



OPTIMIZATION OF MARKETING ON MSMEs "SUSU DAN YOGURT MARINOS" AT DISTRICT MUSUK, BOYOLALI REGENCY

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ABSTRACT

This program aims to pioneer and foster MSMEs Milk Marinos in overcoming the marketing of milk produced by farmers in Dukuh Gatakrejo RT 04/02, Sukorejo Village, Kec. Musuk, Boyolali Regency. Considering the number of milk that is not sold, then as an alternative, make milk pasteurized with various flavors that have a longer shelf life. This pasteurization will increase its selling value and shelf life by producing it as milk and expanding its marketing. The program also aims to accelerate the diffusion of SME technology and management. As well as develop a link and match process between universities, SMEs, governments, and the community. This program begins with designing and manufacturing production equipment, mainly a moisturizer with a capacity of 50 liters equipped with UV light so that the products produced are sterile. The existence of such tools needs to be given technical guidance to employees involved in the production process. In addition, it is also given counseling about clean and halal production. In order to ensure the quality of production, it is sought to obtain an MD certificate from the Food and Drug Control Center of Central Java Province. The requirements for the certificate to be obtained, it is necessary to build and structure the production room, its equipment, and the necessary laboratories. The production room must always be sterile, with equipment ready for production purposes and packing until it is ready to be marketed. This program is expected to provide solutions to overcome the problem of selling farmers' livestock milk and increase its selling value, which means it will increase the income of existing dairy farmers.

Kegiatan Pengabdian Kepada Masyarakat Program ini bertujuan untuk merintis dan membina UMKM Susu Marinos dalam mengatasi pemasaran susu hasil peternak di Dukuh Gatakrejo RT 04/02, Desa Sukorejo, Kec. Musuk, Kabupaten Boyolali. Mengingat banyaknya susu yang tidak terjual, maka sebagai alternatif dengan dibuat susu pasturisasi dengan berbagai rasa yang mempunyai daya simpan lebih lama. Dengan diproduksinya sebagai susu pasturisasi ini akan meningkatkan nilai jual, daya simpan dan memperluas pemasarannya. Program juga bertujuan untuk mempercepat difusi teknologi dan manajemen UKM, serta mengembangkan proses link and match antara Perguruan Tinggi, UKM, Pemerintah dan masyarakat. Program ini diawali dengan perancangan dan pabrikasi alat produksi, utamanya adalah pasturizer dengan kapasitas 50 liter yang dilengkapi sinar UV agar produk yang dihasilkan steril. Adanya alat tersebut perlu diberikan bimbingan teknis kepada pegawai yang terlibat pada proses produksi. Disamping itu juga diberikan penyuluhan tentang produksi bersih dan halal. Guna menjamin kualitas produksinya maka diupayakan untuk mendapatkan sertifikat MD dari Balai Pengawasan Obat dan Makanan Provinsi Jawa Tengah. Untuk memenuhi persyaratan agar diperoleh sertifikat MD tersebut diperlukan pembinaan dan penataan ruang produksi dan perlengkapannya serta laboratorium yang diperlukan. Ruang produksi harus selalu steril dengan perlengkapan yang memadai untuk keperluan produksi, pengepakan hingga siap untuk dipasarkan. Adanya program ini diharapkan dapat memberikan solusi dalam mengatasi masalah penjualan susu hasil ternak petani dan akan meningkatkan nilai jualnya yang berarti akan meningkatkan pendapatan peternak sapi perah yang ada.

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INTRODUCTION

The beginning of 2020 may be a dark year for the Indonesian economy. The Covid-19 Pandemic has had a very significant impact on almost all lines of our national economy. Quoted from voaindonesia.com, Minister of Finance of the Republic of Indonesia Sri Mulyani on April 1, 2020, explained the possibility of our economic growth based on BI, OJK, LPS, and The Ministry of Finance estimates that economic growth will fall to 2.3 percent, even in the worst-case scenario the Financial Sector Stability Committee (KSSK) predicts economic growth to plummet to negative 0.4 percent. The considerable impact of the Covid-19 Pandemic on the National Economy occurred on almost all fronts, ranging from labor to industrial performance in the country. One affected is the micro, small, and medium enterprise sectors such as MSMEs, BUMDES, and Community Entrepreneurship.

Quoted from the BBC Indonesia website, Chairman of the Indonesian MSME Association (Akumindo), Ikhsan Ingatubun, physical distancing advice issued by the Indonesian government keeps people at home and does not go out to do their usual activities. One of the activities that disappeared from the routine is not shopping outside the house through existing MSMEs. Because of this, MSMEs have difficulty paying costs incurred either from fixed or not fixed costs.

The situation was also experienced by MSMEs milk and Marinos Yoghurt in Dukuh Gatakrejo RT 04/02, Sukorejo Village, Kec. Musuk, Boyolali Regency. This area is a small business center of milk and Marinos Yoghurt, with 2 artisans and milk sellers. The types of milk businesses found in Peterongan Village vary from artisans who sell packaged milk sold in liquid, instant, and squeeze materials, sold in nearby neighbors, schools, diamonds, and hospitals. This traditional milk business center is a hereditary business developed for a long time in Peterongan Village.

Milk is a drink rich in nutrients and needed by the community. However, dairy products need efficient marketing and sound processing in order to increase their durability of the dairy products in order to get maximum profit.

With the unfamiliarity of the product by the general public, Marinos should introduce the product more persuasively so that the public knows the product and the difference in the quality of the product compared to other products that have been there before.

Theoretical Studies

Branding Strategy

Branding is the value given to customers as a combination of design, symbols, signs, and names that distinguish a company's product from a competitor's

(Kotler & Keller, 2016). According to Landa (2006), the definition of branding is not just a brand or trade name of a product or service. However, everything related to the visible things of a brand ranges from trade names, logos, visual features, imagery, credibility, character, impressions, perceptions, and assumptions in the minds of the company's consumers. Branding is a statement of who (identity), what is done (products/services offered), and why a brand deserves to be chosen (privilege). A brand is a reputation, a reputable brand is a profitable brand, so the public trusts and chooses that brand (Neumeier, 2003). Branding is done to ensure the logo or brand is known by the public and create an emotional bond between consumers and industry players.

The branding elements are brand name, logo, visual appearance (packaging design, product design), spokesperson (celebrities, founding figures, company figures, mascots), words (acronyms, nicknames, slogans, taglines, jingles), and sounds (songs, tunes, thematic songs). There are three goals in building a brand: forming perception, building trust, and building love for the brand (Neumeier, 2003). While the branding function is as follows:

1. Differentiating,

A product will differ from competitors if it has a strong brand, so one brand can be easily distinguished from other brands.

2. Promotion and Attraction

Products with a brand will be quickly promoted and become a consumer attraction.

3. Building Image, Confidence Giver, Quality Assurance, and Prestige

A brand also serves to form an image of the community. Confidence, quality, and prestige in a product will be inherent in a brand based on the experience and information of the product.

4. Market Controller

A strong brand will easily control the market. The brand will be a threat to competitors for every step that is made. Besides, the public can be easily given additional information because they already know and believe in the brand.

For a business to succeed in a branding strategy, people must understand the needs and desires of customers. The brand should be in the mind of every customer.

A strong brand creates customer loyalty. Customers will make repeated purchases of products. In addition, a strong brand is also one strategy to win the market's competition. According to Schultz and Barnes (1999), branding strategy is an activity that organizes elements that aim to form a brand.

Product Sales

For Philip Kotler (2009: 22), the concept of sales is to believe that consumers and the business industry do

not want to buy enough materials that specific organizations offer.

Partner Issues

Identification of cases the adrift description of online Branding strategy in MSME Susu Marinos District Musuk Boyolali Regency is: MSME products in Musuk District - Boyolali Regency less transport something Theme and Special Concept on their products.

1. Aspects of HR quality in product diversification capabilities,
2. Aspects of increasing production quality include the availability of product SOPs,
3. Aspects of product licensing availability,
4. Aspects of promotional SOP

The identification of these problems to the formulation of the problems presented are what is the method of marketing group products using online marketing strategies to reach a broader market?

METHOD

This community service activity aims to increase knowledge and understanding of branding strategies and digital marketing development at MSMEs Susu and Yogurt Marinos in Peterongan Village (target audience). The specific purpose of the activity is:

1. Improve development capabilities by mapping market segmentation and target market.
2. Training and mentoring of digital branding development and Product diversification
3. Improve the ability to make attractive packaging to be preferred in market share.
4. Increase the ability to diversify MSME products

Figure 1.

Method of Activity

Early Conditions	<u>Pre Service</u>	Post Service
a. The Group of MSMEs of Milk and Yogurt Artisans in Musuk District of Boyolali Regency needs product innovation in preparation for market opportunities in the New Normal Era.	a. Basic marketing training and mentoring for MSMEs b. Product Innovation and Branding Assistance.	a. Milk and Yogurt Artisans can increase their productivity

The outcome of this training with training and mentoring will be obtained by MSMEs who understand the importance of branding strategy development. For the training to be carried out developed from training materials developed at LPPM USM Business Incubator with the following material details:

1. Basic Marketing Training and Assistance for MSMEs
2. Training and Mentoring Product Innovation and Branding

In implementing this training, will be equipped with MSME assistance through LPPM USM to monitor and mentor MSMEs Susu Marinos in Musuk District of Boyolali Regency in training application and sales strategy development.

Figure 1.

Devotion Method Scheme



RESULTS AND DISCUSSIONS

Implementation of Devotional Activities

Community Service Program activities carried out by the Community Service Program Implementation Team, namely the Economics Faculty of Semarang, are through the stages of listening, understanding, trying, and practicing and will be delivered in simple language, with the following details:

1. Focus group discussion. FGD is carried out before the activity begins, so there is coordination between the devotion team and partners. The devotional team conveys material about making Branding and Online Marketing for SMEs in theory and technique.
2. Lecture
Lectures are activities carried out to convey the material of the devotional activity program in the theory presented through PowerPoint Presentation (PPT).
3. Demonstration
At the demonstration, the implementation team will deliver material through practice on creating Brand and Online Marketing using

Instagram, Facebook, Twitter, Gojek, Grab, and Shopee application programs.



4. Q&A

Q&A is part of an activity event to solve problems so that partner difficulties can be solved.



The devotional program will be held on Sunday, December 23, 2020. Implementation of devotional activities at the SME business premises "Susu dan Yogurt Marinos" in Musuk Subdistrict, Boyolali Regency. The activity is carried out for 1 (one) day from 10:00 to 13:00 (1 x 3 hours). Thus the series of events carrying out devotional activities by the Community Service Team.

Event Array Table

Speaker's Material Clock

10.00 - 10.15	Opening of SME Chairman (Adhi Widyakto, SE, MM)
10.15 - 10.30	Devotion Team Welcome KSM Chairman
10.30 - 11.00	Submission of PKM material of USM Service Team (Rr. Pass Prapti NSS, SE, MM)
11.00 - 12.00	USM DevotionAI Team Practice (Asih Niati, SE, MM)
12.00 - 13.00	Q&A and discussion of the USM Devotion Team (John Suhardjo, SE, M.Si. AK. SUMP)

CONCLUSION

The conclusion of the implementation of community service to SMEs "SUSU DAN YOGURT MARINOS" is as follows:

1. MSME "Susu dan Yogurt Marinos" Actors Have Not Done Digital-Based Product Promotion to the maximum
 2. MSMEs "Susu dan Yogurt Marinos" is Less concerned about how to package products correctly so that they are less attractive to market share.
 3. MSME "Susu dan Yogurt Marinos" does not map market segmentation and target market
 4. MSME "Susu dan Yogurt Marinos" actors do not improve their ability to make various products
- The advice related to implementing community service in SMEs "SUSU DAN YOGURT MARINOS" is necessary to evaluate how to promote MSME Products online, including Instagram, Facebook, Gojek, Shopee, etc. It is also necessary to consider whether product packaging can already be liked by consumers and is attractive in market share.

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