

Application of Product Design, Design of Digital Promotion Tools and Design of On-Line Marketing Media for MSMEs Pupuk Bokashi in Getasan District Semarang Regency

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ABSTRACT

Community service aims to help provide solutions to problems in the fields of production, promotion, and marketing faced by MSMEs of Pupuk Bokashi, Getasan District, Semarang Regency. Community Service is carried out to improve product quality, expand marketing areas, and increase the income of partner MSMEs. The problem faced by MSME partners is the lack of ability of MSME actors to master science and technology, think creatively, and innovate in designing products, product packaging, designing promotional tools, and marketing their products, so that marketing area coverage is still limited and sales turnover is still low. The solution will be provided, namely Providing training and assistance in implementing attractive product and packaging designs, creating digital promotional tool designs and creating online Marketing Media designs to expand marketing areas and increase sales turnover, creating new ideas from online media, and assistance in making accounts on Social Media and selling accounts on the Marketplace. The method used is to provide training and assistance in making product and packaging designs, promotional tool designs, and online marketing media designs. Application of technology in creating product designs, product packaging, promotional tools, and online marketing media will affect product quality, expansion of marketing areas, increase in sales turnover, and increase in MSME profits. Changes in marketing behavior from conventional to online marketing must be balanced with the ability of MSME players to design products to make them more attractive, design effective digital promotional tools so that products are easily recognized, and use online marketing technology to expand marketing areas. It is hoped that online marketing media will be an effective choice for MSME players so they can reach a wider marketing area, increase sales turnover, and increase the profit level of Pupuk Bokashi MSMEs, Getasan District.

A. Introduction

Getasan District, Semarang Regency is a District Area with an area of approximately 65,796 Km². This area consists of 13 sub-districts consisting of; 1. Batur Village, 2. Getasan, 3. Jetak, 4. Kopeng, 5. Manggihan, 6. Ngrawan, 7. Nogosaren, 8. Polobogo, 9. Samirono, 10. Sumogawe, 11. Tajuk, 12. Tolokan, 13 Wates. The number of recipients of the Family Hope Program (PKH) in 2020, in Getasan sub-district, Semarang Regency is as many as 1,972 people. Number of PKH recipients (Family Hope Program), Getasan District, Semarang Regency, in 2020, ranked 2nd. This situation is the background for the service team to carry out service activities for KPM PKH Graduation Prokus Getasan District, so that they can increase income and welfare, so that they can be economically independent.

Bokashi fertilizer produced by partner MSMEs is sold to flower and vegetable farmers in the Getasan sub-district at a price of IDR 4,000/ 5 kg, while the price of Bokashi fertilizer on the market is IDR 20,000/ 5 kg (at the Shopee market place). The low selling price of Bokashi fertilizer in the Getasan area is due to the low purchasing power of the Getasan community and this has implications for the low

income of partner MSMEs. The strategy for partner MSME businesses to be more advanced and developed requires training and assistance in improving product quality by branding, providing information on product composition and benefits. Provide assistance in creating representative and attractive product designs, creating digital promotional designs and online marketing media. Implementation of creative and innovative product promotion and sales activities using digital promotional tools and online sales systems on webcommerce and marketplaces, so that products can compete in the national market. The application of online marketing technology, apart from being cheap, also requires no special skills in carrying out the initial initiation, social media is considered capable of directly reaching consumers. The lack of knowledge of partner MSME actors regarding the application of online marketing technology to expand marketing areas and increase business is the basis that inspires the Community Service team to provide training and assistance in the application of online marketing technology. The training and assistance that will be provided are; Training to create attractive and representative product designs, training to design digital promotional tools, and online marketing media design. The existence of problems in the fields of production, promotion and marketing has become a basic reference for providing solutions to overcome the problems faced by partners.

B. Partner Problems

Based on the results of initial observations that have been made, as well as identifying the problems faced by MSMEs, then the formulation of the problem faced between, is as follows:

a. Problems in the production sector

Bokashi Fertilizer MSMEs, Getasan District have not designed the product and product packaging to make it more attractive and of better quality.

b. Promotional issues

MSME products are only marketed around the business location, is not yet known by the wider community. MSME partners have not carried out attractive and effective promotions by using appropriate technology so that the product is better known to the public and can reach a wider marketing area.

c. Problems in marketing

The product marketing area is still limited and the target market segment targeted has low purchasing power. Members of Pupuk Bokashi MSMEs in Getasan District have not mastered online marketing technology, do not have sales accounts on social media or market places, and have not been able to apply it for business expansion and business development.

C. Solutions and Outcome Targets

Solution

In order to solve the problem of managing and processing cattle waste faced by Cattle Livestock MSMEs which are KPM PKH Graduation Prokus in Getasan District, of course an appropriate solution is needed. With this solution, it is hoped that partner MSMEs can develop in accordance with the goals expected from this community service activity. From the existing problems, the community service team formulated several solutions to solve the problems faced by partners.

Solutions to solve problems faced by partners are as follows:

- a. Bokashi Fertilizer MSMEs, Getasan District have not designed the product and product packaging to make it look more attractive and of better quality. The solution that will be implemented is by providing training and assistance on how to improve product quality so that it is more attractive to consumers and creating product packaging designs starting from shape, color, graphics, branding, illustrations, letters and design layout. A good and attractive packaging design will illustrate the quality of the product through visual design.

- b. So that Bokashi fertilizer products have good quality during the production process, if there is waste that is still lumpy, it must be crushed or smoothed first. During the fermentation process the temperature must be maintained at 40°up to 50°C.
- c. Solutions to problems in the field of promotion
 Agar products are better known by the target market segment, and training and assistance in creating digital promotional designs have been carried out. Ways of promotion using social media and websites that have been implemented include: a) Using flyers, b) Creating interesting content, c) Promoting online marketing websites through social media
- d. Solutions to problems in the field of marketing.

MSME products so they can reach a wider marketing area, has been carried out training and assistance in creating online marketing media designs both through social media and marketplaces so that the product is better known to the public.

Outward activities follow:

Several output targets have been completed in community service activities funded by DIPA Polines in solving problems of partner MSMEs, in this case, the problems faced by Pupuk Bokashi MSMEs, Getasan District, include:

1. Implementation of attractive and representative product design and product packaging
2. Improved product quality
3. Application of digital promotional tool design
4. Design implementation of online marketing media by MSMEs to maximize business development

Based on the description of the solution and output targets, the activity output achievements are prepared in Table 1 below:

Table 1. External Achievements

No	Outer Type	Estimated Achievement Indicators
1	Product packaging design and improving the quality of partner MSME products	100%
2	Online sales system on social media and marketplace	100%
3	Speaker at scientific meetings	100%
4	Scientific publication in the journal Packed	100%
5	Publication in mass media	100%

D. Method

After understanding the concept of problems and problem-solving in the concept of community service, the next method for implementing community service is:

Activity Method

The methods or methods used in this community service activity are training and practical assistance in the application of product design, product packaging, digital promotional tools, and online marketing media design by partner MSMEs, delivered by practitioners and lecturers who are experts in their fields as well as students who have competence in the field of digital marketing.

Impact of activities

The impact of this community service activity is: (a) The creation of a regional impact on service activities is the increasing recognition of the product "Bokashi Fertilizer" is intensively produced by MSMEs KPM PKH Graduation Prokus Getasan District of quality and known nationally, as a local Getasan product icon that has strategic potential value. An increase in economic value by improving product quality, product packaging, implementing digital promotional design, and online marketing media design will have implications for increasing selling prices and increasing the income of partner MSMEs. (b) The impact of adding value to products "Bokashi Fertilizer" is heavily produced in Getasan

District is the increase in labor absorption in communities around MSMEs for processing “Bokashi Fertilizer” and helped market it as well as developing the entrepreneurial spirit of the population to utilize the free time of the residents of Getasan and its surroundings to help process and market products in the Getasan and surrounding areas offline and online marketing so that they can reach the national marketing area.

Creating a regional impact on P3M Polines activities, so that P3M Polines Institutions and Units become increasingly well known in the Central Java region and surrounding areas.

E. College Eligibility

High level of experience

Through the Research and Community Service Unit, Politeknik Negeri Semarang has carried out various Training, Mentoring, and Skills Improvement activities, namely in the fields of Entrepreneurship Management, Production and Operations, Finance, Marketing, and the Application of Science and Technology to various MSMEs and other types in Central Java. The implementation of this community service program is also supported by equipment owned by Politeknik Negeri Semarang, including equipment and laboratories in all departments that can support the implementation of these service activities.

Human resources of the implementation team

The implementing team has competencies that are appropriate to the program being implemented so that it does not hinder the program planning and implementation process. The implementing team is teaching staff from the Marketing Management Study Program, Department of Business Administration, and Polines with educational backgrounds and supporting expertise. In this activity, the implementing team consists of several different areas of expertise and experience, both in the fields of entrepreneurship, finance, marketing, and production and in the application of science and technology to various MSMEs in Semarang and its surroundings.

The implementing team has competencies that are appropriate to the program being implemented so that it does not hinder the program planning and implementation process. The implementing team is the Polines Business Administration Department teaching staff with supporting educational backgrounds and expertise. In this activity, the implementing team consists of several different areas of expertise and experience, both in the fields of entrepreneurship, finance, marketing, and production, and in the application of science and technology to various MSMEs in Semarang and its surroundings.

The team in this community service program has experience in carrying out community service with DIPA funds, including: 1. Strengthening the Economic Added Value of Tofu Industrial Waste through Product Diversification, Improvement of Production Processes and Expansion of Potential Markets for Gembus Chips Products in Gentan Bawen Village (DIPA year 2015), 2. Character Education through the Development of an Anti-Corruption Multimedia Simulation Laboratory in PAUD and HIMPAUDI in Ngrembel Village (DIPA Fiscal Year 2015), 3. Red Bean Processing and Packaging in the Subur Lestari Farming Women's Group, Bansari Village, Temanggung Regency (DIPA 2015), 4. Implementation of Homestay Management in the Context of Ecotourism Village Development in Sekatul Village, Semarang Regency (DIPA 2016), 5. Utilization of Appropriate Technology and Management for Oyster Mushroom SMEs in Tembalang District, Semarang City (DIPA 2016). 6. Development of the Kandri tourist village through empowering MSMEs in the Gunung Pati District Area (DIPA 2016). 7. Development of E-Learning Learning Media at Eka Sakti Middle School Semarang (DIPA 2017), 8. Development of oyster mushroom-based processed products in the context of strengthening the household economy in Rowosari village, Tembalang District, Semarang City (DIPA 2017). 9. Application of Science and Technology and Improving the Quality of Various Crackers and Chips Products in Tandang Village, Tembalang District, Semarang City (DIPA 2019). 10.

Application of Science and Technology in Processing Oyster Mushroom Baglog Waste into Commercial Bokashi Fertilizer in Tandang Village, Tembalang District, Semarang City (2020 DIPA), 11. Development of oyster mushroom-based processed products in the context of strengthening the household economy in Meteseh Village, Tembalang District, Semarang City (2020 DIPA), 12. Digital Marketing Channel Selection Model and Its Implementation in the Semarang City Bokashi Fertilizer Business Group in Efforts to Reach the Market (2021 DIPA). 13. Processing Oyster Mushroom Baglog Waste into Commercial Bokashi Fertilizer in Sendangguwo Village, Tembalang District, Semarang City (DIPA in 2021), 14. Application of Product Marketing Technology Using On-Line Media for MSMEs in Meteseh Village, Tembalang District, Semarang City (DIPA in 2022), 15. Implementation of Science and Technology and Improving the Quality of Various Crackers and Chips MSME Products in Mangun Harjo Village, Tembalang District, Semarang City (DIPA 2022). 16. Processing Cattle Waste into Bokashi Fertilizer in Getasan District, Semarang Regency. (DIPA 2022).

F. Results and Discussion

Community Service Activities with the title: "Application of Product Design, Design of Digital Promotion Tools and Design of on-line Marketing Media in MSMEs Pupuk Bokashi **in Getasan District, Semarang Regency**", This can be implemented well and smoothly, supported by the facilities and infrastructure provided by the training organizer. The method used is to provide training and assistance in creating attractive product and packaging designs, creating digital promotional tool designs and creating online marketing media designs to expand marketing areas and increase sales turnover, creating new ideas from online media, and assistance in creating accounts on Social Media and selling accounts on the Marketplace.

Apart from providing training and assistance in making product design, packaging, digital promotional tools, and creating online marketing media designs, we also motivate the participants to be braver in innovating, so that the product is more popular with the target market segment. This community service activity is the result of collaboration with the Getasan District, Regency, Semarang. Bokashi Fertilizer UMKM, Getasan District, is a PKH KPM (Beneficiary Group). (Family Hope Program) Procus Graduation (Social Entrepreneurship Program), whose members are 3 (three) solid bokashi fertilizer craftsmen in Getasan District, Semarang Regency. Service activities will be carried out on Monday, September 25, 2023, from 09.00 WIB to 15.30 WIB, at Mrs. Dwi Soerati's house, Kp. Gowongan, RT. 04, RW. 02, Manggihan Village, Getasan subdistrict, Regency Semarang. The opening and welcoming remarks were carried out by Team Leader Isnaini Nurkhayati, SE, MM, and Chair of Pupuk Bokashi UMKM in Getasan District, Semarang Regency, Mrs. Dwi Soerati. The service activity was attended by 4 Pupuk Bokashi MSMEs in Kopeng Village, Getasan District, and 4 Lecturers from the Business Administration Department of Politeknik Negeri Semarang.

The results of this Community Service Activity are as follows:

1. Training to capture business opportunities
After training, participants can capture bigger business opportunities and develop their businesses.
2. Business management and marketing training
Participants can run a business with good business management and are motivated to further develop their business so that it has implications for increasing marketing areas, sales turnover, business development, and profit levels of MSME Partners.
3. Implementation of attractive and representative product design and product packaging
4. Application of digital promotional tool design
5. Training on the application of online marketing technology by MSME Partners
Participants can apply online marketing technology using social media and Market Place (Shopee)
6. Become a speaker at a scientific meeting (Sentrikom 2023)
7. The existence of scientific publications in journals or proceedings (Sentrikom 2023)

G. Conclusion

From all Community Service activities, it can be concluded as follows: (a) Community Service Participants are 5 MSMEs in Pupuk Bokashi, Kopeng Village, Getasan District, Semarang Regency. (b) The material provided includes Training and mentoring product design, packaging design, digital promotional tool design, Online Marketing Media design, and making Business Accounts on social media a selling accounts on the Marketplace. (c) This activity can run smoothly and well. (d) The equipment and materials provided include:

- a. Showcase
- b. Plastic Press Tool (Sealer)
- c. Thick clear plastic packaging
- d. Brand sticker

It is hoped that in the coming year, training and assistance can be provided in the implementation of Digital Marketing using various media.

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