Assistance in Modiste and Makeup Business Management In Lemahdadi, Bangunjiwo, Bantul

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Abstract. This community service program aims to increase the economic value of the residents of Griya Citra Asri Housing in general and Micro Business Partners of Make-up and Fashion Tailors “Jelita” in particular. Partner Business is in the field of make-up and fashion, located in Lemahdadi Hamlet, Bantul Regency, Special Region of Yogyakarta. The partners have run make-up and fashion services by taking place at home. Partners’ problems started when the COVID-19 pandemic occurred, where the make-up and fashion business was the business that felt the most impact from the pandemic because almost no one was holding events. Problems from the production aspect are the partners do not have make-up cases that are easy to carry, some make-up equipment is almost out of date, and lack of basic materials for sewing purposes. Partners do not have a catalog of clothing models, so customers have no alternative in choosing the model to be sewn. The partner’s problems from the marketing aspect are: the nameplate is damaged and not functioning, it does not have packaging media that is the identity of the partner, and the partner does not yet have a business card. The problem with the financial management aspect is that partners have not kept financial records properly. The activities offered to solve this problem are 1) Procurement of easy-to-carry make-up suitcases, procurement of make-up and sewing tools, 2) Making Instagram an online marketing medium, 3) Together with partners designing logos and names, making and installing nameplates, 4) Procurement of packaging with partner identity, 4) Provision of business cards, 5) Conducting make-up training, and 6) Financial recording assistance. The results of the community service activities are: 1) An elegant and large make-up suitcase is available along with additional make-up tools and sewing materials; 2) Online marketing media is available in the form of Instagram; 3) Partner nameplates are attached; 4) Availability of plastic packaging with partner’s identity; 5) Availability of partner name cards; 6) Organized cosmetology training; and 7) Organized financial recording assistance. After the COVID-19 pandemic, the government has freed the public to hold events. This has had a positive impact on increasing orders for bridal make-up, graduations, and sewing orders. As of September 2023, orders are fully scheduled to reject orders, and partners’ income has increased significantly by up to 400% compared to before mentoring.

Keywords: business management, makeup and modiste, MSMEs

1 Introduction

This community service’s partner is a business in the field of make-up and fashion, located in Lemahdadi Bangunjiwo, Bantul Regency, Special Region of Yogyakarta. Partners have been running clothing sewing services since 2005, taking place at home. Since the COVID-19 pandemic has made events and receptions rare, especially in 2020 and 2021, the partners have not accepted requests for make-up and sewing services at all. When receptions are rare or almost non-existent, then, of course, not many people need formal attire to attend a party, and at the same time, there are no requests for bridal make-up or bridesmaids. When

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employees work from home, the need for office attire also decreases, as well as elementary
and middle school students who study from home, resulting in a reduced need for school
uniforms. These situations are getting worse. Currently, Mitra only employs 1 assistant from
the previous 3 people.

Naturally, humans will try to solve existing problems, so creativity is needed
(Herlambang, 2015). One way to solve these problems is to try and be creative. However, if
relying on creativity is not followed by the implementation of innovation, the product will be
unable to compete in the market. Djodjobo & Tawas (2014) stated that the initial process will
be dominated by creativity, over the implementation of innovation will dominate. According
to Tjiptono (2014), innovation is a crucial element that is useful to support the success of the
company, whether it is a service provider or manufacturer.

According to Endriastuti & Permatasari (2018), one of the efforts that can be made
to improve the community’s economy is by creating industrial activities by utilizing natural
products as raw materials. As is known, marketing is one of the activities that plays an
important role in the survival of a business (Budiyanto, 2020). Packaging, logos, and product
brands are also obstacles to marketing processed finished products. As stated by
Christainingrum et al. (2021), the application of branding to MSME products will make it
easier for consumers to choose products among many choices. In addition to the problems
found in the nata de coco MSME business, there are also problems in the hamlet, namely the
administration of population data that is not updated, because it is recorded manually. In line
with what Rummujib (2021) stated, service is an effort to make the community independent
by providing encouragement, strengthening knowledge and skills, and trying to solve
problems in the community, thus making the community more capable.

2 Methodology

The methods used in this community service are:

2.1 Preparatory Stage, which consists of activities:
2.1.1 Observation, was carried out several times to review the location and understand the
problems that occur. At this stage, the community service team made observations and
interviews with MSMEs and Hamlet Heads.
2.1.2 Discussion, after observation and interviews with related parties, then a discussion was
held about the work program that will be carried out during the implementation of the
service.

2.2 Implementation Stage, which consists of activities:
2.2.1 Counseling, by lecture method to residents, especially MSMEs who are community
service partners, about product variants and creativity and innovation in packaging
and marketing using social media. Siti (2017) stated that the essence of counseling is
to realize needs then utilize the potential possessed as the fulfillment of needs.
2.2.2 Training, conducted to create products and marketing media using social media, as
well as simple bookkeeping training. As said by Hasan (2018), a notification of
knowledge about entrepreneurship will create creative traits to support the success of
MSMEs.
2.2.3 Assistance in making logos, packaging, and bookkeeping,
2.2.4 Monitoring, is carried out to monitor activities that have been carried out.
2.2.5 Evaluation, to find solutions and picture improvements in the future.

2.3 Reporting and Evaluation stage, which consists of activities:
2.3.1 Prepare reports on service activities,
2.3.2 Make activity videos for further upload on the YouTube channel,
2.3.3 Create mass media publication articles,
2.3.4 Create international seminar articles and
2.3.5 Create Sinta-accredited service journal publication articles. The stages of activity are shown in Figure 1.

![Figure 1. Stages of Service](image)

### 3 Results and Discussion

#### 3.1 Procurement of make-up cases (beauty cases), make-up and sewing tools

Procurement of suitcases (beauty cases) and make-up tools is carried out at the beginning of the activity because partners need suitcases and modern make-up tools, as well as auxiliary materials for sewing clothes. The suitcase in question is a suitcase equipped with a mirror, a lamp, and a pole that makes it easier for partners to do the make-up process. The suitcase is easy to carry, and the make-up tools inside are neatly stored. Tricot fabric is a furing fabric that partners need to sew work clothes. So far, the partners buy furing fabrics only according to order needs, meaning they do not have inventory. Because they do not have furing supplies, the impact is that every time there is an order, they have to go to a cloth shop to buy them. Of course, this requires special time, and the price becomes more expensive if you buy small parties. In carrying out this service, the teams donated 25 meters of the best quality tricot furing fabric. Figure 2 shows the beauty cases, make-up tools, and furing cloth that were donated to partners.

![Figure 2: Beauty cases, make-up tools, and furing cloth that were donated to Partners.](image)

#### 3.2 Creating Instagram as an online marketing medium

After training and assistance in service, brand, and packaging; furthermore, product photo activities are carried out, which are used for promotion on Instagram social media, as
presented in Figure 8. Instagram social media was chosen because it is quite in demand by consumers (Nursidiq et al., 2019). Product documentation is done by taking photos and videos to be included in social media that will be made later. This is done to be able to market the product widely and can increase the selling value of the modiste. In the current era of globalization, social media will greatly benefit business actors to market their products (Rosmadi, 2021). The team, together with partners, create an Instagram account, which is used as an online marketing medium. The Instagram account contains the partner’s name, address, contact number, and fashion model and make-up results which are the partner’s card. Instagram content will always be updated by partners. Figure 3 shows an Instagram account containing fashion models and examples of Partners’ make-up results. Digital marketing is done because it is useful for reducing promotional costs (Endriastuti & Permatasari, 2018). Figure 8 is documentation during the implementation of Digital Marketing Counseling and Assistance. Digital marketing will increase sales, because the more people who know, the more people will buy (Utarsih et al., 2020).

![Figure 3: Instagram account](image)

### 3.3. Partners design logos and names, create and install signboards

Logos and brands are used for packaging and various other promotional media. It takes several times the process of making an attractive logo but has a philosophy related to the product until the most suitable logo and brand are obtained, as presented in Figure 6. Visual design on the packaging is very important because it will attract the attention of consumers and the product is easier to recognize (Sondakh et al., 2021). Together with the partner, the team makes a signboard containing information on the partner’s name, type of service, address, and contact number, which is then posted at the Modiste and Tata Rias Jelita locations. Installing a nameplate makes it easier for customers and prospective customers to find partner locations. Figure 4 is the design and finished product of the Partner Nameplate, which is installed in front of the partner’s house as the production site.
3.4. Procurement of packaging and business cards with partners’ identities
The team, together with partners, designed and printed plastic packaging and business cards. Packaging is a marketing medium. Besides being useful as product packaging, it also functions as an effective marketing medium. In addition, partner name cards can also be given to customers and prospective customers when there is a wedding reception, graduation, or the like. Figure 5 is the plastic packaging and partner’s name card. The quality of a product will be a consideration for consumers to determine purchases (Yulianto & Permatasari, 2019).

![Figure 5. plastic packaging and partner’s name card.](image)

3.5. Conduct make-up training
Make-up training was held for local residents, and attended by 10 participants. The results of the make-up can be seen in Figure 6.

![Figure 6. Make-up training results](image)

3.6. Assistance in Financial Statement Preparation
Simple financial preparation assistance is used to calculate the cost of goods produced because managers often do not include all elements of production costs in the calculation of the cost of goods, especially labor costs. Participants were also educated about the preparation of Cash Flow needed to find out the amount of money in, money out, and cash balance. Simple financial recording assistance is held to educate the owner about the separation of personal and business financial records so that the amount of receipts and expenses related to the business can be clearly identified. After the training was held, the owner understood and applied the bookkeeping and financial recording model that the team had taught. Figure 7 is during financial recording assistance.

4 Conclusion
The results of the community service activities are: 1) An elegant and large make-up suitcase is available along with additional make-up tools and sewing materials, 2) Online marketing media is available in the form of Instagram, 3) Partner nameplates are attached, 4) Availability of plastic packaging with partner’s identity, 5) Availability of partner name cards, 6) Organized cosmetology training, and 7) Organized financial recording assistance. After the COVID-19 Pandemic, the government has freed the public to hold events. This has had a positive impact on increasing orders for bridal make-up, graduations, and sewing orders. As of September 2023, orders are fully scheduled, and even to the point of rejecting orders. Partners’ income has increased significantly by up to 400% compared to before mentoring. The results of the service have been published, while for international conference activities, it adjusts the UMY ICCS agenda.

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References


