



THE SPIRIT OF SOCIETY JOURNAL

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Online Marketing Supports Promotion And Advertising Sales In Communities Dolly Localization

Wiwik Handayani, Sri Muljaningsih, Helmina Ardyanfitri

University of Pembangunan Nasional "Veteran" East Java

wiwik.em@upnjatim.ac.id

ABSTRACT

Dolly Society still does not yet have online marketing knowledge, which can help market products that have been produced. Online marketing is one way to market SMEs to increase sales. Nowadays technology is progressing so that almost every marketing activity can be helped by using the internet. Promotions and advertising activities can also be done online so that they are more efficient. In the past, buying must meet the seller, so now you don't have to meet the seller. Can be admitted at home like the sale of other online products. For this reason, in community service, it provides broader and more varied marketing knowledge. Online marketing training was attended by mothers who had previously received training in making catfish-based products. So that after being able to make it can also sell..

Keywords: *Creation of creative community marketing, Advertising techniques, Online marketing, Income Improvement*

INTRODUCTION

Training for the community affected by the dissolution of Dolly localization has been widely carried out, but not all of them have met the expected results, this is caused by a lack of monitoring and sustainability of training programs. The reason behind this is the community service activities. From the evaluation results, there is a good motivation from the community to develop by doing a home production business. Previous trainees were housewives who did not yet have enough skills to conduct business. The initial training was given the method and process of making processed foods made from catfish into nuggets, dumplings and shredded meat. The training is carried out by counseling about entrepreneurship and direct practice of making products. From the results of the first training, they were able to sell on a small scale.



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To increase sales, further training will be provided to be able to increase sales by providing marketing training with several methods. Expectations with increasing knowledge and ways of marketing food will increase sales resulting in increased income.

From the observations at the location, it was shown that the Putat Jaya Village, especially the former Dolly localization area, was being pursued to be developed into a trading area so that the service program was by government programs in the region. These efforts continue to be made to reduce poverty in the Kelurahan area. Various training from the City Service and higher education institutions have been carried out and are still needed. Based on monitoring the results of the first training showed that the trainees followed up on the activity by selling every Saturday and Sunday at the mouth of the local alley. This shows progress from those who did not have the skills initially; now they can make and sell. The desire of the community is then given additional skills so that the number of sales can be increased. To increase the number of sales, then in this service program will be given the latest marketing skills tailored to the conditions, methods, and methods used today, such as by conducting online marketing, making advertisements and promotions. Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment (Kotler and Keller, 2012). Advertising media include print, electronic and outdoor. While sales promotion is a marketing communication activity other than advertising, personal sales, and public relations, where short-term incentives motivate consumers and channel members or distribution to buy goods/services immediately either at low prices or increase added value (Nicoulaud, 2008). A form of promotion: coupons, premiums, brands, sponsors and more.

In community service, a mentoring program will be provided until they can stand alone. With the capabilities that are owned, it is expected to be able to increase the income of each family that has an impact on the community, environment, and country. The food household industry is a food company that has a place of business in a residence with a manual to semi-automatic food processing equipment.



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METHOD

This community service activity uses the method of community development. This strategy was used to improve the ability of residents, especially the affected housewives after the dissolution of Dolly's localization. In this service activity, the Head of Putat Jaya Village permitted to do service in his area. Housewives of residents of RW 11 RT.7 in Putat Jaya village affected by the dissolution of Dolly Localization. Training Conducted at RT 7 on Saturdays starting at 09.00-14.00 during May to September 2018

RESULT AND DISCUSSION

On Blog Making. A blog is a form of a web application in the form of various kinds of content or writings that can be published (*posts*) on a public web page (*blog template*). Blogs are personal websites (*personal websites*) whether made for free on blogger, WordPress, or other free blog platforms, or by using domain names and paid to host (TLD). (<https://rejekinomplok.net/pengertian-blog/>)

Blogs have many functions or benefits such as diaries, media publications in the form of a political campaign, to other media programs and top-class companies. Many blogs also have facilities for interaction with visitors, as well as using a guest book and comment column that can allow visitors to leave comments or responses to the contents of a post (blog article) published. However, there are also blogs that are opposite (non-interactive), meaning that they are only used for limited circles, for example, those owned by a school or college institution. To be able to join a blogger community, there are usually conditions or rules that must be met to be able to join the community. Types of blogs: 1) Personal blog; 2) Political Blog; 3) Blog stubs; 4) Blog literature; 5) Health blog; 6) Business blogs; 7) Blog embodiment; 8) Legal blog; 9) Blog mode; 10) Blog media; 11) Blog religion; Education blog; 12) Blog instructions (directory); 13) Blog togetherness; 14) Blog intruders (spam). Benefits of Blogs as the main source of income (economy, finance) through an advertising program (such as paid posts, product sales and various affiliate programs (Anonim, 2018). From this type of business, a blog can be used to help sell processed fish-based products the results of the UMM Putat Jaya. creation of web Web according to Waryanto (2018) is a collection of web pages that are interconnected and can be accessed through the front page (home page) using a browser. A website is a medium for displaying information. Website type: personal website, online shop, blog. The advantages of using a website include being cheap, as an advertising medium and giving satisfaction.



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Can be used as advertising media and product marketing at a lower cost than through print, radio or television. Before making a purchase, consumers can search for information through the internet in full. Then you can buy directly or online. With online purchases, consumers do not need to come to the shopping place so that it will be easier. For marketers, it will also save more through a lot of advertising, building and employee media. For example, what is done on catfish SMEs will do marketing online through the UMKM Putat Jaya website.

Packaging making. Packaging is a coordinated system to prepare goods to be ready to be transported, distributed, stored, sold and used. Packaging is a creative design that connects shape, structure, material, color, image, typography and design elements with product information so that the product can be marketed. According to Kotler and Armstrong (2012) Packaging is a form of activity that involves design and product, so that the products inside can be protected. According to Simamora (2007), packaging has two functions, namely: Protective Function is to protect products from differences in climate, transportation infrastructure, and distribution channels. With protective packaging, consumers do not need to risk the purchase of a damaged or defective product. Promotional functions for ease of promotion, in packaging companies consider consumer preferences regarding the color, size, and appearance of the product — packaging Purpose. According to Louw and Kimber (2007), the purpose of packaging and labeling is: Physical Protection means packaging aims to protect objects from temperature, vibration, shock, pressure and so on. Barrier Protection means that the packaging aims to protect from the oxygen resistance of water vapor, dust and so on. Containment or Agglomeration. Small objects are usually grouped in one package for transportation efficiency and handling. Information Transmission. Information about how to use transportation, recycling, or discarding product packages that are often found on packaging or labels. Reducing Theft. Packaging that cannot be resealed or will be physically damaged (showing signs of opening) is very helpful in preventing theft. The package also includes providing opportunities as an anti-theft device. Convenience. Features that add convenience in distribution, handling, sales, display, opening, back cover, use, and reuse. Marketing. Packaging and labels can be used by marketers to encourage potential buyers to buy products. In this training, participants are also taught how to make good packaging so that it can be appropriately displayed.

Implementation of Training

1. On May 19, 2018 a training was held on how to create a blog for UKM women in the BLC room of Putat Jaya Village.

4. Berikut tampilan contoh yang saya buat
5. Setelah itu klik "Save Profile Details" untuk menyimpan perubahan yang kita lakukan

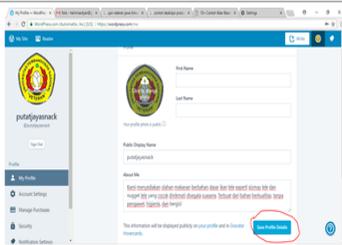


Figure 1: Blogging training activities



This training is given so that it can provide knowledge to UKM women to market catfish-based products online.



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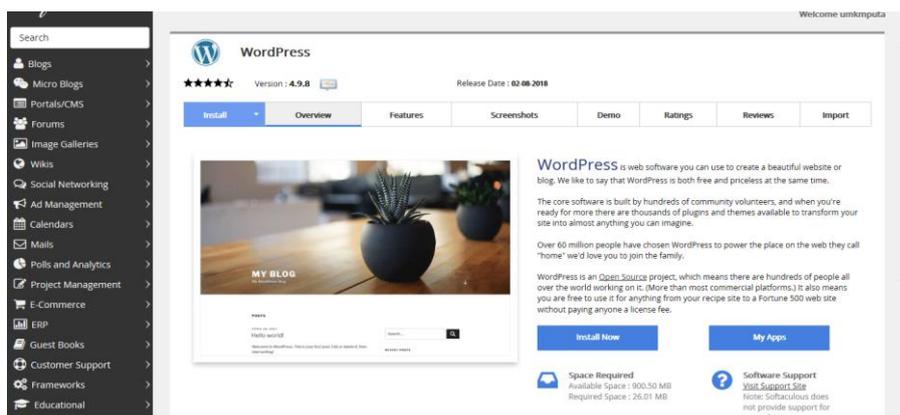
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2. The second training on May 26, 2018, was conducted web-building training for UKM Mothers 11 in BLC Room Putat Jaya Village

Web Making

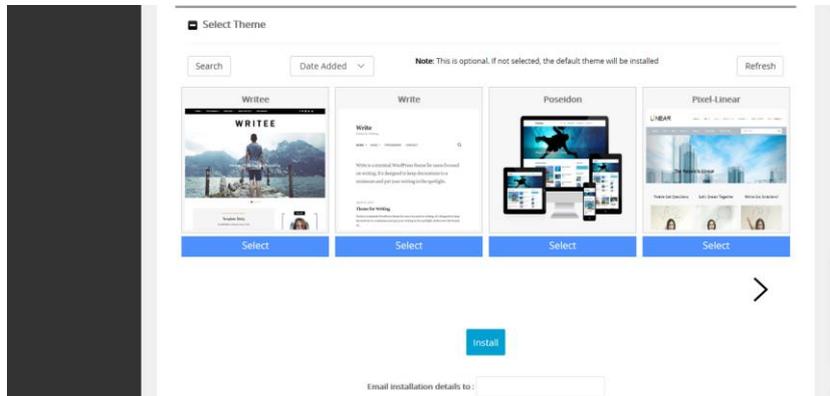
1. Process The first process that needed to be done to create a website is to create a blog first, namely through WordPress.



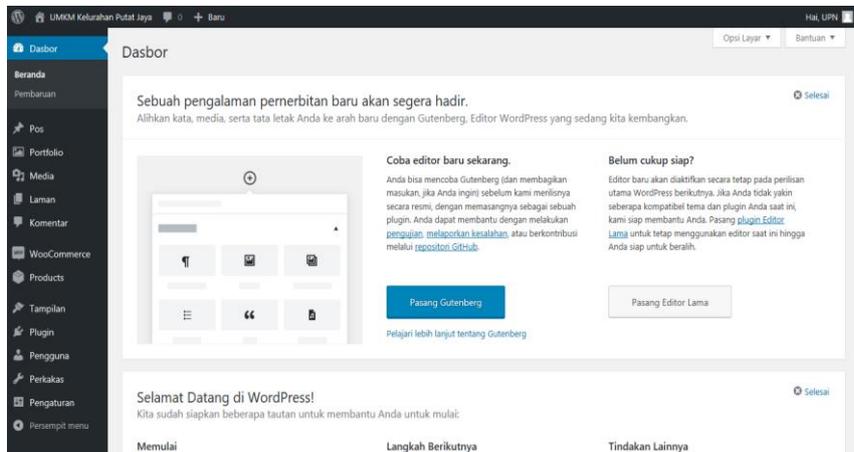
2. Furthermore, so that the blog that we create can turn into a website, we must change the domain of the blog. It can be a domain .co.id or .com here. We choose the .com domain for the website that we created.



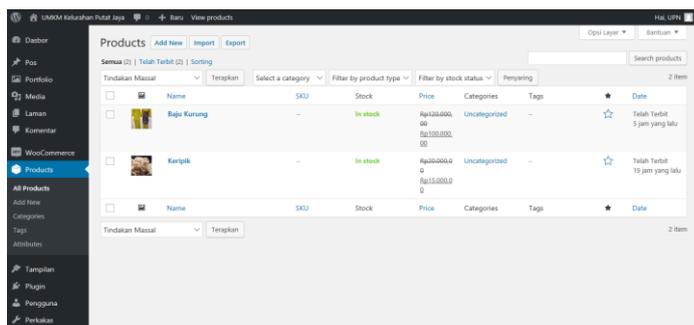
3. After the Website is formed, we can choose a theme that suits our desires.



4. The next process is to install widgets for the website as needed.



5. After the widget is installed, then we can enter the content. We can upload photos and writing.





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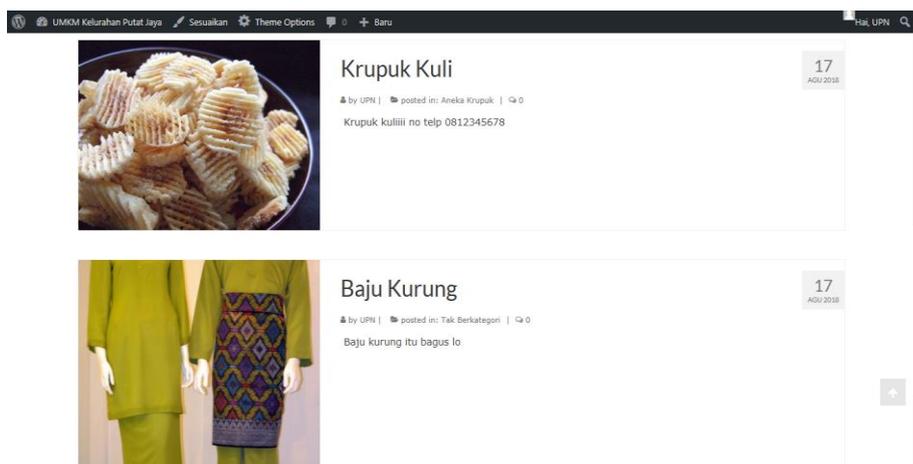
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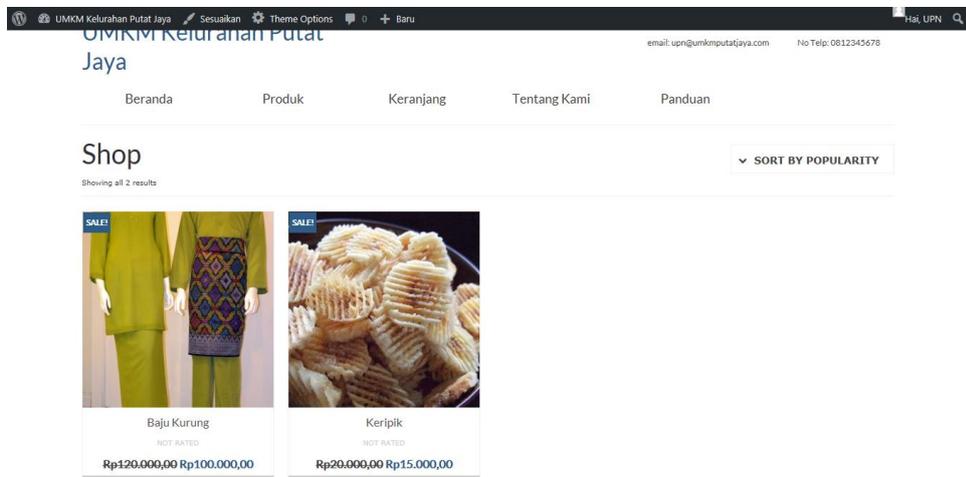
6. This is how the header appears on the Home page of the finished website.



7. The home page also displays posts from the content that we have uploaded. The



8. a website that we created allows potential buyers to know about the products we have marketed and the price.



Furthermore, the web can be accessed on the UMKMputatjaya.com link. Now it can be accessed online.

Figure 2: Web-making training activities



Figure 3: Training activities using UMKMputatjaya.com web



3. The third training on June 9, 2018, was conducted marketing training directly to SME mothers in the BLC room of Putat Jaya Village.

This training was conducted to provide more insight into SME mothers in marketing. Marketing activities can be done online and offline. Given that this UKM is still new, marketing must be done with various methods including selling processed catfish products at certain events, from house to house, in stores or canteens, along the road. Also, what must be considered is to make attractive packaging so that buyers are interested.

Figure 4: Example of packaging



Monitoring Activities This monitoring

The activity aims to evaluate the results of the training that has been carried out. Furthermore, the web creation process has been carried out and is ready to be operational. To make purchases you can access directly to the UMKMputatjaya.com website. SIUP has also been processed.

Figure 5: Monitoring activities "take a walk on Tunjungan."





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CONCLUSION

Based on the analysis of the above problems can be drawn the following conclusions: The training that was held was very beneficial for the training participants, and provided new insights and knowledge for the mother - thousands to help market the products produced online.

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