



MARKETING OPTIMIZATION THROUGH DIGITAL ADVERTISING IN KOBAMIE JAYA COOPERATIVES, KENDAL DISTRICT

¹ Ahmad Sehabuddin, ²Joko Widodo, ³Indri Murniawaty

^{1,2,3} Universitas Negeri Semarang

ARTICLE INFO

Article History:

Received December 07, 2023

Accepted June 02, 2023

Available June 30, 2023

Keywords:

Digital Advertising,
Kobamie Cooperative,
Marketing

ABSTRACT

Business development is increasingly rapid and competition is getting sharper in capturing market share, companies are required to be able to empower their resources effectively and efficiently so that companies can have a competitive advantage. Kobamie Cooperative aims to prosper its members by expanding market share, especially in the use of digital media. However, in this case the Kobamie Cooperative has not been able to maximize its broad market share. In this case, the use of digital advertising has not been maximized. The solutions offered to overcome partner problems are training and assistance in strengthening marketing through digital advertising. The methods used in the community service include socialization activities, training, mentoring and evaluation of community service programs. The result of this community service is to increase partners' understanding of the concept of digital advertising, partners are able to practice, compose interesting content and images to be used as advertisements and partners are able to post advertisements via digital platforms. The conclusion of this community service is that this community service helps partners in marketing products via digital.

Perkembangan bisnis yang semakin pesat dan persaingan semakin tajam dalam merebut pangsa pasar, perusahaan dituntut untuk dapat memberdayakan sumber daya yang dimiliki secara efektif dan efisien agar perusahaan bisa mempunyai keunggulan bersaing. Koperasi Kobamie bertujuan untuk mensejahterakan anggotanya dengan memperluas pangsa pasar terutama dalam penggunaan media digital. Namun, dalam hal ini Koperasi Kobamie belum bisa secara maksimal meraih pangsa pasar yang luas. Dalam hal ini disebabkan karena penggunaan digital advertising yang belum maksimal dilakukan. Solusi yang ditawarkan untuk mengatasi permasalahan mitra yakni pelatihan dan pendampingan dalam penguatan pemasaran melalui digital advertising. Metode yang dilakukan dalam pengabdian meliputi kegiatan sosialisasi, pelatihan, pendampingan dan evaluasi program pengabdian. Hasil dari pengabdian ini adalah meningkatkan pemahaman mitra tentang konsep digital advertising, mitra mampu mempraktekkan, menyusun konten dan gambar yang menarik untuk dijadikan iklan serta mitra mampu memposting iklan via platform digital. Kesimpulan dari pengabdian ini adalah dengan adanya pengabdian ini membantu mitra dalam memasarkan produk via digital.

Address: Fakultas Ekonomika dan Bisnis Universitas Negeri Semarang

Correspondent Address:
Universitas Negeri Semarang
Email: acmadin@mail.unnes.ac.id

INTRODUCTION

Technological developments make consumers use technology to meet their daily needs. This can be seen from how much consumers use information technology facilities in fulfilling the information they need, one of which is the use of the internet. This will affect people's lifestyles to shift from conventional ones to online sales site transactions that are affected by the current changes in people's lifestyles. Changes in consumer behavior are due to the benefits of online purchases which are more practical and efficient in time, effort and costs.

Business developments are increasingly rapid and competition is getting sharper in seizing market share, companies are required to be able to empower their own resources effectively and efficiently so that companies can have a competitive advantage. Every company organization is expected to be able to develop a marketing strategy in order to survive in the face of competition, one of which is having a marketing strategy in the form of a marketing mix with digital marketing. The company's business strategy is expected to have an impact on financial, non-financial benefits, to survive in the industry, and to achieve the organization's long-term goals (Dewi and Warmika, 2017).

The e-commerce platform is a system developed for buying and selling activities via the internet. E-commerce platforms are developing very quickly in Indonesia because of the ease and low operating costs. Indonesia is a country with the largest number of e-commerce transactions in Southeast Asia which is expected to continue to increase until 2025 (Bisnis.com, 2020). Seeing the rapid growth of e-commerce, many small and large entrepreneurs sell their products through e-commerce platforms such as Tokopedia, Shopee, Blibli, Lazada and Bukalapak (CNN Indonesia, 2021). As a result, intense competition occurs between sellers to advertise and promote their products to make them look attractive to target consumers.

Digital advertising is a marketing mix based on the use of digital platforms. With online advertising, it will simplify and speed up the delivery of information to consumers. Erdoğan & Tatar, (2015) stated that promotion is one of the marketing activities related to offering attractive prices and providing marketing stimulus that can encourage buying interest.

According to Kotler and Keller (2016), social media is an internet-based medium that can be used by the public or consumers to share various things, such as text, images, sound or audio, or video with other people. Rolland & Parmentier, (2013) stated that online media is different from conventional media, such as radio, television, print media or mass media, because it has a wide scope or reach and is not managed by one party

only, so that business people can connect with one another. Others are easy to build co-creations with. Copeland & Zhao, (2020); Amornpashara, et.al (2015) explained that information or messages conveyed by online media can build consumer trust which encourages buying interest.

Kobamie Jaya Cooperative is a cooperative engaged in the culinary field. The Kobamie Cooperative aims to improve the welfare of its members by expanding market share, especially in the use of digital media. However, in this case the Kobamie Cooperative has not been able to optimally gain a broad market share. Product marketing techniques currently being carried out by the Kobamie Jaya Cooperative are using Facebook, Instagram and marketing by distributing flyers to consumers who are present. Marketing techniques are also carried out by placing banners in front of the entrance of the Kobamie Cooperative. In this case the Kobamie Cooperative has not maximized digital as a marketing medium. In this case, it is due to the use of digital advertising that has not been maximized. In this case, some of the partners' main problems are 1) difficulties in finding business partners or mentors, 2) partners have not been able to design digital advertising content for products being marketed, and 3) partners have not been able to apply digital advertising to products marketed through digital platforms.

Facts from the other side also prove that more and more companies are advertising via the internet and making competition between brands even tighter so that the growth of online advertising causes the provision of information to consumers to be excessive (excessive). The growth rate of online advertising can no longer be dammed or limited, therefore efforts are needed to increase effectiveness which is the main challenge for digital marketers. Intense competition in the business world triggers companies to implement a different strategy with the aim of attracting consumers and retaining consumers (Ho and Ho, 2008). In this case product marketing through digital advertising is an innovation in the field of marketing communications that aims to increase effectiveness, introduce products and provide product information to consumers online.

Based on the problems faced by the Kobamie Jaya Cooperative as a partner, it is necessary to conduct training and assistance in strengthening marketing through digital advertising. The output of this community service, partners are able to optimize digital advertising in marketing products to consumers and the market share will become wider.

METHOD

The approach method used in solving priority issues in an effort to strengthen HR aspects in digital

product advertising, the community service team designed the following method:

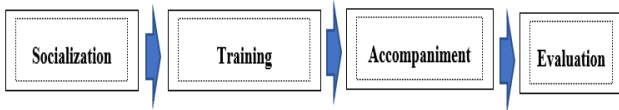


Figure 1. The Flow of the Community service Approach Method

Based regard to the devotional approach method can be detailed as follows:

- a. Socialization
At this stage, the dedication team will present material related to several things, namely the concept of digital advertising, techniques for applying digital advertising, the benefits of digital advertising in business development.
- b. Training
At this stage, the community service team will provide training in designing digital advertising content.
- c. Accompaniment
At this stage, the community service team will assist partners in applying digital advertising techniques in marketing a product to consumers. The mentoring phase will be carried out periodically during the community service time.
- d. Evaluation
At this stage, the aspect being evaluated is evaluating the ability and progress of the community service partner after the implementation of the community service activity. This evaluation activity aims to get feedback related to the implementation of the community service that has been carried out.

Based the approach method that will be implemented in this community service, it is hoped that it will have a positive impact on partner HR development in terms of digital advertising techniques. Details of the approach method, work procedures can be seen in the following table:

Aspects of the Problem	Science and Technology Solutions	Approach Method	Work procedures
Aspects of human resources in digital product advertising	Assistance in strengthening partner human resource aspects in digital product advertising	Socialization	Lectures, discussions, program evaluations
		Training	Lectures, discussions, practices, program evaluations
		Accompaniment	Lectures, discussions, practices, program evaluations
		Evaluation	Program evaluation/monitoring, feedback on service results

Table 3.1 Implementation Procedure of the Approach Method

RESULTS AND DISCUSSIONS

Profile of Kobamie Jaya Cooperative

Kendal Regency has 31,000 micro-scale MSMEs with 9,446 MSMEs registered in the ODS (Online Data System) system, 3,029 MSMEs have been provided with institutional and business assistance, and 2,561 MSMEs have been provided with training facilitation support, which it is hoped that Kendal MSME actors can penetrate the global market through the use of digital technology.

The bakery and noodle cooperative, or commonly called Kobamie Jaya Kendal, which has been incorporated since 2011, after previously taking the form of association since 2007, is one of the cooperatives in Kendal Regency. Its members are MSME actors whose businesses are made from flour, including processed noodles and bread.

The large number of MSMEs has the potential for Kobamie Jaya to participate in the success of the Kendal Regency government program in forming cooperative entrepreneurs and encouraging Kendal MSMEs to be able to create industries that are independent, adaptive and sustainable.

Community Community service Activites

- a. Socialization
In the socialization activity the community service team delivered material to the managers and members of the Kobamie Jaya Kendal cooperative. Partners who attended the dedication activity totaled 20 people. At this stage the dedication team delivered material on digital advertising concepts, techniques apply digital advertising, the benefits of digital advertising in business development. In this activity, the community service team and partners held discussions related to the material that had been presented.

- b. Training
After socialization activities related to the concept of digital advertising, the team conducts training or practices creating advertising content, sorting and selecting product images to be advertised, posting advertising content that has been compiled through applications owned by partners as a promotional event. Promotional media used by partners in this training are Instagram, market place via Facebook, whatsapp group, tik tok. The partner team was very enthusiastic about participating in the training, especially in sorting and selecting interesting content to publish on social media.



Figure 1. Socialization of the community service team to partners regarding the concept of digital advertising



Figure 2. Training on compiling digital advertising content

c. Accompaniment

Mentoring activities carried out after the community service team conveyed material to the partner team. The dedication team provides direct assistance and direction to partners when carrying out promotional activities via digital platforms. Mentoring activities are carried out in order to facilitate partners in maximizing the promotion of products that have been developed digitally.



Figure 3. Product advertising assistance activities via digital platforms

Community service activities regarding digital advertising training at the Kobamie Jaya Kendal Cooperative were carried out at the house of the chairman of the Kobamie Jaya Kendal Cooperative. The number of members who attended this dedication was 20 people. Community service activities carried out make a positive contribution to community service partners. The contribution made by the community

service team to community service partners is that partners understand how to promote products that have been developed via digital platforms. The community service activities carried out by the community service team for members of the Kobamie Jaya Kendal cooperative are carried out intensively. The partner team is enthusiastic in participating in the training organized by the community service team.

a. Socialization

At this stage the community service team provides understanding to partners related to the concept of digital advertising, techniques for applying digital advertising, the benefits of digital advertising in business development. The socialization activity was carried out with two activity agendas namely the delivery of material by the community service team and a discussion agenda between the community service team and partners related to the material that had been delivered.

On the discussion agenda, the partner team focuses on several things, namely 1) partners deepen their understanding in compiling interesting content and images of products to be uploaded on social media; 2) the community service team and discussion partners related to social media platforms that are effectively used as promotional media; 3) partners deepen the technique of uploading content that has been compiled through social media platforms.

In discussion activities, the partner team is more interested in promoting products via Facebook, Instagram, Whattshap groups and Tik Tok. This is because the members of Kobamie Jaya Kendal are very familiar with this platform. Apart from that, the platform is easy and does not require large costs to promote products. In this case, partners choose the digital platform in the hope that it will increase the sales turnover of the products that have been developed.

b. Training

Training activities are specifically for members of the Kobamie Jaya Kendal Cooperative after participating in the socialization agenda. The training activities focused on several things, namely the practice of creating advertising content, sorting and selecting product images to be advertised, posting advertising content. In the activity of practicing interesting advertising contexts, the partner team sorts and selects interesting words and images to post on social media. In this case the partner tries to use language that is tailored to the target market, with the hope that consumers can receive the information contained in the advertisement.

The activity of posting advertisements on the platform is carried out by partners when the content or message has been finalized. The partner team posts

content on several platforms, namely Facebook, Instagram, WhatsApp group and Tik Tok. The activity of posting content on the platform went smoothly. Partners are very enthusiastic in posting advertisements that have been compiled on social media. This is because facilities such as cellphones and the internet used by partners support the training process.

c. Accompaniment

Mentoring activities carried out by the partner community service team are carried out when partners are conducting training. In this case, the community service team accompanies partners when conducting training on compiling content and images to be posted and activities for posting content that has been compiled. The community service team in this case provides solutions to the problems faced by partners. The community service team accompanies partners who are constrained in compiling interesting messages. In this case the community service team helps in compiling interesting content before posting it on social media.

The dedication team also participates in accompanying partners when posting content that has been compiled. With direct assistance, the partner team managed to post advertisements via digital platforms. The partner team in this case is also very enthusiastic in participating in the community service held by the team.

d. Evaluation

Evaluation activities are carried out to determine the achievement of the community service program that has been carried out. Based on the evaluation that has been carried out, several things can be concluded, namely 1) the implementation of community service runs smoothly; 2) the partner team is enthusiastic in participating in the community service program that has been carried out; 3) the partner team understands the procedures for compiling and selecting interesting content and images to be arranged in advertisements by 88%; 4) all partner teams understand the procedures for posting content and images on social media that have been selected as promotional media.

CONCLUSION

Community service activities regarding optimizing marketing through digital advertising at the Kobamie Jaya Cooperative, Kendal Regency have a positive impact in terms of a) increasing understanding of the concept of digital advertising; b) able to practice and arrange interesting content and images to be used as advertisements; c) increasing understanding and being able to post advertisements via digital platforms. By doing this community service, it can help and in the hope that it will increase the quantity and sales turnover of the products being marketed. In this case, it will have

an impact on increasing the productivity of the business being carried out

REFERENCES

- Amornpashara, N., Rompho, N., & Phadoongsitthi, M. (2015). A study of the relationship between using Instagram and purchase intention. *Journal for Global Business Advancement*, 8(3), 354-370.
- Bisnis.com. (2020). Mantap Transaksi Ekonomi Digital Indonesia Diproyeksi Bisa Tembus Rp1.748 T di 2025. Diperoleh dari <https://ekonomi.bisnis.com/read/20201215/9/1331244/mantap-transaksi-ekonomi-digital-indonesia-diproyeksi-bisa-tembus-rp-1748-t-di-2025>
- CNN Indonesia. (2021). Tokopedia Jadi e-Commerce dengan Kunjungan Tertinggi di RI. Diperoleh dari <https://www.cnnindonesia.com/ekonomi/20210225192546-97-611036/tokopedia-jadi-e-commerce-dengan-kunjungan-tertinggi-di-ri>
- Copeland, L. R., & Zhao, L. (2020). Instagram and theory of reasoned action: US consumers influence of peers daring and purchase intention. *International Journal of Fashion Design, Technology and Education*, 13(3), 265-279. doi: 10.1080/17543266.2020.1783374
- Dewi, N. N. K. A., & Warmika, I. G. K. (2017). Pengaruh Internet Marketing, Brand Awareness, Dan Wom Communication Terhadap Keputusan Pembelian Produk Spa Bali Alus. *E-Jurnal Manajemen Udayana*, 6(10), 5580–5606.
- Erdoğan, İ. E., & Tatar, Ş. B. (2015). Drivers of social commerce through brand engagement. *Procedia-Social and Behavioral Sciences*, 207, 189-195. doi: 10.1016/j.sbspro.2015.10.087
- Ho, Shuk Ying; Kevin K. W. Ho. (2008). "The Effects of Web Personalization on Influencing Users' Switching Decision to a New Website". *Pacis 2008 Proceedings*. Paper 67.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management (15th ed)*. New Jersey: Pearson Education.
- Rolland, S. E., & Parmentier, G. (2013). The benefit of social media: Bulletin board focus groups as a tool for co-creation. *International Journal of Market Research*, 55(6), 809-827. doi: 10.2501/IJMR-2013-068