



STRENGTHENING MSMEs THROUGH OPTIMIZATION OF TECHNOLOGY UTILIZATION FOR MARKETING MEDIA IN TOROH PURWODADI SUBDISTRICT

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ABSTRACT

Pemasaran produk pada paguyuban UMKM Toroh masih di lakukan dengan cara sederhana yaitu menunggu pembeli untuk mendistribusikan produk di sekitar wilayah Purwodadi, pendapatan dari hasil penjualan belum optimal maka diperlukan strategi meningkatkan penjualan. Pelatihan dari tim pengabdian kepada masyarakat bertujuan untuk meningkatkan wawasan dan keterampilan pemilik UMKM dalam menggunakan media online untuk meningkatkan jangkauan pemasaran. Melalui strategi ini maka akan ada peningkatan omset pada para pelaku UMKM secara signifikan sehingga masyarakat Toroh lebih sejahtera. Pelatihan yang diberikan kepada paguyuban UMKM disambut antusias oleh anggota paguyuban, 21 anggota paguyuban terlibat aktif dalam kegiatan pengabdian kepada masyarakat. Kegiatan pelatihan dilaksanakan dalam dua tahap. Tahap pertama pemberian materi dan tahap kedua berupa praktek. Evaluasi kegiatan pengabdian kepada masyarakat dilakukan oleh tim pengabdian bersama dengan peserta pengabdian. Pelatihan berlangsung dengan lancar dan setelah mengikuti pelatihan diharapkan peserta dapat menerapkan penggunaan media online untuk memasarkan produk UMKM Toroh. Sehingga jangkauan pemasaran produk akan lebih luas dan pada akhirnya akan dapat meningkatkan pendapatan pemilik UMKM.

Product marketing in the Toroh MSMEs group is still done in a simple way, namely waiting for buyers to distribute products around Purwodadi area, revenue from sales results are not optimal, it is necessary to increase sales strategy. The training from the community service team aims to improve the insights and skills of MSMEs owners in using online media to increase marketing reach. Through this strategy, there will be an increase in turnover in MSMEs significant so that the people of Toroh are more prosperous. The training given to MSMEs groups was enthusiastically welcomed by members of the group, 21 members of the group were actively involved in community service activities. Training activities are carried out in two stages. The first stage of material giving and the second stage in the form of practice. Evaluation of community service activities is carried out by the community service team together with the participants of the service. The training took place smoothly and after attending the training it is expected that participants can apply the use of online media to market Toroh MSMEs products. So that the range of product marketing will be wider and will eventually be able to increase the income of MSMEs owners.

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INTRODUCTION

Toroh is a sub-district in Grobogan Regency, Central Java Province. Geographically, Toroh subdistrict is located in the fertile valley of Kendeng Mountains. The southern part of the district is in the Kendeng mountain range. Toroh sub-district is an area in the form of highlands and lowlands located at an altitude of 100-500 meters above sea level. Judging from the map of Grobogan regency, Toroh district is located and directly adjacent to Purwodadi City in the south. The distance between the district capital and Purwodadi city is 7 km. The accessibility of this sub-district is quite high, because it is directly adjacent to Purwodadi city and has a fairly good road access. This sub-district is located between the cities of Surakarta and Purwodadi. Administratively, Toroh sub-district consists of 16 villages, 81 RT, and 153 RW with the capital in Sindurejo Village. This sub-district has an area of 119.31 Km² with a population in mid-2009 of 116,114 people (Grobogan Regency, 2017).

The communities in Toroh subdistrict are mostly farmers, traders, and self-employed people. Based on the initial observations carried out on February 19, 2019, it is known that in Toroh subdistrict there are 45 MSMEs whose products are in the form of food, beverages, clothing, and water furniture. Based on data from Disperindag Grobogan Regency (2017) one of the problems faced by MSMEs owners in Toroh subdistrict is the narrow reach of marketing and the low ability of human resources in utilizing technology as a means of marketing.

The marketing coverage so far is only the area around Purwodadi. Whereas in the era of technology as it is today, technology has an important role in improving the marketing of MSMEs products. So with the marketing reach that is still narrow only around Purwodadi, the income from MSMEs owners is not optimal. The details of the number and types of MSMEs in Toroh subdistrict can be seen in table 1.

Types of MSMEs	Location	Amount
Food	Bandungharjo, Boloh, Depok, Tunggak	22
Clothing	Depok, Kenteng, Krangganharjo	6
Furniture	Sugihan, Depok, Tambirejo	7
Drinks	Boloh, Depok, Krangganharjo	10
TOTAL		45

Source: Processed data from Disperindag Grobogan (2017)

The lack of knowledge and skills of MSMEs owners in the utilization of technology to increase marketing reach resulted in the turnover of sales of products produced is not optimal. Therefore, it is necessary to conduct training activities to MSMEs owners in Toroh subdistrict related to the use of technology to improve product marketing. Technology

that can be utilized to increase marketing reach, including web, blog, Facebook, YouTube, Instagram, twitter, telegram and wa group. The modern technology will enable MSMEs owners to expand their customer network. So, it will allow more people to see MSMEs products that are not usually affordable with other advertising media. In essence, by using technology, MSMEs owners have the opportunity to continue to grow and establish relationships with potential customers only by continuing to be active in the media. So that the sales turnover will increase and will eventually improve the welfare of the community in Toroh District, Grobogan Regency. Community service activities need to be carried out in connection with strengthening MSMEs through the use of technology to improve the marketing of MSMEs products.

PROBLEM

Based on the analysis of the situation, it is known that the main problem of partners is the low knowledge and skills of MSMEs owners in utilizing technology as a marketing medium. Whereas at the moment the role of technology is very important for product promotion as well as means of communication and establishing relationships with potential customers. The lack of use of technology as a marketing medium resulted in the marketing reach of MSMEs products in Toroh subdistrict only around Purwodadi. This condition results in sales turnover is not maximal so that MSMEs income is also not optimal. Being in the wrong commitment with partners, the priority of the activities is the divinity of the way and skills of MSMEs owners in technology towards the origin to improve product marketing. This community child storage activity will be in it a training consisting of material sessions and practice technology use for marketing facilities.

Community service activities for MSMEs owners in Toroh subdistrict are expected to help overcome the problem of low knowledge and skills of MSMEs owners in the utilization of technology for marketing media. Solutions to overcome these problems by conducting training on the use of technology for marketing media.

Training activities are a form of transfer of knowledge and skills regarding the use of technology for marketing media. The training activities are divided into two stages. The first stage is the provision of materials and discussions about technology. The second stage is the practice of using technology as a means to increase marketing reach. The target audience of this community service activity is the owner of MSMEs in Toroh Subdistrict as many as 21 people.

Community service activities will be carried out in the form of training on the utilization of technology as a means of increasing marketing reach, generating program outreach in the form of: 1) knowledge of

MSMEs owners in Toroh Subdistrict regarding the use of technology for increased marketing media, 2) skills from MSMEs owners in Toroh Subdistrict in using technology as increased marketing media.

In summary, the target of extraordinary achievements of community service activities can be seen in table 2.

Outer Type	Achievement Indicators
Improving the knowledge and skills of MSMEs owners in Toroh Subdistrict	MSMEs owners in Toroh sub-district increased their knowledge and skills in using technology as a marketing medium.

Table 2. Outer Achievement Target

METHOD

The main problem of partners is the low knowledge and skills of MSMEs owners in Toroh subdistrict in the use of technology as a marketing medium. Related to partner issues, community service activities will be carried out in the form of training. Therefore, the methods used are lectures, questions, discussions and practices. The work procedures in this community service activities are as follows: 1) the preparation stage, the implementation stage, and 3) the evaluation stage.

The preparation phase includes the preparation of training materials, the preparation of training places, the preparation of MSMEs owner training participants in Toroh Subdistrict as many as 21 people. In addition, the preparation of facilitators and instructors consisting of two lecturers and two students, the timing of the implementation of the training and the preparation of facilities and infrastructure.

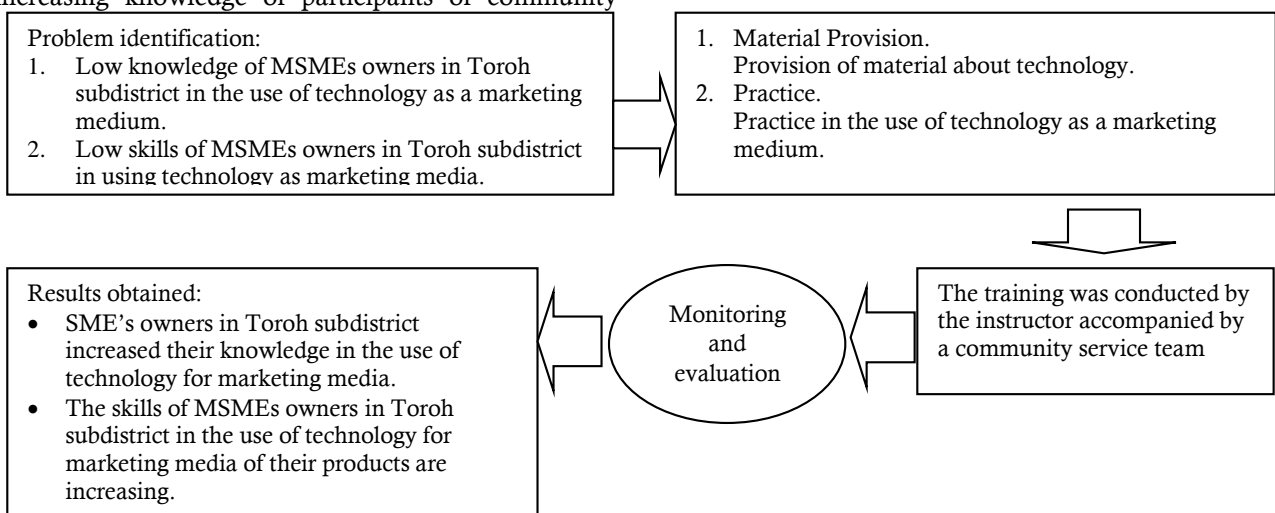
The training will be conducted in two stages. The first stage is the provision of material on technology, where each participant will get knowledge from the material submitted and then participants can be active to discuss the obstacles faced. Outside this stage is the increasing knowledge of participants of community

In the second stage in the form of practice, namely the practice of using technology as a means of marketing MSMEs products. In this second stage, the trainees are made into a large group by hoping to share information with each other to practice the material that has been delivered. External in phase 2 is the increasing skills of participants of community service activities in using technology as a marketing medium of the products it produces. In phase 2, practical activities are carried out using technology as a means of marketing.

The evaluation stage is the last stage in this community service activity. At this stage, it is done by: a) assessing the ability of the trainees in the use of technology as a marketing medium for their products, b) assessing the level of activeness of participants in training activities, and c) assessing the level of attendance of participants during community service activities.

Partners in this community service activity are the Toroh MSMEs Association, chaired by Suparno. The participation of partners in the community service activities of this are: 1) Give information on problems experienced by owners of SMEs in the obscurity of honor Toroh , 2) Give information with respect to data Total Project ah member of the Society of SMEs Toroh , 3) Give a cooperation agreement with the team community service from the Department of Economic Education, Faculty of Economics, State University of Semarang to organize community service activities in the form of training with partners , 4) provide recommendations for members of the Toroh MSMEs association who will become participants in community service activities , 5) facilitate community service activities to the community in the form of places and infrastructure to support training activities.

The flow chart of community service activities can be seen in figure 1.



service activities regarding the use of technology as a marketing medium. In phase 1, material delivery activities on technology are carried out.

Figure 1. Community Service Activity Flowchart

RESULTS AND DISCUSSIONS

The service was held on Sunday, July 14, 2019 at the residence of Mr. Suparno as chairman of the Toroh MSMEs Group, which was attended by 21 participants. In the implementation is divided into two stages in the first stage, namely the delivery of information related to the efficacy of the use of online marketing media submitted by the resource person, Mrs. Dr. Murwatiningsih, M.M. which was then continued with a question and answer session. The knowledge conveyed is related to the understanding of online and offline marketing, Marketing is an overall system of business activities aimed at planning, offering, pricing, promoting and distributing goods and services to satisfy the needs of existing buyers and potential buyers, called direct marketing (offline). While online marketing is online marketing conducted through an interactive online computer system that connects customers with sellers electronically, called indirect marketing (online).

In addition, materials about online marketing strategies are also delivered. Online marketing strategies include 1) MSMEs owners are encouraged to have virtual stores either owned or intermediaries, 2) using Facebook as advertising media. 3) Blogging or website content for promotion, 4) running email marketing 5) using marketing provider sites (e.g. through Facebook, Instagram, other social media). Online marketing benefits for buyers 1) convenient, 2) access and more complete options, 3) interactive and faster, 4) provide lots of access and information, while for sellers 1) effective relationships with consumers, 2) can be set up appropriately, 3) reduce cost effectively and efficiently 4) Global medium.

Differences in offline and online marketing targets. Offline marketing 1) limited / specific / narrow marketing reach, 2) promotional strategies for small stores: banner brochures etc., large stores through television, 3) brand introduction based on trust, 4) consumer apprehension: affordable prices, good product quality 5) purchases must be made to the intended store. While online marketing 1) broader marketing reach, 2) promotional strategies: SEO (Search Engine Optimization) SEM (Search Engine Marketing) and social media. 3) Consumers do not care about brand, 4) consumer experience in review (responses, testimonials) 5) purchases do not need to be made to the store.

How effective online marketing works 1) determine your subscribers now, 2) the importance of google as online marketing, 3) determine keywords, 4) Social Media, 5) Improve your content, 6) pay attention to landing pages, 7) choose marketing targets, 8) pay-per-click ads, 9) monitor conversion prices, 10) don't forget to determine your budget. Online marketing challenges 1) limited consumer provision and purchase

2) demographics and entrepreneurs being distorted, 3) chaos, 4) security 4) ethical concern. The documentation at the time of material giving by the source can be seen in figure 2.



Figure 2. Material Submission by Dr. Murwatiningsih, MM.

In the first stage after the submission of information, it is continued with discussions and question and answer questions. At the time of discussion and Q&A participants were actively involved in asking about the advantages of marketing with online media, as well as the difficulties that may be faced by participants, then there were some of the participants by providing questions related to the online system, from the question it can be concluded that participants do not understand the terms of online media.

The second stage is to conduct mentoring by dividing groups that then provide persuasion communication in the hope that participants are interested in actively participating in knowing and trying to use marketing with an online system. At this stage, group participants were introduced to social media as a form of using technology as a marketing strategy in accordance with each platform. Various media sites marketing technology will require different techniques. So there needs to be a development strategy that corresponds to the platform to be selected. There are several social media that can be used in product marketing as follows: 1) Facebook, 2) Google+, 3) Twitter, and YouTube.

Facebook is one of the technology with the largest number of users in Indonesia. Using Facebook as a marketing strategy is done by starting to create a Facebook Fanpage for online business purposes. Pay attention to the layout and visual components are one of the keys to gaining a lot of followers. The fanpage page on Facebook was set up to build good relationships between potential customers. Not only that, on the use of Facebook can also post other content, such as articles that still have something to do with the business that has been formed. On the Facebook page you can also post pictures, videos, graphic info, and more.

Google+ is a new competitor to existing technology platforms. By using Google+ for technology, it can upload, share photos, videos, links.

The use of this technology can also take advantage of the Google+ Circles menu to divide followers into small groups. Thus, it is possible to share information with some already selected followers. Using Google+ can also try hosting video conferences with Hangouts and try experiment features in creative ways.

Twitter is a technology marketing tool that allows in broadcasting updates throughout the website. To gain followers, you can follow several similar Twitter accounts, which still have the same field of business or business. This is done with the intention to provoke followers. Keep tweets up to date with special offers, discounts, and interesting content updates in creative and fun ways. Be sure to always retweet if there are good testimonials from customers. If you use Twitter as a marketing tool, it means that Hasus is willing to actively interact with potential customers.

YouTube is a great marketing tool for video content. Many companies try to create creative and interesting video content. If you want to use YouTube as a marketing tool, then multiply the video content that is instructive. For example, "How to". This can be useful for improving video search results from Google. So keep an eye on the content and keywords of the video to be created.

In essence, utilizing technology as a marketing tool is indeed a surefire step to build the best online business. However, it will be useless if the technology account does not have many Followers. Therefore, however and whatever technology platform is chosen, it must try to get a lot of followers first. Followers are certain parties that have an interest in the business platform developed. So that the marketing strategy created will be seen and attract the interest of the follower.

The participants were very enthusiastic in participating in the training activities. They'll ask if there's anything that's not yet understood. The documentation of participants when participating in the training activities can be seen in figure 3.



Figure 3. Participants listening to the material delivered by the resource person

In the application of this technology utilization system, there needs to be effective and efficient

assistance because from the results of discussions and question and answer it is known that participants are still not familiar with the technology system introduced. The current system with manual system is a sale that is done traditionally by waiting for some buyers from some areas who are ready to take the results of the product. Mentoring carried out by the service team can be successful if there is intensive mentoring to increase the interest of business people to transfer technology consciously as a means of marketing development.

Community service activities at the Toroh MSMEs Group as a whole went smoothly. Community service activities are carried out in the form of training. Training on the use of online media for marketing MSMEs products is divided into two stages. The first stage is material giving and the second stage is practice in using online media for marketing MSMEs products. Participants of community service activities are very enthusiastic in participating in this devotional activity. After participating in this activity, it is expected that the trainees can apply the use of online media in marketing MSMEs products in Toroh. So that the marketing reach will be wider and will eventually be able to increase the income of MSMEs owners.

Based on the information obtained during the discussion and question and answer, it is known that intensive mentoring process is needed until participants feel ready with technology transfer because some members do not understand the types of technology introduced or are not familiar with the technology. Therefore, this dedication is expected to be carried out continuously to assist participants actively and attract participants to consciously want to transfer technology

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