

Assistance For Vifas Batik Through Online Promotions, Service Standardization and Customer Database Management

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ABSTRACT

This community service program was carried out at MSME Vifas Batik, Yogyakarta with the general aim of improving business management and performance of MSMEs. Specifically, this activity is aimed at improving the quality of partners' knowledge and skills in terms of online marketing, improving the quality of customer service and utilizing customer databases to market Vifas Batik products. The methods used in this activity are counseling and training, mentoring and monitoring and program evaluation. Based on the results of the activities, it can be recommended that to improve MSMEs business performance, continuous innovation is needed.

INTRODUCTION

Batik is one of Indonesia's cultural heritages which has been preserved to this day, one of which is through the development of various batik products. Batik MSMEs are one of the businesses that is growing rapidly in Indonesia, one of which is in the Special Region of Yogyakarta Province. The number of Batik MSMEs in Yogyakarta in 2022 is as follows: 311,540 micro scale, 16,069 small scale and 2,110 medium scale. Rapid developments in terms of quantity encourage high levels of competition and will ultimately have an impact on the performance of Batik MSMEs (Nuvriasarai & Sari, 2023). Vifas Batik is a batik MSMEs that was founded in 2009 and located at Jl. Kabupaten, Kebonagung, Tridadi, Sleman, Yogyakarta. Vifas Batik has a vision to preserve quality and ethnic batik souvenir crafts by empowering local communities and growing the batik craft industry in order to improve the welfare of Indonesian society. Vifas Batik Jogja carries out its operational activities by having 3 branches, namely two workshop branches and one shop or outlet branch. The activities carried out every day in the workshop are making products such as making wallets, bags, trousers, masks, prayer mats, sandals and key chains, then the activities carried out by shops or outlets are only marketing finished products. So the average product sold per time is 15,000 units of bags and 50,000 units of wallets, with a total of 22 permanent employees and 35 non-permanent employees and operational activities are carried out every Monday-Friday and working holidays are Saturday-Sunday. Vifas batik has a total of 57 human resources with division of duties: 2 people in the shop or outlet and 55 other members who make products in the 2 branches.

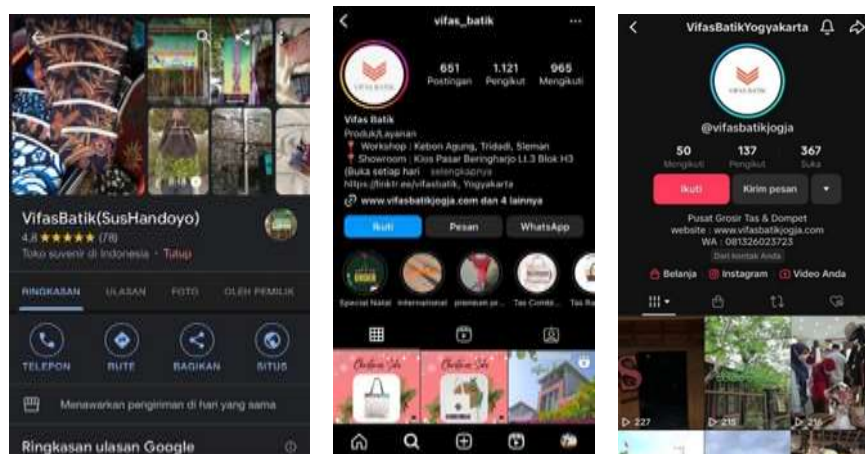


Picture 1. The Location of Vifas Batik

Vifas batik produces various souvenir products such as: totebags, bags, wallets, key chains, pouches, masks and so on. Marketing of these souvenir products is not only domestic but also marketed abroad. Vifas Batik has an offline shop and also an online shop. Efforts to promote its products include using online media such as websites, marketplace, Instagram, TikTok and WhatsApp business.



Picture 2. Batik Souvenir by Vifas Batik



Picture 3. Promotion Via Social Media

In carrying out its business activities, Vifas Batik Yogyakarta is quite good, this is also shown by the number of sales and the number of customers which on average increases every year. However, based on the results of observations and interviews with the owner of Vifas Batik Yogyakarta, it can be seen that there are still problems faced in running this business, especially in the marketing sector. The problems are: (1). Online marketing media that has not been managed well, (2). Service standards are not yet available so that there is no commonality in serving consumers (3). consumer data has not been documented in the database. The obstacles faced by MSMEs can have an impact on MSMEs business performance. Online marketing plays an important role in influencing the good and bad of business performance. If MSMEs can develop effective online promotional programs, they can increase the attraction of potential buyers (Nuvriasari et al., 2023; Utami & Nuvriasari, 2023). Apart from that, utilizing a customer database as a marketing tool or product information will encourage promotional effectiveness and ultimately improve MSME business performance

(Nuvriasari et al., 2023). Good service quality will also encourage higher customer satisfaction, so it is necessary to provide standardized services and it is necessary to know customer feedback so that MSMEs can improve or enhance their business performance (Setiawati & Nuvriasari, 2023).

To overcome a number of these problems, the activity program implemented is: providing education on social media management as an online marketing tool, providing training in creating interesting online promotional content, designing a standard operational procedure for service, develop manual and software-based customer database forms and then develop a customer satisfaction questionnaire to measure customer satisfaction. The aims of carrying out this community service activity are: increasing partners' knowledge and skills in developing online marketing media, utilizing customer databases, preparing standard operational procedures for service and measuring customer satisfaction. With this development, it is hoped that it can improve the performance of Vifas Batik MSMEs.

IMPLEMENTATION AND METHODS

This community service began with observation activities with Vifas Batik as a partner. Observations are aimed at studying partners' business activities by identifying a number of obstacles or problems faced in running the business. In this activity, interviews were also conducted with Vifas Batik owners to find solutions that could be carried out by the community service team to overcome partner problems. This solution is realized in the form of a work program. The method used in implementing the work program is as follows:

1. Counseling and training is carried out in a two-way model where the community service team provides education on a number of materials related to the work program. This material includes: techniques for developing content in online promotional media, how to develop service operational standards, how to create a customer database either manually or using Microsoft Office, and techniques for compiling questionnaires to measure customer satisfaction and how to utilize the results of these measurements. The aim of this activity is to increase partners' knowledge and skills in accordance with the material presented so that partners are expected to be able to manage their business better.
2. Assistance and mentoring
The community service team will provide ongoing support to the MSMEs in implementing and implementing the proposed solutions. In this case, regular consultations will be a very effective method. This activity is carried out to accompany and monitor the implementation of the work program. If partners face difficulties, they can consult directly with the community service team. This activity is expected to help partners improve their business management.

3. Evaluation

The community service team will monitor and evaluate the implementation of the solution. This involves monitoring social media developments, collecting customer data, as well as analyzing customer satisfaction questionnaires.

4. Retrospection and Improvement

The community service team and partner will carry out a retrospection and plan improvements based on the evaluation results. Corrective action will be taken to ensure the proposed solution performs better over time. With this method, it is hoped that Vifas Batik MSMEs will be able to overcome the problems they face effectively and help MSMEs to develop and compete in an increasingly competitive market.

RESULTS AND DISCUSSION

This community service activity is carried out for 1 month from mid-October to November 2023. In this activity, Vifas Batik as a partner provides program support facilities such as: various batik accessory products which will be used as material for developing online promotional content and customer data which will be documented in a database customer. Apart from that, partners as resource persons also provide information related to the service system that has been implemented at Vifas Batik. The details of the implementation of activities can be explained as follows:

Development of online promotional content

After the Covid pandemic, many consumer purchasing behavior patterns have changed, which were initially carried out face-to-face or conventionally, then switched to digital marketing systems. Digital marketing is marketing or promotional activities through online media in order to reach a wider market effectively, efficiently and will save promotional costs (Lestari & Nuvriasari, 2023). Vifas Batik has used digital marketing to support its marketing activities. The digital media used are Instagram, TikTok, website, WhatsApp and the Shopee marketplace. To support the online promotional program carried out by Vifas Batik, the community service team assists in developing promotional content by creating attractive product photo documentation to display, as in the following example:



Picture 4. Creating Online Promotional Content

On this program we also provide counseling to partner about social media management. We explain effective strategies, the importance of regular posting, and active engagement with customers on social media platforms. To maximize online marketing, we provide training on creating attractive online promotional content. We discuss the elements of effective content, photography techniques, and the effective use of photos and videos to captivate an audience.

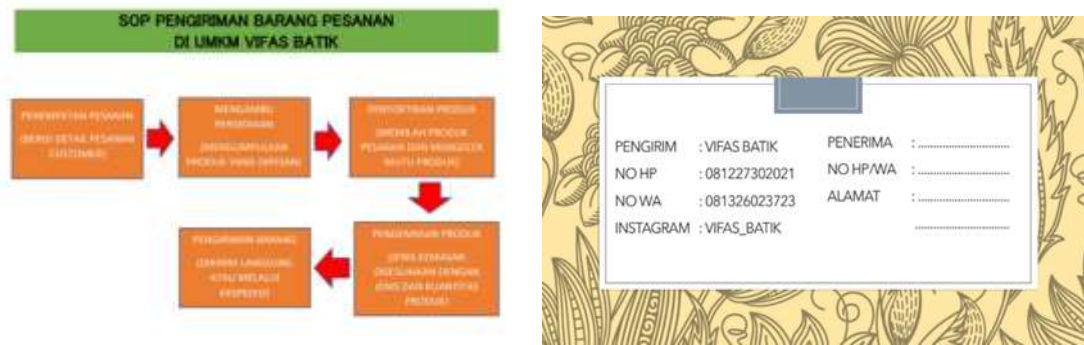


Picture 5. Online Marketing Education Program

Develop Standard Operational Procedures (SOP) for Service

SOPs in MSMEs are guidelines that contain standard operational procedures in an MSME which are used to ensure that all decisions and actions, as well as the use of facilities, run efficiently and effectively, consistently, standardly and systematically (Kogoya, 2021). With the SOP, it is hoped that it can increase the efficiency and effectiveness of the service performance provided by entrepreneurs. Implementing SOPs will regulate the smooth operational activities of a business. SOP reflects a series of procedures in the form of a sequence of steps that need to be carried out in terms of carrying out work. Companies that practice SOPs appropriately in business activities will have an impact on the smooth running of work and will ultimately improve business performance (Al Amin & Realize, 2019). Likewise, if service SOPs are carried out well by salespeople or marketers, it will have an impact on increasing customer satisfaction (Mukti, 2017).

In this community service program, the team and partners discussed to develop SOPs for handling orders and delivering goods. This is intended so that employees have standard service and minimize the level of errors in service, so that consumers feel satisfied with the service at Vifas Batik. The community service team provides education to partners on how to prepare SOPs and socializes them to employees. To support quality service, especially in handling customer orders, in addition to preparing SOPs for ordering goods, we also create customer identity labels that are attractive to consumers.



Picture 6. SOP for Ordering and Shipping Labels at Vifas Batik

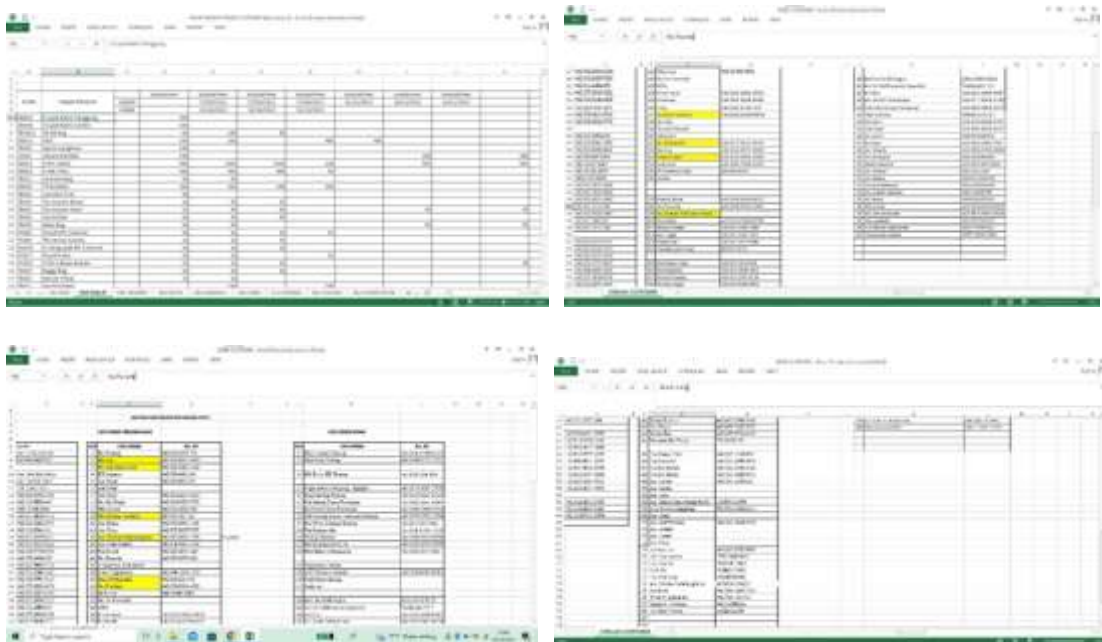


Picture 7. Checking orders before sending to customers

Customer Database Management

Vifas Batik has many customers, both wholesalers, retailers or resellers and individual customers. This customer data has not been documented and has not been utilized properly by Vifas Batik. Basically customer data can be used as a basis for marketers to promote their products more efficiently, for this reason it is necessary for MSMEs to create a customer database. Having a customer database will make it easier for Vifas Batik to promote and inform about new products or other promotional programs offered to customers. This information can be conveyed through communication media owned by customers such as: WhatsApp, e-mail, Instagram or other media. Media ownership data is available in the customer database.

Community service team design customer database forms that include important data, such as name, address, telephone number/WhatsApp, e-mail, social media (Instagram/Facebook/others), product preferences, and purchase history.



Picture 8. Customer Database

CONCLUSIONS AND RECOMMENDATIONS

Effective online marketing is the key to success in the digital era. VIFAS Batik MSMEs need to continue to improve their online marketing strategies, including social media optimization, attractive promotional content and more specific advertising. Service standardization through service SOPs is important for building a consistent brand image. By doing this, customers will have a more consistent and satisfying experience. Managing an active and structured customer database is key to designing effective promotional campaigns. MSMEs need to continuously update and manage their customer data well. The recommendation for business development at Vifas Batik is that it is necessary to innovate continuously, both in product innovation, marketing innovation and operational innovation. Product innovation can be developed by following souvenir trends that consumers like or developing products that are unique to Vifas Batik. Marketing innovation can be carried out by developing media and promotional programs so that they can reach a wider market and increase consumer appeal. Operational innovation is not only limited to improving production processes or services but also in the administrative sector so that MSMEs governance will be better.

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