

Development of Promotion and Customer Management Programs at Jempol Food

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ABSTRACT

The development of Micro, Small and Medium Enterprises (MSMEs) in the Special Region of Yogyakarta Province has experienced rapid growth in recent years, where in 2022 there were 342,924 business units and in 2023 it increased to 344,757 business units. CV Prasadjo is one of the MSMEs engaged in the processing of basic food ingredients or snacks with a trademark called Jempol Food. These MSMEs have experienced quite rapid development but are still experiencing a number of problems in their business operations, especially in the field of marketing. The programs implemented are the development of online promotional content, personal selling optimization, the preparation of customer databases, the development of customer loyalty programs and helping production process activities. The purpose of this program is to improve Jempol Food's business performance through training activities and marketing program development.

INTRODUCTION

The development of Micro, Small and Medium Enterprises (MSMEs) in the Special Region of Yogyakarta Province has experienced rapid growth in recent years, where in 2022 there were 342,924 business units and in 2023 it increased to 344,757 business units. The increase in the number of MSMEs shows that the increasing public interest in entrepreneurship and business development has an impact on the level of labor absorption and improvement of community welfare. In addition, the increase in MSMEs in quantity also has an impact on the high level of existing business competition. For this reason, business people are required to be more creative in running their business and be able to develop products in accordance with changing customer wishes and needs (Virdianasari, 2021).

One of the MSMEs that is developing in Yogyakarta is Jempol Food, which is mainly engaged in the production of snack and processed food raw materials. Jempol Food is a trademark of CV Prasodjo which has been operating since 2013. This MSME is located in Sembuh Wetan, RT.04/RW. 25, Sidokarto, Godean, Sleman, Yogyakarta. The main purpose of this business is to help improve the economy, especially the surrounding community through the absorption of labor. The vision of Jempol Food is to care for the environment and produce clean and quality products. In running its business, Jempol Food is supported by 20 employees with working hours from 08.00 to 17.00 WIB.



Figure 1. Thimb Food Business Location



Figure 2. Production Process at Jempol Food

Jempol Food produces a variety of basic ingredients for snack/food products such as spring roll skin, dumpling skin, dimsum skin, rolade and others. The prices offered are very affordable starting from Rp. 10,000 to Rp. 15,000,-. Jempol Food's marketing area covers all regions in Indonesia, especially in Yogyakarta, Central Java, West Java, and Jakarta. Product marketing is carried out by opening outlets in a number of mini markets and shopping centers both in Yogyakarta and in other cities. In addition, Jempol Food also provides opportunities for other parties to become resellers. Product promotion is carried out through intensive promotion in mini markets and shopping centers by displaying Jempol Food products on display shelves and freezers. In addition, promotions are also carried out online through the website: www.Jempolfood.com, social media and marketplaces: Instagram, Facebook, TikTok and Shopee. In distributing products, online platforms such as Shopee Food, Grab Food and Go Food are also used.



Figure 3. Jempol Food Product Samples



Figure 4. Jempol Food Online Promotion Media

The development of Jempol Food's business continues to increase along with the many product demands. However, there are still a number of shortcomings in its business operations. Based on the results of interviews with Jempol Food management, it can be explained that a number of problems faced in developing a business, especially in the field of marketing, are: (1). Lack of online marketing activities due to limited human resource skills and conventional promotion programs are not optimized, (2). There is no customer loyalty program that can attract consumers to remain loyal to buy products at Jempol Food, and (3). There is no database of resellers and individual consumers. To overcome these problems, the solutions to the work programs carried out in this activity are: (1). Providing education for the development of promotional content through online marketing media and intensifying conventional promotional programs by approaching potential consumers directly, (2). Making customer loyalty cards that can be used by resellers and consumers to get incentives or rewards from Jempol Food, and (3). Compile a database of resellers and consumers.

IMPLEMENTATION AND METHODS

The method of implementing the activity is carried out through the following stages:

1. Observation and Interview

Observation was carried out by direct observation at Jempol Food regarding production activities, business governance and marketing. Thus, an overview of the business run by partners can be obtained. Interviews were conducted with the management of Jempol Food to explore information related to business developments and the problems faced. In this activity, there was also a joint discussion about the work program that will be carried out.

2. Program Implementation

This stage is carried out by implementing the work program that has been used to overcome existing problems. The programs carried out include education on online marketing content development, the implementation of offline promotions, the design of customer loyalty programs and the preparation of customer databases.

3. Program Evaluation

This stage is carried out with partners to review the results of the implementation of the activity program. It is hoped that the programs that have been carried out can be continuously implemented and developed so that they have a positive impact on business development.

RESULTS AND DISCUSSION

The implementation of the community service program will be carried out from April 23, 2024 to June 4, 2024 at Sembuh Wetan, RT.04/RW. 25, Sidokarto, Godean, Sleman, Yogyakarta. The results of the internship program activities are as follows:

Developing Online Promotional Content and Optimizing Personal Selling

Online promotion is a form of digital marketing that is shown through promoting and offering products to the market through digital media such as social networks and other online platforms. Digital marketing strategies that are carried out effectively will have an impact on improving marketing performance (Fadilah & Nuvriasari, 2024). Online promotions are widely adopted by MSMEs because they are easy to operate, have low costs so that they are able to reduce operational costs and can reach consumers widely (Nuvriasari et al., 2024). However, MSMEs often experience obstacles in developing online promotions due to limited knowledge and skills of human resources in developing online promotional content (Bria & Nuvriasari, 2024).

Online promotions on Jempol Food still have weaknesses, namely that promotional content is not developed, so it is necessary to update and develop promotional content to make it more attractive and can increase consumer buying interest. The online promotional content developed in this program is updating content on Instagram, TikTok and uploading new videos on YouTube. In addition, education is also provided in responding to customer reviews in online media such as reviews on Google Maps, marketplaces and other online media used by Jempol Food. Other promotional activities are carried out offline with *personal selling* or personal sales through product offerings directly to potential business partners. Personal selling provides benefits, especially introducing and explaining products directly to potential consumers so that they can strengthen relationships with potential consumers and can be followed up with product purchases (Izzati & Nuvriasari, 2024). The following are the results of the work program that has been implemented:

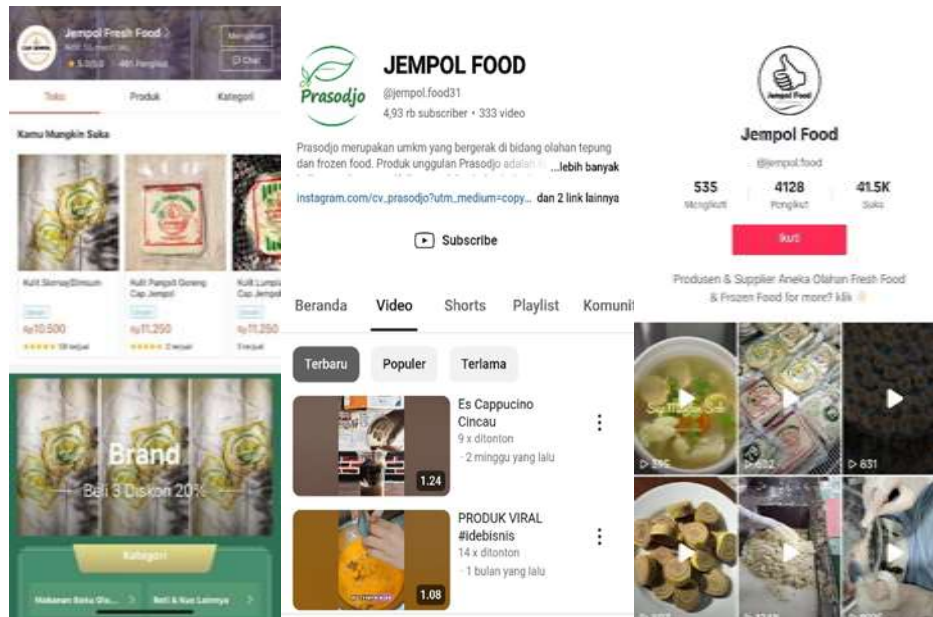


Figure 5. Online Promotional Content Development



Figure 6. Offline Promotion through Personal Selling

Develop a customer loyalty program

In order to retain and attract new customers, business people need to design a customer loyalty program so that if customers have strong loyalty, they will be willing to make repeat purchases and provide positive recommendations for other potential consumers (Tarigan & Nuvriasari, 2023). One of the customer loyalty programs that can be developed in MSMEs is to provide incentives or compensation to customers if they have purchased products in certain quantities. The media that can be used is in the form of customer loyalty cards (Faturrohman & Nuvriasari, 2023).

To create customer loyalty, the program practiced at Jempol Food is to make customer loyalty cards (loyalty cards). The member card is divided into two, namely a special member card for business partners (distributors, resellers and the like) and a customer-only member card. Member cards are used to provide exclusive incentives and benefits to loyal customers. The provisions on the member card are the minimum shopping provisions where every purchase of 9 wholesale products will be given a stamp on the member card and if 10 stamps have been collected, incentives will be given in the form of shopping discounts and gifts in the form of products from Jempol Food.

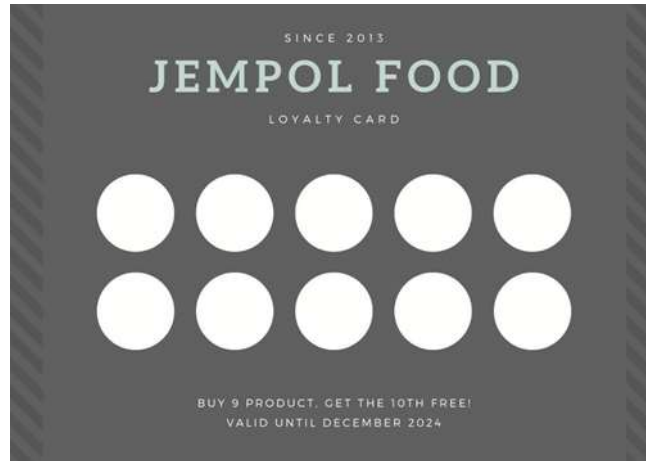


Figure 7. Loyalty Card at Jempol Food

Preparation of Customer Database

A customer database is a collection of complete information about customer data, both business customers and individual customers. Customer databases provide many benefits in business operations, including in MSMEs because they can be used as a means of monitoring customer development, sales levels, transaction history, and as a basis for follow-up for new product offerings (Nuvriasari et al., 2023). The customer database developed at Jempol Food includes: customer name, customer contact number, e-mail, address, and purchase or transaction history. In the training on the use of customer databases, they are stored using spreadsheets, which can make customer data neater and customer data can be stored safely.



Figure 8. Customer Database Input

Assisting in the Production Process

An additional work program carried out at Jempol Food is to help in the production process so that they can understand the stages in the production process. The production process is carried out manually and combined with modern technology. In the production process, hygiene, cleanliness and cleanliness factors are the main focus so that the products produced are guaranteed quality. The following are the activities carried out to help the production process:



Figure 9. Assisting Production Process Activities

CONCLUSIONS AND RECOMMENDATIONS

MSMEs have an important role in supporting economic improvement and labor absorption. In order for the existence of MSMEs to be maintained, it is necessary to develop a number of programs that can have a positive impact on improving the performance of MSMEs. Jempol Food as one of the MSMEs in the field of processing basic snacks or food is trying to overcome problems in the field of marketing through a number of work programs, namely: developing online promotions through various digital media, optimizing offline promotions through personal selling or personal sales, compiling customer databases and developing customer loyalty programs. The recommendation for business development at Jempol Food is the need to improve the quality of human resources, especially in the marketing department through training activities such as marketing training so that they can design attractive promotional programs so that they can have an impact on increasing sales and business performance. In addition, it is necessary to foster good relationships with business partners or individual consumers to further strengthen customer loyalty.

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