



Optimization of “Major Shoesclean” Shoe Care and Washing Services : Integrating Digital Platform Technology to Increase Promotional Effectiveness

Aditya Galuh Dimas Prayoga¹, Suprayitno², Christian Wicaksono³,

May NovitaAndriyani⁴, Dhavina Agtha Audrea⁵

^{1,2,3,4,5}Universitas Kristen Teknologi Solo

 tianchrist2005@gmail.com

ARTICLE INFO

Article history

Received : 21-11-2024

Revised : 27-12-2024

Accepted : 27-12-2024

Keywords

Major Shoesclean, Shoe Care Services, Digital Technology, Marketing, Community Service, Education, Information Systems

ABSTRACT

This report presents the results of a community service initiative aimed at optimizing the shoe care and cleaning services provided by Major Shoesclean, a small and medium enterprise (SME) established in Klaten. With the growing awareness of the importance of shoe maintenance, Major Shoesclean faces challenges in expanding its market reach and enhancing service quality. To address these challenges, this initiative integrates digital technology into marketing and service management processes. The methods employed include the development of a website, the introduction of Google Maps for better accessibility, and promotional activities conducted at the Ngarsopuro Night Market. These strategies aim to enhance visibility and attract a broader customer base. The outcomes of this initiative indicate significant improvements in operational efficiency, customer satisfaction, and public awareness regarding the importance of proper shoe care. The implementation of a computerized information system allows for better data management and streamlined service delivery. Overall, this program is expected to have a positive impact on the growth of Major Shoesclean and contribute to the economic empowerment of the local community, fostering sustainable development within the SME sector.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



A. INTRODUCTION

In the modern era where appearance is increasingly prioritized, shoes are no longer just foot protectors, but have become an important part of fashion and individual identity. Major Shoesclean, a local business engaged in shoe services and care, was founded by Christian Wicaksono in 2022 in Karangdowo District, Klaten Regency. The existence of

Major Shoesclean in Klaten has made it easier for local people who want to maintain the appearance and quality of their shoes.

The establishment of this business began with low public awareness of the importance of proper shoe care and the lack of services that meet good hygiene and care standards in the local market. From this phenomenon, the owner saw an opportunity to build the Major Shoesclean brand image as a professional shoe care and service.

The products offered by Major Shoesclean are shoe washing services and shoe re-dyeing services by providing attractive promotions in the form of washing 4 pairs of shoes for free 1 pair of shoes and very affordable prices, which are guaranteed to be cheaper than competitors. Following are the details of the service prices at Major Shoesclean

Major Shoesclean business has a stable turnover from 2022 to 2023, the Major Shoesclean business produces a turnover with an average net income of between Rp. 2,500,000,- to Rp. 3,000,000,- every month, Major Shoesclean's business is able to achieve a turnover of Rp. 30,000,000,- to Rp. 36,000,000,- every year

Therefore, this research aims to develop income from the Major Shoesclean business through digital marketing platforms using websites, Instagram and Tik-tok

B. METHODS

1. Introduction

This community service implementation method aims to improve the quality of service and competitiveness of Major Shoesclean businesses through the integration of digital technology. This program was carried out by four students of the Faculty of Economics, Solo Christian University of Technology, mentored by one lecturer.

2. Initial Survey

Conduct an initial survey to understand the conditions and needs of Major Shoesclean's business. This survey includes interviews with the owner, direct observation of business processes, and analysis of existing services.

3. Problem Identification

From the survey results, we identified several main problems, including the lack of utilization of digital technology for marketing and customer management, as well as low public awareness of the importance of shoe care.

4. Solution Design

Based on the identified problems, we designed a series of solutions in the form of:

- a. Creation of a website to increase digital presence and easy access to service information.
- b. Development of a data-driven customer management system to improve service efficiency.
- c. Creation of Google Maps to make it easier for customers to find business locations.
- d. Use of social media as an effective promotional tool.

5. The program implementation was carried out in several stages:

- a. Google Maps creation: Collecting business data and registering it on Google My Business.

- b. Website Creation: Using the linktr.ee platform to integrate various social media and provide service information.
 - c. Receipt Creation: Designing a systematic receipt format for each transaction.
 - d. Marketing at Ngarsopuro Night Market: Organizing promotional activities with service demonstrations and offering special discounts.
6. Evaluation and Refinement
- After implementation, an evaluation was conducted to measure the impact of the implemented solution. Evaluation includes collecting feedback from customers and analyzing sales data. The evaluation results are used to improve and refine the existing service system.
7. Reporting
- The entire process and results of this community service are documented in a report that includes a summary of activities, analysis of results, and recommendations for next steps.

C. RESULTS AND DISCUSSION

The Major Shoesclean business has a stable turnover from 2022 to 2023, the Major Shoesclean business generates turnover with an average net income of between Rp. 2,500,000,- to Rp. 3,000,000,- every month, the Major Shoesclean business is able to achieve a turnover of Rp. 30,000,000,- to Rp. 36,000,000,- every year.

Therefore, this research was made with the aim of developing the income of the Major Shoesclean business through digital platform marketing using websites, Instagram and Tik-tok.

Here is the breakdown of service prices at Major Shoesclean :

Tabel 1.1 : Pricelist

PRICELIST	
FAST CLEAN / BERSIH CEPAT	Rp 20.000,-
DEEP CLEAN / BERSIH DETAIL	Rp 25.000,-
PREMIUM TREATMENT	Rp 35.000,-
WHITE SHOES	Rp 30.000,-
UNYELLOWING	Rp 35.000,-
WHITENING	Rp 35.000,-
REPAINT	Rp 50.000,-
ANTI NODA	Rp 10.000,-

The results in the discussion in our research plan to create a system that does not yet exist to help business owners, namely :

1. Creation Google Maps *Major Shoesclean*

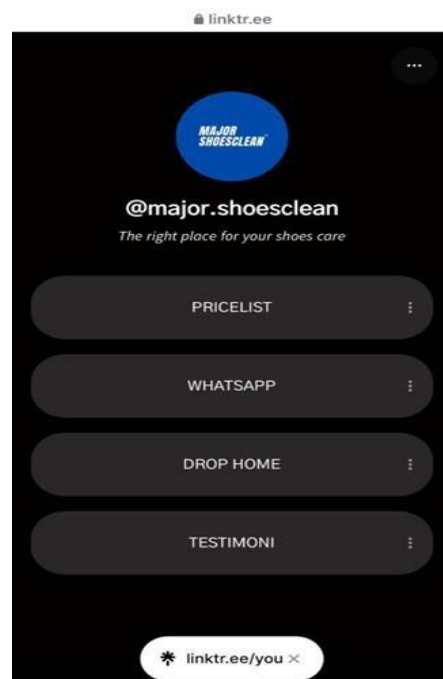


Google Maps is used to introduce products to consumers. This approach allows for easier

pict 1 Google Maps Major Shoesclean

and more efficient information dissemination to reach the target market with appropriate and engaging content. (Bintang and Buana 2022).

2. Creation Website and Bussiness Bookeeping *Major Shoesclean*



Pict 2 Website Major Shoesclean

The websites to be created are linktr.ee, Instagram and Facebook (Nurjani and Kurnia Dewi 2022).

3. Creation Payment Receipt *Major Shoesclean*

NO	DESKRIPSI	JML	TREATMENT	TOTAL
1	Jordan	1	DEEP CLEAN	25k
2	Vans	1	DEEP CLEAN	25k
3	Reebok	1	DEEP CLEAN	25k
4	Diadora	1	DEEP CLEAN	25k
5				
6				
7				
8				

Informasi Pembayaran:
CASH a/n
SEA BANK Christian Wicaksono
SHOPEE PAY
DANA
GOPAY

Major Shoesclean

Pict 3 Payment Receipt *Major Shoesclean*

Note generation is done systematically and professionally, ensuring every transaction is recorded clearly and accurately in accordance with Business standards. All important information such as service type, total payment, and transaction date are included for ease of administration and customer reference.

4. Creation of wider marketing through Ngarsopuro Night Market



Pict 4 gift Voucher



Pict 5 dokumentation Voucher

Ngarsopuro Night Market is a night market located in the Ngarsopuro area of Solo, Central Java. This market is usually held on weekends,

Friday and Saturday nights. Here, visitors can enjoy various types of traditional culinary, handicrafts, clothing, and other local products. In addition, there are cultural art performances such as music and dance that add to the festive atmosphere. Ngarsopuro Night Market is one of the favorite tourist destinations in Solo because it presents an atmosphere that is thick with local culture.

D. CONCLUSION

This laundry service business is part of the shoes treatment business. This service includes fast clean, deep clean, premium treatment, white shoes, unyellowing,

whitening, repaint, and anti-stain. A person's business can make them not have time to take care of their shoes. therefore, maintenance and washing are needed so that the shoes can last long, look clean and comfortable when used.

Some things that need to be considered are the tools used, shoe materials and materials that are suitable for their use. Major Shoesclean will be ready to serve every consumer who needs shoe washing and maintenance. The output generated from this laundry service business is the creation of comfortable, clean, durable shoes, ease of interaction between customers and admin, ease of ordering and ease of transactions, so that it can make people entrust Major Shoesclean to do shoe care and washing.

E. ACKNOWLEDGEMENTS

Thanks to Major Shoesclean for being our partner and for helping and being involved in all of these activities. In addition, thanks to Drs. Suprayitno, M.Si. who have been willing to guide this activity from beginning to end. Thanks to various parties who have helped a lot so that this activity can run well.

F. AUTHOR CONTRIBUTIONS

Activity design: (Christian Wicaksono; CW), Article preparation: Aditya Galuh Dimas Prayoga (AGDP), Analysis: May Novita Andriyani (MNA) , Presentation of results: Dhavina Agtha Audrea , Article revision: CW , Other contributions : Suprayitno (S)

G. BIBLIOGRAPHY

- Bintang, Dava, and Candra Buana. 2022. "Penerapan Metode Service Quality Di Bisnis Jasa Cuci Sepatu 'Bisa' Skripsi Untuk Memenuhi Sebagian Persyaratan Mencapai Derajat Sarjana S1 Manajemen Program Studi Manajemen Disusun Oleh."
- Karimah, Zahrotul, Ahmad Musthofa, and Universitas Panca Marga. 2023. "Upaya Pemerintah Dalam Mengembangkan Umkm Melalui Program Car Free Day Di Kota Kraksaan" 8 (Februari): 99-111.
- Nurjani, Yeni, and Rizki Moriana Kurnia Dewi. 2022. "E-Commerce Penyedia Jasa Cuci Sepatu Pada Bell Shoes." *FORTECH (Journal of Information Technology)* 6 (2): 70-76. <https://doi.org/10.53564/fortech.v6i2.890>.
- Rakhmah, Syifa Nur, and Irfan Rizki. 2022. "Sistem Informasi Pelayanan Jasa Laundry Sepatu Pada Queen Shoes Cleaning." *Jurnal Kajian Ilmiah* 22 (1): 21-34. <https://doi.org/10.31599/jki.v22i1.782>.
- Salim, Helmi Agus, Bagus Qomaruzzaman Ratu Edi, and Yani Dahliani. 2022. "Pendampingan Pkm Jasa Cuci Sepatu 'Shoes Old Footwear' Desa Tanggul Kulon Kecamatan Tanggul." *Jurnal Pengabdian Masyarakat (Jpm)* 2 (1): 25-30. <https://doi.org/10.31967/jpm.v2i1.561>.