

COFFEE PRODUCT MARKETING ASSISTANCE TO BABADAN MERAPI COFFEE SMEs

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Abstract

Most MSMEs in rural areas utilize and increase the value of local raw materials to produce a product. Utilization of local raw materials as superior products for SMEs in Magelang Regency, such as in the Dukun District, more precisely in Paten Dusun Babadan 2. One of the SMEs that utilizes local raw materials is Arabica coffee bean processing. Products produced from these raw materials can also be quite a lot. However, good marketing has yet to support the amount of product produced. This is due to the need for more marketing personnel and the absence of a food product brand. Based on this, the servant assists the MSMEs in marketing strategies. The method used is ABCD Asset-based research. In assisting marketing activities, servants provide training on using social media as a marketing tool and making product labels or brands that become the identity of Arabica coffee bean processing products in Babadan village.

Keywords: *Marketing; Social Media; Brand; MSME*

Abstrak

Sebagian besar UMKM di pedesaan memanfaatkan serta meningkatkan nilai bahan baku lokal untuk menghasilkan suatu produk barang. Pemanfaatan bahan baku lokal sebagai produk unggulan UMKM dilakukan di Kabupaten Magelang seperti di wilayah Kecamatan Dukun lebih tepatnya di Desa Paten Dusun Babadan 2. Salah satu UMKM yang memanfaatkan bahan baku lokal adalah pengolahan biji kopi Arabica. Produk yang dihasilkan dari bahan baku tersebut dapat juga sudah cukup banyak. Tetapi, banyaknya produksi yang dihasilkan belum didukung oleh pemasaran yang baik. Hal tersebut disebabkan karena kurangnya tenaga pemasaran maupun belum adanya *brand* dari produk makanan tersebut. Berdasarkan hal tersebut pengabdian melakukan pendampingan kepada UMKM tersebut dalam hal strategi pemasaran. Metode yang dipakai menggunakan penelitian berbasis Asset ABCD. Dalam membantu kegiatan pemasaran, pengabdian melakukan pendampingan dengan memberikan pelatihan pemanfaatan media sosial sebagai sarana pemasaran serta membuat label produk atau *brand* yang menjadi identitas produk pengolahan biji kopi Arabica dusun Babadan.

Kata kunci: *Pemasaran, Media Sosial, Brand, UMKM*

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have become an important part of the national economic system. MSMEs can accelerate economic growth by

providing business fields, and employment, increasing people's income and playing a role in improving the national economy (Purwanto et al., 2021). MSMEs also have a significant role in the movement of the rural economy. MSMEs have contributed to improving the rural economy, absorbing labour, and increasing income for rural communities that have low incomes (Mulyani et al., 2019). In addition, most MSMEs in rural areas can utilize local raw materials to produce goods. MSMEs often utilize resources from agriculture, plantations, animal husbandry, and trade (Maharani & Jember, 2016).

Utilization of local raw materials as superior products for MSMEs is also carried out in Magelang Regency, such as in the Dukun District area, especially in Paten Village, Dusun Babadan 2. One of the MSMEs that utilizes local raw materials is a centre for processing coffee beans, as Mr Poni did. Based on interviews with Mr Poni, the large number of coffee plants in Babadan 2 Hamlet gave rise to this MSME idea.

The coffee beans are obtained from the community garden that grows the coffee trees, which are then collected or deposited with Mr Poni. The initiator of planting coffee trees was also chaired by Mr Poni, named the "Tumpang Sari" Farmers Group. That group aims to increase the productivity in the hamlet, especially in the processing of coffee beans which have characteristics that other coffee products do not (Interview with Mr Poni, 2022). There are quite a lot of products produced every day from these raw materials. However, good marketing has yet to support the amount of product produced. This is due to a need for marketers and the absence of a brand for these food products. Most coffee products are sold by word of mouth (Interview with Mr Poni, 2022).

Based on this, the servant assists these MSMEs in marketing strategy. Marketing strategy is one way to win a market competition (Kotler & Keller, 2016). Marketing strategy can be seen as one of the bases used in preparing a business plan. The increasingly tough competition faced by MSMEs in general, with this situation, MSMEs must have a marketing strategy to deal with competition between MSMEs. In assisting marketing activities, the servant assists by providing training on using social media as a marketing tool and making product labels that are the identity of cassava-based snack products from Babadan 2 hamlet. The label or brand is affixed to the packaging and is expected to increase the selling value of the product.

2. METHOD

Community service activities in Babadan 2 Hamlet, Patent Village, were carried out for 45 days. The authors use the ABCD (Asset-Based Community Development) approach in this mentoring-based research. The ABCD Asset-based research method is one of the strategies for carrying out community development. Community development is defined as community empowerment. This activity is a process of

awareness to the community to find out the problem with empowerment programs to lead a prosperous life. These programs are the object of an in-depth study of community development in carrying out their duties (Maulana, 2019). The process that belongs to the asset-based community development model or better known as ABCD has several steps in its implementation, namely Discovery, Dream, Design, Define and Destiny (Ngali & Latifah, 2021). These five processes are the reference in carrying out asset-based empowerment.

Discovery

After introducing and familiarizing the Geplak Salak MSME actors, the next stage is discovery, better known as the process of reviewing the potential of the community. This is the first step in the ABCD process, by looking back at each person's work, activities, expertise and skills. The benefit of this assessment is to look again at what potential needs to be identified to support a change.

Dream

It is a follow-up step in the form of dreams, aspirations and hopes. This process is a follow-up step of assessing the potential that has been studied in such a way. Identify each person's hopes, dreams and aspirations desired from their potential. This process reflects enthusiasm to make it happen with maximum effort. It encourages MSMEs to use their imagination and find a positive picture of the future of their business. After conducting interviews with MSME owners, students began to know the dreams and desires of MSME owners. After knowing the direction of goals and dreams, the next step is for students to design an activity to fulfil that dream.

Design

The process or procedure to realise the dream must be planned carefully and systematically because a structured plan will provide full hope for realising hopes and dreams. This planning process is a process or way of knowing the existing assets that will be used to fulfil the dreams of MSME owners.

Define and Destiniy

This is the last process in the ABCD step. Strengthening and confirming the goals to be pursued, giving motivation at this stage to give enthusiasm and confidence in realizing each other's desires. After settling on one goal, the last process is carried out and applied according to its potential to provide a conclusion for each person from his various dreams. Moreover, finally at the destiny stage, namely by providing assistance and monitoring to control the achievements of the mentoring program. This article will explain the research conducted in Babadan 2 Hamlet, Patent Village,

Dukun District, Magelang Regency. Marketing activities carried out include assisting in finding new customers.

3. RESULTS AND DISCUSSION

Using Social Media as a Marketing Tool

In today's digital era, social media is one of the media that can be used as a means of marketing goods and services. This is due to the extensive use of communication tools like Android, which allows a person to have social media facilities and applications. Social media and the internet can also be used to find various needs, including these MSME products. With certain keywords, it is hoped that the Babadan Arabica Coffee UMKM product can reach more customers. In its implementation, the servant takes several assistance steps, namely:

Stage 1: Discovery

At this stage, the servant observed and saw the potential in Babadan 2 Hamlet. Then it continued with several activities, starting with coordination and interviews with the owner of MSMEs, Arabica Babadan Coffee, to identify problems and find out target needs. The servant found several problems from the interviews, including the need for optimal use of social media to market their products.

Stage 2: Dream

After discovering various problems in the Babadan Arabica Coffee UMKM, the servant has several dreams, including developing ways to market products to reach a wider market.

Stage 3: Design

After discovering various problems in the Babadan Arabica Coffee UMKM, the servant has several dreams, including developing ways to market products to reach a wider market.

Stage 4: Define

From the three stages above, the servant begins to determine the work program that has been planned, namely by opening or helping the Arabica Babadan Coffee SMEs to create a special social media account using Facebook. Many people prefer to shop accordingly without being complicated, and it is easy to access anywhere and anytime.

Training on the use of social media is carried out from 20.00-22.00 hours after MSME players have finished carrying out a series of production activities. The materials provided include the following:

a. How to create an e-mail

The first material provided by the servant is material related to making e-mails.

b. Installing the Facebook application on Android

c. How to register and log in on Facebook After being given the material on creating an e-mail and already having a Facebook application on Android, MSME actors are then given directions to register and enter the Facebook application.

d. Use marketplace facilities and upload feeds or photos of MSME products on the Facebook page.

The last training is material on how to upload photos of MSME products. Apart from uploading product photos, MSME actors are also given tips or ways to attract potential customers by adding words and prices to the product photos. The results of the training are as follows:



Figure 1. Results of MSME product uploads on Facebook

Labelling or branding of MSME products

The marketing strategy of utilizing social media is one step that can be taken so that various groups can reach MSME products. However, in addition to the increasingly intensive marketing activities, it is better to be supported by strengthening the brand or product label so that the products from MSMEs have distinctive characteristics and increase product value.

Previously, MSME products were only packaged without a label or brand attached. Usually, these products are purchased by collectors to be packaged and resold. Therefore, in carrying out this service activity, the servants try to make a label or brand that will later be attached to the snack product packaging.



Figure 2. Brand or Label on Product Packaging

In addition to training activities and making product brand labels, servants also help MSME production activities such as drying coffee beans and packaging.



Figure 3 Product Drying Process



Figure 4. Product Packaging

4. CONCLUSION

Coffee product marketing activities have been going well. Especially with the development of marketing strategies utilizing social media such as Facebook can increase and expand marketing reach. In addition, making brand labels on coffee product packaging can become the identity of MSMEs and increase the value of these products.

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