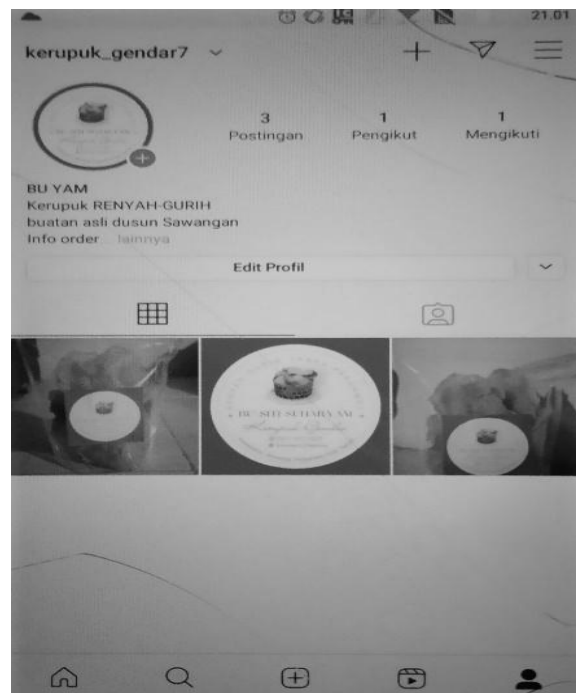


Figure 5. Online Sales Marketing

#### 4. CONCLUSION

One of the obstacles for MSMEs in marketing their products is the need for more knowledge about digital marketing or online marketing. Servants provide digital marketing training with Instagram and Facebook because MSMEs actors are constrained by their age and human resources. Suppose MSMEs actors understand the importance of digital marketing. In that case, the servant hopes they will be motivated by digital marketing and make it a means of promoting their products and expanding their marketing reach. In community service activities, it can be concluded that MSMEs actors are interested in digital marketing. However, MSMEs actors need to understand the technology and also need to understand how to maximize various social media and marketplaces to create products that can influence buyers.

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