

Enhancing Marketing Strategies for the Serati Banten Ritual Group in Desa Adat Sading, Mengwi, Badung Regency

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ABSTRACT

A Serati Banten Group led by Jero Mangku Suparmi in Desa Adat Sading efficiently fulfills ritual requests. Collaborative efforts among various groups yielded successful 2022 results. To boost income, they must expand market reach via social media like Instagram, Facebook, and WhatsApp. Standardizing banten pricing across Serati Banten Groups is crucial. Each group determines cost prices for various banten types to set consumer prices. Consequently, we support Mangku Suparmi's group in Desa Adat Sading by enhancing digital marketing strategies for ritual and banten promotion.

INTRODUCTION

Community partnership under the framework of this community partnership program is a follow-up to the findings of previous research. Several previous research results have demonstrated the crucial role of accounting information systems in enhancing organizational performance. As Trisnadewi and Amlayasa (2020) explain, accounting information systems play a significant role in the advancement of small businesses. Similarly, Sinarwati (2017) supports this notion, revealing the fact that many Micro, Small, and Medium Enterprises (MSMEs) still lack an understanding of the importance of integrated accounting in financial reports, despite its substantial benefits for business development. Furthermore, Pramuki and Ayu (2019) conducted research on MSMEs in Badung Regency. It can be concluded that the level of adoption of information technology and social media communication by MSMEs entrepreneurs in Badung Regency remains low. This perception is rooted in the belief that such systems are complex, difficult, and of little utility. The contribution of this research to our community partnership initiative is the recognition that negative perceptions regarding the adoption of technology require a specific strategy to be applied to entrepreneurs, in this case, the partner which is Serati Banten Group led by Mangku Suparmi. This poses a challenge for our community partnership team to ensure the effective implementation of the program, as previously planned.

Based on the previous assistance in managing the Serati Banten Group led by Mangku Suparmi in Desa Adat Sading, has already experienced the benefits of this support. These benefits include the establishment of good cooperation among the various Serati Banten Groups within Desa Adat Sading and the improvement of income distribution among group members. The Serati Banten Group aims to expand its market reach to increase income and enhance the well-being of its members. Until this moment, Mangku Suparmi's Serati Banten Group and others have only served customers from Desa Adat Sading. Initiatives to increase demand for banten involve expanding the market beyond the village through the use of Digital Marketing (a more advanced media approach) and presenting banten aesthetically while offering fair prices that match the quality and complexity of the rituals. Additionally, it's important for consistency in pricing between different Serati Banten Groups based on the type of banten and its complexity. This will simplify distribution among collaborating groups. Determining the prices for these banten naturally involves calculating all associated costs, including materials, labor, and other expenses. Having a price list for banten is crucial to attract consumers and influence their purchasing decisions. Jero Mangku Suparmi's Serati Banten Group has not previously kept records when calculating the cost of goods sold, making it important to provide assistance in strengthening marketing through social media and training on how to determine the cost of goods sold for different types of banten. Below is a profile of our partner:

Table.1 Partner's Profile

Serathi Banten Group	Mangku Suparmi
Business Address	Br. Sading Negara Kelod Kelurahan Sading, Mengwi, Badung
Number of Employees	Minimum of six individuals per group
Product Type	Banten / Upakara Yadnya, ritual services
Marketing Area	Badung and its vicinity

Example Types of Banten/Ritual Items Sold:



Picture.1 Pork-shaped specifically crafted for *banten* Pulegembal



Picture.2 *Banten* for the Three Month Old Baby Ritual



Picture.3 Banten Caru Eka Sata



Picture.4 Banten Pebayuhan Otonan

The prices vary depending on how the group decides to price them. In relation to the income improvement of the Serati Banten group in Desa Adat Sading, Mengwi Badung, the situation can be described as follows:

1. Marketing initiatives have not yet utilized social media or technology-based platforms, and the approach has not been conducted intensively.
2. Cost price calculations for sales have not been performed.

Based on the observations, there are several issues that pose obstacles for advancing and developing their business. The problems identified as follows:

1. The partner has not yet embraced digital marketing
2. Cost of goods sold calculations for banten have not been carried out.
3. There is no list of banten prices, and there is a lack of consistency in offering prices among different groups.

The objectives of this community partnership program are as follows:

1. To motivate partners to have a strong entrepreneurial spirit.
2. To enhance partners' ability to identify entrepreneurial opportunities and ignite their entrepreneurial enthusiasm by forming Serati Banten groups, understanding marketing strategies, and being capable of performing financial transaction calculations and record-keeping.
3. To enable partners to maximize profits through training in cost of goods sold calculation and compete effectively with other Serati Banten groups. The selection of the Mangku Suparmi Serati Banten group as partners is due to their group receiving the highest number of orders and being the most active and progressive. Therefore, in the future, it is expected that knowledge transfer will occur to other Serati Banten groups in Desa Adat Sading.

IMPLEMENTATION AND METHODS

This Community Partnership Program consists of three phases, namely preparation, the community partnership program itself, and monitoring. The implementation methods used in the Serati Banten Mangku Suparmi Group's partnership program are discourse, training, and the provision of appropriate technology equipment.

- 1) Discourse involve providing information on the significance of accounting for the Serati Banten Mangku Suparmi Group's business and the importance of promoting the business to increase sales revenue. During this phase, participants receive discourse on the role of accounting in the development of a business.
- 2) Training focuses on providing training to members of the Serati Banten Mangku Suparmi Group on how to record transactions using sales receipts to accurately calculate the actual revenue.
- 3) The Use of Appropriate Technology involves marketing products by showcasing previously sold items, arranged correctly and fresh, through social media platforms such as Instagram, Facebook, and WhatsApp, as well as collaborations with Gojek and Grab.

Lastly, the implementation method includes monitoring. The evaluation of the community partnership program scheme can be conducted through the following steps:

- 1) Initial Evaluation.
- 2) Final Evaluation.
- 3) Sustainability Evaluation of the program.

RESULTS AND DISCUSSION

The solutions offered regarding addressing the issues faced by the partner group, Serati Banten Mangku Suparmi, are as follows:

1. Providing outreach activities regarding the importance of digital marketing for a product that has been produced as a business language in conveying product information, particularly in the context of Banten. These activities are delivered in the form of socialization accompanied by discussions with all participants of the community service program from the partner Serati Banten group. This solution is utmost important for our partners because it serves as an initial step in imparting additional knowledge and understanding of the benefits and objectives of digital marketing's role in business activities. Through these activities, it is hoped that a transformation in knowledge and understanding will occur among the members of the Serati Banten Mangku Suparmi group. The indicator for this change is a shift in comprehension and knowledge among the partners who may initially be unfamiliar with the fundamental concepts of marketing but subsequently become more knowledgeable and aware that digital marketing can serve as a language for business information and be valuable in decision-making for any business.
2. Implementing guidance and direct practice regarding the accurate, precise, and correct calculation of the cost of goods sold to determine the actual profit and loss information for our partners. Knowing the actual cost of goods sold can serve as a guideline for our partners. Consequently, the output of this program is expected to result in the Serati Banten Mangku Suparmi group gaining a better understanding, knowledge, and skill in applying the concept of cost of goods sold calculation accurately, precisely, and correctly. With accurate knowledge of production costs, this will have a positive impact on efficiency for our partners, making their selling prices more competitive, superior, and competitive.
3. Providing knowledge regarding the importance of management in business operations. By understanding how to manage their businesses, it is hoped that the Serati Banten Mangku Suparmi group can sustain and develop their enterprises. The government's program aimed at alleviating poverty through the Serati Banten groups is expected to enhance the standard of living for impoverished families, empowering them to become self-sufficient in their lives. Achieving this goal requires strong support and attention to economic development, especially in the Sading Mengwi-Badung village. Given the significant benefits that the Serati Banten

groups offer in poverty alleviation within the village, the empowerment of these groups becomes a vital undertaking.

The output results in this report are based on data obtained during the Community Partnership Program (CPP) process by the Serati Banten Mangku Suparmi Group in Desa Adat Sading Banjar Negara Kelod, Mengwi, Badung. This program involved a team of three lecturers and two students, each with different areas of expertise. The CPP implementation team was initially welcomed by the Serati Banten Mangku Suparmi Group. During this program, the leader of the Serati Banten Group presented the conditions and resources managed by the group in their business operations.

The next activity involved outreach and training conducted by the CPP implementation team. The first outreach session began with a presentation on the importance of accounting in business activities by I Dewa Ayu Eka Pertiwi. It was emphasized that accounting plays a crucial role in enhancing business operations. Through accounting, business stakeholders, in this case, the Serati Banten Mangku Suparmi Group, can promptly assess the progress of their business effectively and efficiently. When operating on a small or micro scale, accounting records can be kept simply through sales receipts. Equally important was the separation of accounting records between the entity and personal interests to ensure that the financial data of the Serati Banten Group remains distinct from family finances. Subsequently, the partners received training on how to maintain simplified financial records. The training on simple bookkeeping began with recording all daily sales transactions in a prepared cash receipt book. Additionally, for transactions involving orders or requests, they were recorded in complete and clear sales receipts, including the transaction date, item description, and selling price. Specifically, expenses related to purchases of materials, equipment, and so forth were also recorded in the expenditure ledger provided. On a monthly basis, all receipts were gathered to calculate the total sales revenue, material purchases, outstanding orders, and cash balance. The results of this activity would generate valuable financial information to support the partner's business development.

The subsequent outreach activity was conducted by Ketut Sudarmini and Gusti Ayu Sugiati, focusing on the importance of promoting the business. This promotion included activities such as placing signage in front of the Serati Banten Group's premises, uploading photos of banten or ceremonies on social media platforms such as Instagram, Facebook, and WhatsApp, and establishing partnerships with Gojek and Grab. The promotional program received a warm response from the partners, as it was a simple yet effective way to increase the visibility of the Serati Banten brand. The business promotion program made it easier for customers to remember the name 'Serati Banten' and the contact phone number, facilitating easier ordering. This program contributed to boosting revenue, even though not all orders were placed directly via phone, as some customers made purchases directly, including those from outside Sading Village.

The CPP concluded with providing assistance in the form of equipment to support the operational activities of the Serati Banten Mangku Suparmi Group, along with taking group photos. This assistance was handed over directly by the CPP team leader to the leader of the Serati Banten Mangku Suparmi Group. It is hoped that this support will enhance the productivity of banten sales. The economic and social impacts obtained after the implementation of the CPP Empowerment of the Serati Banten Mangku Suparmi Group in Increasing Family Income in the Serati Banten Mangku Suparmi Group of Sading Village, Mengwi-Badung, can be explained as follows: The program implementation team has not yet conducted a comprehensive study on how the increase in sales turnover occurs. However, based on the explanation provided by the group leader after receiving assistance from the University of Warmadewa Partnership Team over two years, we can gain insight into the increase, as shown in the table below.

Table.2 Partner Program Achievement Indicators

No.	Description	Year 2022 (Before)	Year 2023 (After)	Progress
1	Assets	Rp 75.000.000	Rp 110.000.000	47%
2	Average Sales/month	Rp 35.000.000	Rp 75.000.000	53%

After the mentoring process, several benefits have been obtained for the Serati Banten Mangku Suparmi Group. These include price uniformity of banten between groups, the ability to place orders for banten through WhatsApp for quicker information dissemination. The preparation of the cost of goods sold has allowed for competitive pricing of products compared to other groups, thereby increasing the sales volume and consequently, profit. This has also led to an increase in the assets owned by the group, as evidenced by the development of assets and sales figures. Based on the data in Table 5.1, it is clear that there has been significant progress, with assets increasing by 47% and average monthly sales increasing by 53%.

The program activities ran smoothly; however, the average age of the Serati Banten group members is over 40 years, and they are still inexperienced in accounting. Consequently, during the training sessions, they had some difficulty in understanding and calculating the cost of goods sold of the banten they were selling. The primary support factor of this program lies in the participants' high enthusiasm in engaging with the socialization activities, right from the beginning to the end of the event, particularly during the discussion sessions. The discussions were engaging due to the extensive interaction between the CPP team and the participants, involving the sharing of experiences, addressing issues, and engaging in question-and-answer sessions to deepen the understanding of the material.

The mentoring team, with their attentiveness, could discern the responses from the partners. To motivate the partners in developing their businesses, they provided very basic training on recording all income and expenses related to their business activities in a daily cash book. This helped the partners gain a better understanding of how to calculate the cost price of their products, which

serves as the basis for determining the selling price. The mentoring team emphasized the importance of business promotion activities, such as placing a name sign in front of the Serati Banten group's premises and uploading photos of banten or ceremonies on social media platforms like Instagram, Facebook, and WhatsApp, as well as collaborating with Gojek and Grab. The promotional program received a warm response from the partners, as this kind of promotion is straightforward and aims to enhance the recognition of the Serati Banten brand.

CONCLUSIONS AND RECOMMENDATIONS

Based on the activities carried out by the implementation team of the Community Partnership Program at Warmadewa University for the Serati Banten Mangku Suparmi Group in Sading Village, it can be concluded that this program has significantly enhanced the partners' ability to maintain transaction records in their business by using sales receipts. Furthermore, the promotional program involving social media utilization and name signage has also contributed to boosting sales revenue. It is hoped that the implementation of transaction records using sales receipts will assist the partners in streamlining their record-keeping and effectively calculating business revenue. Additionally, the social media promotional program should be continued intensively and sustainably to further increase sales revenue, ultimately leading to the improved well-being of the group members.

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