



## **PRODUCT MODIFICATION TRAINING AND DIGITAL MARKETING IN THE PANDEMIC ERA: MSMEs PRODUCTION EMPING PANCUR VILLAGE, SERANG CITY**

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### **ABSTRACT**

*MSMEs are trading businesses carried out by individuals or groups that refer to productive economic businesses. The business carried out by individuals or groups in Sepring, Pancur Village, Taktakan, is a processed business from melinjo, namely emping. Conventional marketing, namely by marketing directly to local markets or areas, products that are still original chips, and the Covid-19 pandemic are obstacles for MSMEs. This training method has stages, the first stage is a direct survey to see the production and marketing process of MSMEs, the second stage is planning and implementation. The result of this training activity is that it can increase the knowledge of MSME business actors about the legality and licensing of institutions or products, knowledge about modifying products according to market needs and implementing digital marketing through a marketplace or online shop in collaboration with village youths..*

**Keywords:** *Modification; Digital Marketing; MSMEs;*

### **INTRODUCTION**

Training is a series of individual activities systematically improving expertise and knowledge to have professional performance in their fields. The purpose of training is to improve productivity, quality, support HR planning, improve member morale, provide indirect compensation, improve safety and performance health, prevent expiration of personal abilities and knowledge, and improve personal abilities and expertise (Widodo, 2015). According to Rivai and Sagala (2011), training systematically changes employee behavior to achieve organizational goals.

According to Sofiyandi (2013), the principles of training first in the implementation of training participants must participate actively because participants will be faster to master and know the various materials provided is participation. The two are interconnected as examples of trainees giving a general explanation of the work before they learn the specifics of the work is Relevance. The three training programs must be tailored to the needs faced in the actual job is Transference. The fourth is always done repeatedly because participants will be quicker to meet and remember what has been given is Repetition. The fifth of each training program that is implemented consistently requires feedback that is to measure the extent of success of the training program is Feedback.

Training is concerned with the expertise and ability of employees to carry out current work. From some understandings it can be concluded that research is a process of individual activities and planned groups, and has the goal of changing the expertise or abilities of individuals and groups.

Any change made to a product (size, shape, color, style, price, etc.). Product modification is usually done as an effort to revitalize the product to increase demand. This product modification aims to increase sales volume by modifying product quality improvement, product characteristics or features, and product models.

Marketing is identifying and meeting human and social needs. One good and concise definition of marketing is to meet needs profitably according to Kotler and Keller (2012). Steps in product marketing are getting to know customers well, doing the right promotions, building strategic business premises, creating systematic budgets, establishing good relationships with customers, creating their onlinestores, having social media, enabling email marketing and the last step is to run adropship system business (system with a sales system where sellers or dropshippers only need to market and sell other parties' goods without the need to buy them first (knocking goods)).

Digital marketing is one of the marketing media that is now in great demand by the public in supporting many activities (Pradiani, 2017). The benefits of digital marketing are speed of product deployment, ease of evaluation, and broader reach, low-cost practical dna, and brand name building. In addition, digital marketing has advantages and disadvantages according to (Markerter, 2017) among others, the advantages of digital marketing are that it can connect producers with consumers through the internet, getting higher sales income due to the narrower distance and time.

Emping is one of the products produced by the village sepring, the shower taktakan serang city. This community utilizes the produce in the form of tanks with processed products are emping products. Emping products themselves, consumed either directly or as a complement to food. But as the development of people's tastes, and market conditions. Emping enthusiasts are getting less, because there are similar new products, which are more attractive to consumers. Coupled with the condition of the covid-19 pandemic, the government took the initiative to reduce all other activities and mobilizations, to reduce the transmission of covid-19 which continues to surge, therefore the marketing carried out by MSME emping business actors is increasingly limited.

The problem faced by MSME business people is marketing difficulties, they still market their products through local regional stalls and traditional markets, and even if it does not sell will be returned by the stall or market. The next problem they still lack education from related agencies, yyakni disperindag kota serang, this is because their MSMEs have not been registered in the relevant office. So when there is reasonable educational assistance and help they do not get it. Furthermore, they are faced with the lack of technology, which is now all activities or activities carried out through technology.

Based on this background, it is necessary to conduct product modification training and digital marketing in the pandemu era: MSMEs emping products. The training is expected to help in the marketing of digitally generated products through marketplace applications or onlineshops so that emping can be known by the wider community.

## METHOD

Product modification training and digital marketing in the pandemic era is followed by MSME emping and youth businesses. The training was conducted face-to-face in the classroom of SDN Sepring Desa Pancur while still complying with

health protocols and simultaneously distributing hand sanitizers and masks to the participants.

This training brought two sources: DISPERINDAG Kota Serang about the role of MSMEs in the pandemic era, material about MSMEs emphasized the quality of the product itself, with legalities such as P-IRT and other legality permits. Moreover, the ways of MSMEs to survive with this pandemic condition are indeed through the assistance of DISPERINDAG itself. Then continued material about digital modification and marketing, by lecturers of Bina Bangsa University and TIM KKM Thematic Pancur Village. This material explains how the innovation of emptying products that are not only fried with one type of taste, this modification simulates emptying products with processed chocolate and candy (cracking emptying) and how to design products to attract the attention of consumers. After that the explanation of the steps in understanding the marketplace and onlineshop, the use of the marketplace with the steps to open tokoline one of them in tokopedia, explained ranging from how to open a store to store management in tokopedia. For onlineshop directing the steps of one such as domnesia, starting from knowing the types of websites, and managing the website itself.

The problem with MSME business people who do not understand the use of marketplace or onlineshop, this training also invites the youth of Sepring village. The youth are trained about entrepreneurship using digital marketing, this is a form of cooperation between youth and MSME businesses. The stages of product modification training and digital marketing in the era of the Pancur Village pandemic are as follows:

1. Survey : The survey was conducted to determine the production and marketing process of business actors. This is done to find out and make a SWOT analysis of MSMEs.

2. Planning : Planning is done in meeting the needs needed to facilitate the delivery of information. The first step is to determine the modification of the product used and determine the example of the marketplace or onlineshop to market the product and create an account, then determine the training schedule and formulate the material to be delivered during training and meet the completeness needed during training.

3. Implementation : The training was held for one day in the room of SDN Sepring Pancur on August 15, 2021. Educate manufacturers and youth to understand how to modify products, such as processed colorful chocolate emptying and candy (cracking emptying), and steps in managing marketplaces (tokopedia) and onlineshop (domnesia), to market products became an essential goal in this training

## RESULTS

The implementation of product modification training and digital marketing in the pancur village pandemic for emptying manufacturers and youth has been successfully implemented. The training was conducted to provide knowledge and dive for one day on August 15, 2021 to understand MSME businesses and youth modifying digital products and marketing. With this training, MSME emptying business actors and youth can use the marketplace of one of the tokopedia or onlineshop such as domnesia, the use of marketplace and onlineshop aims to promote efficiently and products that have been made can be known by the broader community so that it is elementary in the sales process. The indicators of achieving goals and benchmarks for training success are as follows:

**Table 1: Indicators of Achieving Goals and Benchmarks of Training Success**

| Purpose                                                                                                                                           | Luability Indicator                                                                                                                                                                                                                                            | Benchmarks                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Providing product quality training (cleanliness, idolatry, taste)<br>2. Providing training on how to legally MSMEs and P-IRT and other permits | <ul style="list-style-type: none"> <li>An understanding of the steps to make production good and correct</li> <li>Understanding of the steps in managing permits both production permits and MSMEs</li> </ul>                                                  | <ul style="list-style-type: none"> <li>Being able to implement the steps of making production excellent and correct.</li> <li>Able to take care of requirements related to production permits and MSMEs</li> </ul> |
| 3. Provide product modification training                                                                                                          | <ul style="list-style-type: none"> <li>Understanding of various variants of emping products, designing packaging</li> </ul>                                                                                                                                    | <ul style="list-style-type: none"> <li>Able to apply the steps in managing emping products in various variants or flavors</li> <li>Able to plan and describe attractive packaging designs</li> </ul>               |
| 4. Providing digital marketing training                                                                                                           | <ul style="list-style-type: none"> <li>An understanding of the importance of using technology in pandemic times</li> <li>An understanding of marketing strategies</li> <li>An understanding of the differences between marketplaces and onlineshops</li> </ul> | <ul style="list-style-type: none"> <li>Able to implement steps using marketplaces such as tokopedia and onlineshop such as domainesia</li> </ul>                                                                   |

The training activities were conducted in two sessions, namely the first session related to material about the role of MSMEs in the pandemicera, this session was explained from the DISPERINDAG team of SerangCity, which explained about how vital MSMEs are to survive pandemic conditions, explaining about the steps to make good and correct food products. Moreover, explain the licensing measures or legality of MSME institutions and product licensing to be ready for circulation. With the MSME data recorded in DISPERINDAG, there will be long-term marginalization for MSMEs that have been dividedin each sub-district.

The second session deals with product modification and digital marketing. This material explains how to modify the product by demonstrating or simulating processed emping products with different flavors, such as chocolate emping and permpen emping. This material also explains the use of marketplaces and onlieshops to market production to be known more by the wider community. The use of onlineshop in examples such as creating a website in domainesia, ranging from tailoring to the onlineshop website with the name of the msme businessman. For marketplace exemplified using tokopedia,

just like onlineshop here, trainees are also taught how to open a store in tokopedia.

Back with the problems faced by MSME business actors themselves, which they can not all understand the use of technology for marketing, this training also directs the youth of sempring village as a form of cooperation with business actors. This youth are ready to try to entrepreneurship using technology with products from MSME empowering themselves. Below is a documentation of the implementation of product modification training and digital marketing in the pandemic era of Pancur Taktakan Kota Serang village.



Figure 1  
Participants of MSME empowering and Youth business actors



Figure 2  
material and simulation from The Serang City Disperindag Team





Figure 3

Presenter of the material while demonstrating the steps of using digital marketing

## CONCLUSION

Based on the discussion on product modification and digital marketing in the pandemic era in the village of Pancurvillage, it was concluded as follows:

1. Trainees can understand the importance of the role of MSMEs in the economy.
2. Participants can understand the steps to apply for legality permits for MSME institutions and their products.
3. Participants can cooperate with Disperindag Kota Serang in mentoring.
4. Product modification is needed and must be done by MSMEs in order to survive the market competition, of course, it still has its characteristics. Processed emping products in addition to fried, one of the modifications offered in this training is chocolate emping and candy emping.
5. Participants can apply the use of marketplace and online shop.
6. Trainees can work together from MSME businesses and local youth to increase sales and entrepreneurship.

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