



Creation of Promotional Media for MineRO Water Business “Yatimmu”

Rusnandari Retno Cahyani^{1*}, Anniez Rachmawati Muslifah²

Fakultas Sosial, Humaniora dan Seni, Universitas Sahid Surakarta

Corresponding Author: Rusnandari Retno Cahyani rusnandari@usahidsolo.ac.id

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ABSTRACT

This service activity is carried out by a business unit that is being pioneered by the Muhammadiyah Orphanage Setrorejo Baturetno Wonogiri Regency. Aiming to provide a form of assistance in the form of: (1) making business promotion media (2) participating in promotional activities, (3) making a circulation of pricelist prices and benefits from MinerRO. The business problem faced is that it is ready to start but has not yet done a promotion to be known to the public and the surrounding community, besides that the promotion that will be carried out by the team does not yet exist. The results of this activity help and facilitate promotion in the early stages of a business startup. So it is hoped that a lot of help from academies, non-profit institutions and local governments and the community to participate in providing convenience and helping the process of running a startup business so that it can develop by carrying out further activities and at the same time sustainability

INTRODUCTION

Setrorejo is a village located 9.5 km east of Baturetno sub-district and 36 km south of Wonogiri City. The agricultural working area of Baturetno sub-district consists of 13 villages, 122 hamlets, 134 RW, 334 RT. the total area is 8,910.39 ha. Land use takes into account the type of land and topography that is undulating and slightly sloping, where for rice fields covering an area of 3500 hectares, is a place to cultivate rice fields with technical irrigation of 84.8106 hectares, irrigated $\frac{1}{2}$ technical 525.4967 hectares and 814.521 hectares for rainfed rice cultivation and some others are planted with vegetables. Setrorejo Village is one of the villages that has a lot of potential to be developed. In addition, it also has a Muhammadiyah Orphanage. The local village government develops from the agriculture and livestock sectors. In Setrorejo village, agriculture, livestock and fisheries programs are developed for business groups that have been formed by the local village government. Setrorejo village has a Muhammadiyah Orphanage, although it is called PA. Yatim putra, who are assisted and recite the Koran at the Orphanage not only for boys, but also for girls and also intended for dhu'afa / underprivileged children.

The Muhammadiyah Putra Orphanage is located in the Ali Wanuroh Islamic headquarters complex. The business that is currently being pioneered is the MinerRO Water business, where the initiative of this business is due to developing funds obtained from donors at the time of infaq and sodaqoh can develop and the orphanage is expected to get income from the results of the business from the production that gets sales profit. Business capital is 100% from donors so far. This business requires a lot of capital ranging from 50-70 million for tools and equipment excluding land and buildings in this case the construction of store.

The MinerRO Water Depot business is expected to get good results from its sales, so in the early stages before launching, promotion is needed. This promotion is the first step so that it can be recognized by the public and the community around Setrorejo Village and even outside Setrorejo Village.

IMPLEMENTATION AND METHODS

In general, there are several targets and outcomes to be achieved from this activity, namely: (1) The "Yatimmu" MinerRO Water Depot business can run with assistance from the wider community or academics or servants (2) the form of assistance provided is directly conceptualized by the narrative and then given to the MinerRO water manager "Yatimmu".

Activity Implementation

In this activity, the servant implements the feedback method, namely: (1) Pengabdi asks the manager and business team related to MineRO water to make a concept of what is needed by the manager of the "Yatimmu" MinerRO water business. (2) After the concept is given digitally, it is corrected by the managers and their teams, then make revisions and after the concept is acc / validated, then the servants provide it in printed form. (3) Making labels (4) making price pricelist circulars and (5) compiling promotional materials for the benefits of MinerRO, (6) making and participating in promotional activities and disseminating business information. The stages or process of implementing the service can be seen in Figure 1 below.

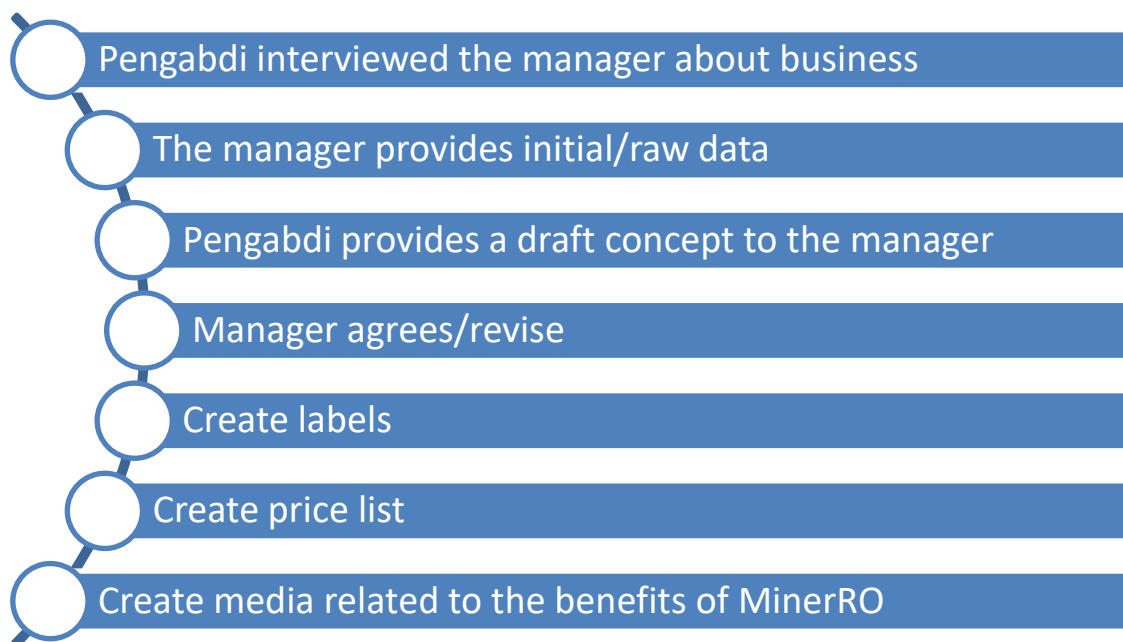


Figure 1. Stage Implementation Activity

Methods

The method in this implementation uses feedback, namely: Pengabdi asked directly the manager and business team related to MineRO water to compile and make a concept of what was needed by the "Yatimmu" Water MinerRO business manager. MineRO business concept so that pengabdi can compile from what has been conveyed by the business manager. Submission of material is given to the management team as well as the delivery of the initial concept followed by questions and answers. Submission of activity material related to (1) the importance and why there should be labels on bottles and gallons. The importance of labels for producers can provide information, offer, and promote their products in such a way that they are able to have an appeal to consumers. Meanwhile, for consumers, it is important and mandatory to pay

attention to, read, and understand the information on the labels listed on the packaging so that the products we buy are in accordance with the wishes expected. (2) The importance of promotion, which is the first step before MineRO products are marketed to be recognized by the public. Where promotion is not only important to increase consumer brand awareness, but also important to introduce new products from a brand. When promoting a new product, brands can introduce the new product in terms of its advantages, how to get it or where it is sold, to promote it through WhatsApp communication applications and other social media.

RESULT AND DISCUSSION

At this stage, the service activities began from obtaining the problems faced in the Muhammadiyah orphanage business unit in this case the MineRO "Yatim-MU" water business, and obtained the following problem solutions:

Table 1. Problems & Solutions

No	Problems	Solution
1	The business is still in the early stages of establishment	Promotion for Air MinerRO
2	MinerRo business needs promotional media	<ul style="list-style-type: none"> ➤ Creating labels ➤ Developing a Pricelist ➤ Creating a narrative of MinerRo's benefits ➤ Promotion to be recognized by the wider community

Making Promotional Media for "Yatim-Mu" MineRO Water Business includes:

1. **Concept Creation**

The existing concept from the manager is in the form of scribbles or meeting notes of the team and managers from the orphanage orphanage muhammadiyah son, which is given to the servant. Furthermore, the servant who processed the notes into a concept.

2. **Promotion making**

Promotion is carried out with 3 forms of promotion, through promotion of the price offered, circulation of the benefits of MinerRO water and short advertisements.

3. **Promotion media**

Promotion is carried out on Fridays by giving MinerRO drinking water to Friday prayer congregations at the ali wanuroh mosque where the "Yatim-Mu" minerRO water depot business is located.

- ✓ The implementation of the promotion was carried out on Friday by giving MinerRO drinking water to the Friday prayer congregation at the Ali wanuroh mosque (Muhammadiyah orphanage) and mosques around the Setro hamlet neighborhood, Setrorejo Village.
- ✓ The provision of MinerRO water was accompanied by flyers advertising and promoting the MinerRO water business "Yatimmu".
- ✓ With the slogan for us, from you. It is hoped that it will provide deep and positive suggestions and thoughts about the MinerRO water business "Yatim-MU" buying MinerRO water "Yatim-MU" means you are supporting orphans. The added value that exists in this business is expected to be a strong branding and able to attract customers to consume MinerRO water "Yatim-MU".

The implementation of promotion is also expected through social media, where, social media has been buzzed about and has now replaced a dramatic part of our lives. In reality, social media has become a form of declaration throughout the twenty-first century, giving us the space to communicate our ethics and ideas in a completely new system." Not only that, social media has also disrupted the way we conduct our social lives, it also offers an unparalleled opportunity for the scope or area of marketing and can share significant influence and impact on businesses where they recognize it (Simasathiansophon).

Some bottled water businesses have practiced the function of informing which is also applied to online television advertising. Unlike television advertisements, online advertisements do not force the user to pay attention to the advertisement quietly, but try to convince or encourage him to do so because the advertisement is placed next to or among other non-marketing content, not on the sidelines" (Meeker & Wu, 2018). The empowered internet user still has the freedom not to pay attention to ads and it is entirely up to him, to click or not on internet ads, still known as display ads, to filter online marketing messages by using different methods. And he uses them more creatively. Contrary to television advertisements, online advertisements do not oblige consumers to pay attention to the content of the advertisement, but aim to persuade or inspire consumers to do so, because they are placed next to or among other non-marketing materials, and not in between advertisements. (Meeker & Wu, 2018).

Online marketing, also known as internet marketing, uses interactive virtual spaces to advertise and sell goods and services. Not only that, modern internet-based synchronous network technology has contributed to the transformation of major economic industries such as marketing.

Because it is low-cost, fast, and has tremendous global coverage, internet marketing has created tremendous profits for a wide variety of businesses. However, this new approach that has great consequences also has certain difficulties, such as the lack of face-to-face, personal, and security contacts, and others that must be considered. In addition, because the business in this service is MineRO water and water for cooking use, the various promotions mentioned above are not used first in this service.

In this service, the promotional media used are:

1. **Brochure**, Brochure according to Iriantara and Surachman (2011) in the Oxford Advance Learner's Dictionary, states that brochure means a small book without a volume (booklet) containing information and pictures about something or an advertisement about something. Meanwhile, according to the general dictionary of Indonesian language by JS. Badudu in Iriantara and Surachman (2011) states that a brochure is a short publication consisting of several pages without a volume. As illustrated, a brochure is a printout containing information about a company, organization to be known by the general public.



Air Yatim-MU

Untuk Kami, Darimu.

Air Masak	Jeligen	Rp 3.500, Isi ulang ke Depot
		Rp 4.000, di antar ke rumah, Harga untuk Warga seluruh Desa Setro
		Rp 5.000, Harga untuk Warga luar Desa Setrorejo
Air Mineral	19L	Rp 5.000, Isi ulang ke Depot/ Grosir
		Rp 6.000, Untuk Ecer di Warung-Warung
		Rp 8.000, Isi ulang ke Depot/ Grosir
		Rp 10.000, Untuk Ecer di Warung-Warung

Membeli Air Yatim-MU berarti Anda Menyantuni Anak Yatim

Figure 2. Brochure Pricelist

2. **Labels,** Labels are made of laminated paper or plastic film, paper, labels can include all packaging or local only, can be cut in various forms to familiarize the packaging (Krasovec and Klimchuk, 2007). As for Boone and Kurtz (2010) reported that the label includes a symbol or brand name, factory name and factory address, composition data and product dimensions, and suggested usage methods. The inclusion of labels can eliminate or minimize consumer doubts in buying products and make consumers able to distinguish between one product and another, so that consumers can get products that match their desires. Good labeling is an attractive force for potential consumers to buy a product.

Making labels for 19L gallon MinerRO packaging, 1500ml bottles, 600ml bottles and 330ml bottles. This label is a sticker that will be attached to the packaging.



Figure 3. Water MineRO Labels “Yatim-MU”

- 3. Poster**, offers the receiver an opportunity to select information to attend and print media may therefore possess a higher potential for changing product attitudes. A central characteristic distinguishing the internet from other media is interactivity. For example, Roehm and Haugtvedt (1999) state that, One of the most important differences is that the Web is highly interactive. That is, people can control what information they see, for how long, how many times, and in what order. Interaction is often called to activate user's relationship with the advertisement.

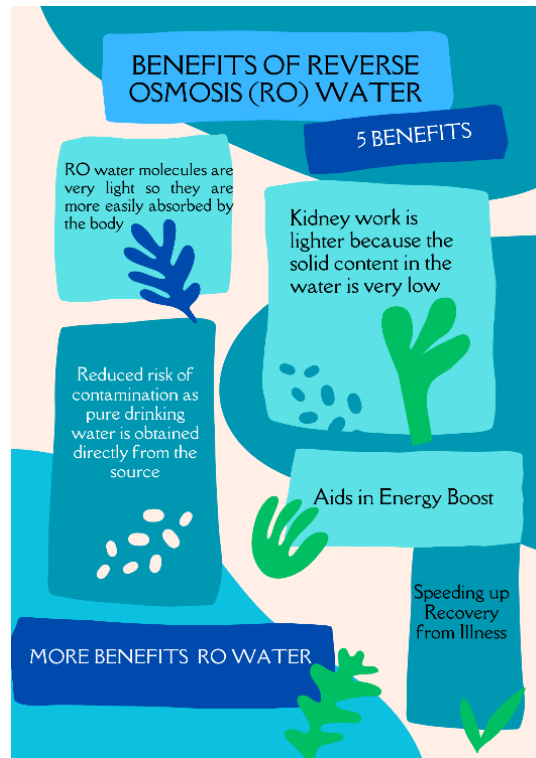


Figure 4. Benefits Water MineRO Poster

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. This service activity was carried out well and smoothly through direct assistance activities needed by the MineRO water business manager, with the aim that this training was able to provide solutions and help alleviate the problems faced and at the same time with the hope that it could be directly useful for the Muhammadiyah orphanage and especially for the running of the MinerRo "Yatim-Mu" water depot business.
2. This service is an activity that directly provides direct activities whose methods are feedback communication and the servant directly participates in disseminating business information to potential customers.

Recommendations

1. There needs to support from the community to be able to run well the "Yatim-Mu" mineral water business.
2. In this initial stage of providing direct technical assistance, it is hoped that in the future there will be development for further progress, such as submitting Health Office/DINKES to increase public confidence in this MinerRo water.

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