

Management and Marketing Assistance Program at CV Sweetroom

Cindy Andita^{1*}, Audita Nuvriasari²

Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana
Yogyakarta

Corresponding Author: Cindy Andita cindyandita05@gmail.com

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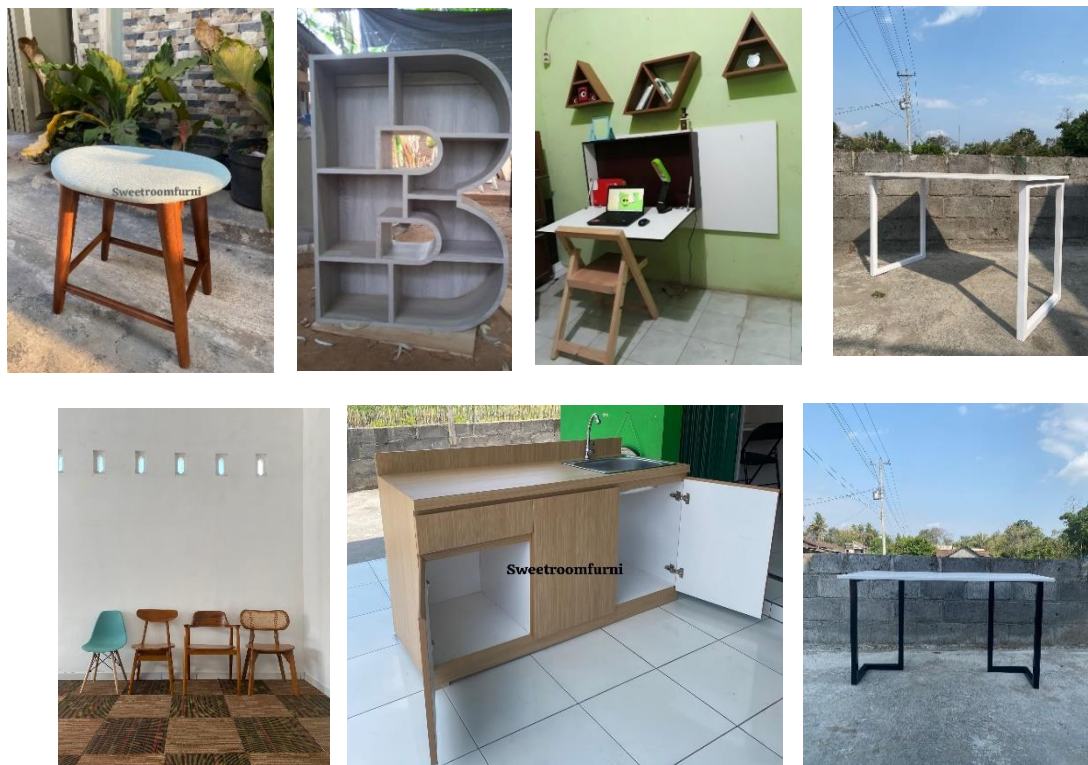
ABSTRACT

A management system is a collection or combination of processes that start from planning, organizing, implementing, monitoring and evaluating, and work together to achieve certain goals in an efficient and effective way. Sweetroom does not yet have a management system, so it becomes an obstacle in implementing work coordination and organizational communication. The goal of a management system is to obtain something of better value by exerting effort. At Sweetroom the Standard Operating Procedure (SOP) for each work unit is not yet available, so it is necessary to prepare SOPs for work activities in each work unit. The results obtained from preparing the SOP are increased employee discipline and increased sales in Sweetroom.

INTRODUCTION

Furniture business is a type of business that deals with the manufacture, sale and installation of furniture for homes, offices or other public places. The furniture business has great potential in Indonesia, one of which is in the city of Yogyakarta. CV Sweetroom is a company that operates in the field of furniture, especially teak wood, which was founded in 2015. This company is located on Jl. Krapyak No. 67 RT.01/RW.54, Bakungan, Wedomartani, Ngemplak, Sleman, Yogyakarta Special Region 55584, and also has a workshop in Jepara City, Central Java. The marketing reach of this furniture product is not only domestic but also reaches foreign markets. The types of consumers served are individual and organizational consumers. This company provides furniture products that can be purchased directly by consumers or based on orders.

The products produced by this company have a minimalist and multifunctional concept. This concept does not take up space and also has many functions in one piece of furniture. The background to choosing a minimalist concept is that the large population has resulted in increasingly expensive house construction, which has resulted in people making or buying small houses, which ultimately means the rooms in the house will be small and narrow. The following are examples of products and business activities at CV Sweetroom.



Picture 1 . Sweetroom Products

The furniture production process is really done from scratch, starting from the cutting, assembling, finishing and final stage, namely QC (Quality Control) in order to get furniture products that are suitable for marketing. The products have several raw materials, starting from teak wood, mahogany wood, HPL (High Pressure Laminate) and so on. Products that have been produced so far include chairs, tables, couches, cupboards, and so on.



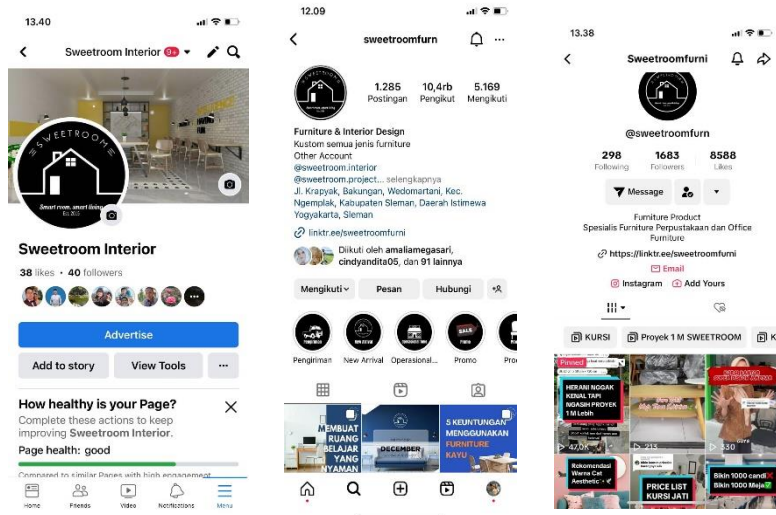
Picture 2. Business Activities in Sweetroom

CV Sweetroom has 15 employees, each of whom has a job desk that suits their skills. The majority of CV Sweetroom employees were still close to them, starting from neighbors, friends, even family, because the owner really wanted to reduce the poverty rate that existed in Jepara City at that time. CV Sweetroom serves orders for furniture, interiors, house reconstruction from scratch, both on a small and large scale by offering free design selection.

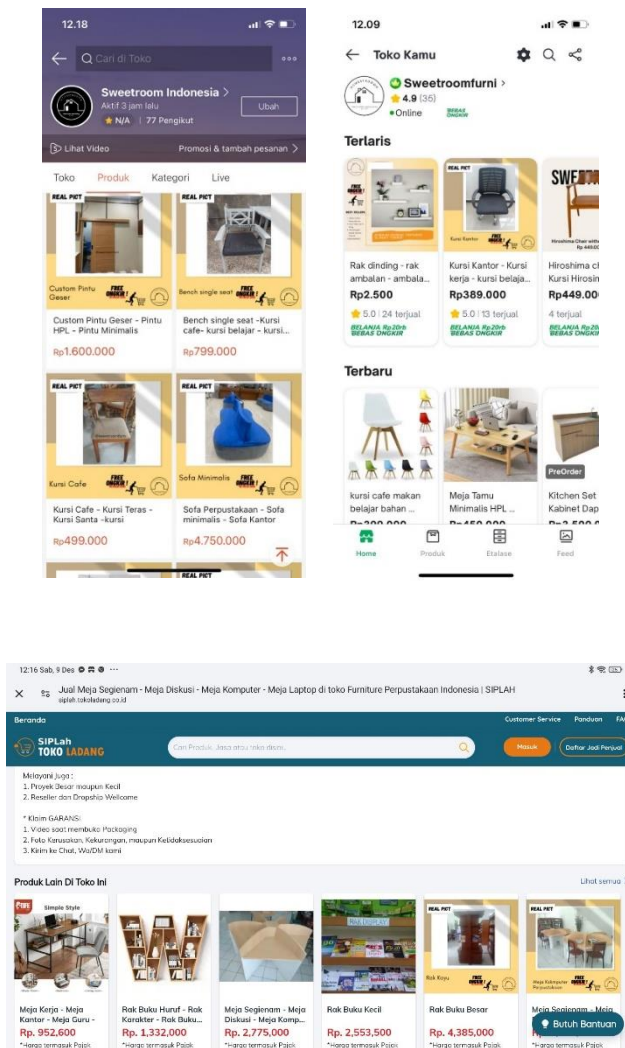


Pictures 3. Employees at Sweetroom

Apart from marketing its products through offline stores, CV Sweetroom also markets them through online stores, namely via social media such as Facebook, Instagram and Tiktok, apart from that, CV Sweetroom also has a marketplace, namely Tokopedia, Shopee and SIPLah. Therefore, the products always sell well. But because it only has one admin who handles many social media and marketplace accounts, the owner owns it.



Picture 4. Promotion Via Social Media



Picture 5. Promotion through the Marketplace

In carrying out its business activities, Sweetroom is quite good, this is also shown by the large number of customers. However, based on the results of observations and interviews with Sweetroom managers, it can be seen that there are still problems faced in running the business, especially in the field of organizational management. Problems in the human resource field are: (1) CV Sweetroom does not yet have an organizational structure so that it becomes an obstacle in organizational management, especially in implementing work coordination and organizational communication, (2). Standard Operational Procedure (SOP) in each unit are not yet available so that work implementation is not well standardized, and (3) Supporting equipment as a company identity is not yet available so it can be an obstacle when interacting with business partners. Other problems were also encountered in the marketing field where the marketing content on social media is less attractive, which can result in suboptimal purchasing interest.

Based on the results of discussions with CV Sweetroom owners, the community service program that will be implemented to overcome this problems are: (1) Develop an organizational structure equipped with a description of the responsibilities and duties of each organizational component, (2) Develop SOPs for work activities in each work unit, and (3) Create a company identity in the form of a company business card as a means to help identify the organization, and (4) Provide training in creating marketing content on social media.

The main objective of implementing this activity is to increase human resources, so that sales can be increased and work quality is good. Specifically, the aim of this activity is to increase the knowledge and skills of Sweetroom employees in managing company organizations.

IMPLEMENTATION AND METHODS

The method of implementing activities in Sweetroom includes a number of stages as follows:

1. Observation and Interview

The observation method is carried out by directly observing business activities in Sweetroom to identify a number of business problems faced by Sweetroom. In this activity, interviews were also carried out with Sweetroom managers to gain information related to business developments and activities in the fields of HR and Marketing. Based on the results of the interview, it can be explained that the main problem at Sweetroom is the company's organizational management which is not well structured.

2. Counseling and Training

This method is intended to provide education to partners regarding organizational management so that it can be managed well. In this activity, training material for organizational management is provided. Partners who take part in the training are administrative employees who are responsible for managing the organization.

3. Job Internship

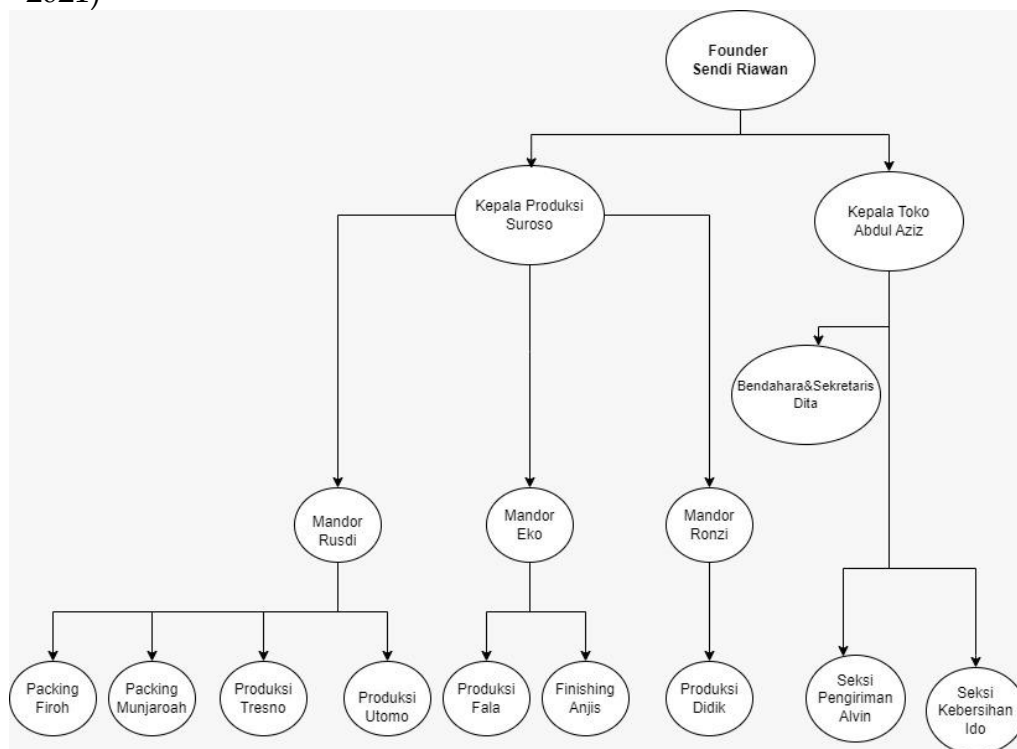
The activity carried out during the work internship was to reorganize the organization at CV Sweetroom. In carrying out these activities, supervision is carried out by the Sweetroom manager to monitor that the activities carried out are running well.

RESULTS AND DISCUSSION

The results of the program implementation are described as follows:

1. Develop an organizational structure

Organizing is not just a matter of establishing an organizational structure then filling in each structure box with a job description and then looking for people who fit the job description (staffing). But more than that organizing is a continuous managerial process. Reviewing the organizational structure, job descriptions and staffing is also a series of organizing activities. Organizing also includes the notion of grouping the same types of work into the same work coordination. In each group of the same job, a job node is created with the same job function and then assigns one member of the organization to carry out that job task. The size of the existing organization also needs to be adjusted to the type and number of tasks required. (Juru, 2021)



Picture 6. The New Organizational Structure at CV. Sweetroom

The job description for each section is as follows: (1). Head of Production has a job to lead the production process, (2). Head of Showroom has responsibility to handle the showroom, (3). Treasurer and Secretary have a task for carrying out orders from superiors starting from writing and financial reports, (5). Delivery Section with responsibility to ensuring the product reaches the buyer's location, (6). Cleanliness Section has a task for maintaining the cleanliness of the shop and products, (7). Foreman has a responsibility in coordinating workers to produce some products according to SOP, (8). Production Unit has a job for producing goods, (9). Finishing unit has a responsibility in carrying out the process of coating the surface of an object. The aim is to provide added value to a product. Finishing is usually done on various types of products from wood, metal, plastic, fabric, and so on, and (10) Head of Packing has responsibility for maintaining product quality by wrapping it so that it is not scratched and remains safe during the delivery process.

2. Develop standard operating procedures in each work unit.



Picture 7. Developing SOPs for Work Activities at Sweetrom

**BUAHMELON
BUAHKEDONDONG**

**HABISMAKAN
GELAS & PIRING
LANGSUNG DICUCI
DONG**

- Jagalah kebersihan Lingkungan Kerja
- Malu jika Melanggar Peraturan
- Kebersihan sebagian dari iman

**NB: MAU DILANGGAR? BOLEH TAPI KALAU
KETAHUAN TIDAK LANGSUNG DICUCI, GELAS
DAN PIRING TEMAN YANG LAIN DICUCI
SEKALIAN
HIDUP ITU SIMPLE, MAKANYA O USAH
DIPERUMIT.**

**Jadwal
Piket**

Senin	Selasa	Rabu
• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00	• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00	• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00
Kemis	Jum'at	Sabtu
• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00	• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00	• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00
Minggu	• Catatan untuk warga SWEETROM	
• Pukul 08.00-12.00 • Pukul 13.00-16.00 • Pukul 16.00-18.00	• Jagalah Kebersihan Lingkungan Kerja • Malu jika Melanggar Peraturan • Kebersihan sebagian dari iman	

Picture 8. Standart Operating Procedur at CV Sweetroom

2. Create a company identity in the form of a company business card

A business card is a small piece of paper that contains the identity of a person or company. Identity usually shows who owns the business card. Therefore, we can make business cards according to your needs. we can make different business cards, such as business or company business cards. The benefits of business cards are as an exclusive branding tool for individuals and companies. Prospective Customers can have more confidence in us with this card.



Picture 9. Sweetroom Business Card

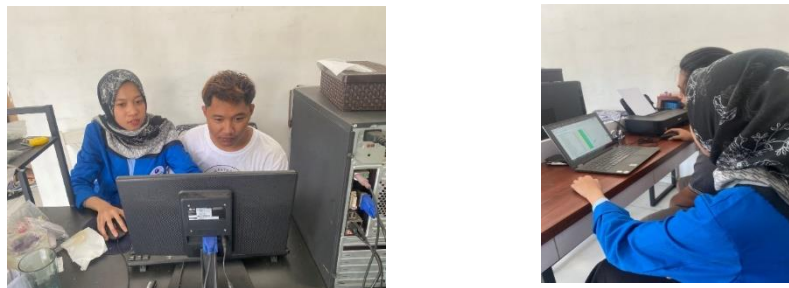
3. Provide training in creating marketing content on social media.

Social media has become the main choice for businesses as a marketing medium because of its wide reach. This is also supported by several social media platforms that provide features for marketing products. Social media marketing is a marketing strategy that utilizes social media platforms. Marketing via social media is considered effective compared to other methods. This is because businesses and customers can directly interact to complete customer requests.

Some social media platforms even provide paid advertising to help promote a company's business products. For example, Facebook and Instagram are social media that have made quite a lot of changes. These two platforms also support business marketing activities by providing ads and business account features. Businesses will also get feedback in the form of recommendations or testimonials from customers who are satisfied with a product. This is certainly beneficial for business people because it increases brand credibility as well as sales conversions. The main goal of social media marketing is to expand the reach of the target market. With a wider market, the opportunity to get new customers is greater. Apart from that, there are still many goals of social media marketing, including:

- a. Establish Good Customer Relations
Social media makes it easier for companies to build relationships with customers. Through social media, relationships are more transparent and interactive, like with friends. This builds a closer relationship with customers.
- b. Build Brand Awareness
Company social media accounts can be used to disseminate information related to the business they run. For example, by introducing the product being sold.
- c. Do promotions
Social media can be used to promote the products being sold. For example, by offering exclusive discounts for followers of social media platforms.
- d. Publication
Social media platforms can be used as a free publication medium that introduces the company's new products. Apart from that, companies can also encourage customers to spread business information through social media accounts.
- e. Market Research
Social media makes it easier for companies to study customer and competitor behavior. This makes it easier for companies to understand customer needs. The results of this research can be useful for developing more effective social media marketing strategies.

The first stage in conducting marketing content creation training on social media for CV Sweetroom employees is coordinating between writers and employees regarding the program to be implemented. This coordination includes discussions regarding any obstacles experienced and continues until the stage of adjusting the content to suit CV Sweetroom.



Picture 10 . Marketing Content Creation Training on Social Media

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of implementing community service, it can be concluded as follows:

1. The management system is a framework for managing company operations in order to achieve predetermined goals. There are a number of important components that need to be considered in improving the management system, including: the need for a clear organizational structure containing the main tasks and functions of each work unit and the existence of standard operational procedures for carrying out activities within the organization so that they comply with predetermined standards.
2. In order to excel in competition, a company must not only pay attention to organizational management factors but also a number of marketing aspects that can encourage increased business performance. This market aspect is demonstrated through the use of online promotional media and strengthening the company's brand identity.
3. With the implementation of this community service activity program, it is recommended for CV Seethom management to improve employee management and organizational improvements so that the company can carry out all its activities well.

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