Micro Business Empowerment of Eel Chips Vendors in Jati Banaran Village of Galur Kulonprogo

Suranto Suranto1*, Haryadi Arief Nuur Rasyid,2 Rigel Nurul Fathah3

1, 2 Universitas Muhammadiyah Yogyakarta, Indonesia
3, Universitas Aisyiyah Yogyakarta Indonesia

Abstract. This community service activity aims to assist MSME partners of eel chip products so that they (1) have business legality and (2) can increase their business through online marketing. The methods to achieve these goals are conducted through counseling, interviews, discussions with partners, observation, and documentation. The program implementation as a whole ran smoothly, which resulted in outputs in the form of (1) obtaining business legality in the form of a business permit certificate from the competent authority easily, cheaply, and quickly, (2) product branding and packaging, and (3) product online marketing platforms using Instagram. The obstacles arising in the early stages of activities are business actors' confusion with the use of information technology which can be overcome with intensive mentoring methods. As for the suggestions, the business actors' partners should be able to update the marketing platform.

Keywords: MSME Assistance, Business Legality, Online Marketing

1 Introduction

Although 2 years have passed, the excesses of the COVID-19 pandemic have had a very significant impact on micro, small, and medium enterprises (MSMEs) in Indonesia, including in Kulonprogo Regency. Data from the Office of Cooperatives, Small and Medium Enterprises of the Kulonprogo Regency Government show that more than 2,000 MSMEs have been affected by the COVID-19 outbreak. The MSMEs that were most affected were those engaged in the culinary, creative industry and agriculture sectors. The decline in these sectors was caused by changes in habits that occurred in society during the pandemic, for example, suggestions to avoid transmission of the COVID-19 virus by practicing social distancing and staying at home. These changes indirectly affect the socio-economic dynamics of society which gradually causes a downturn in certain fields.

One of the cases in this culinary sector is the eel chips-producing micro business actors located in Jati, Banaran Village, Galur Kulonprogo, which has a lot of interest in this sector. When the COVID-19 pandemic hit Indonesia in 2021, the eel chips micro business in Jati Banaran experienced a decline in production and has not recovered until now. The reduction in production activities was not only caused by a decrease in buyers as a result of the news about COVID-19 but also by conventional marketing. This happens because the use of existing social media technology has not been maximized to expand product marketing. Furthermore, Sarinem as the business owner stated "We have heard about online marketing, but we don't understand much about it, so we can't use it optimally." In this regard, Sarinem added: "Our business is still on a small scale, so we haven't thought about how to make a production catalog or branding our products."

Corresponding Author: suranto@umy.ac.id
Meanwhile, another issue is that there are still many MSMEs that have not obtained official business permits from the regional government, either due to a lack of knowledge or fear of obtaining permits considering that their businesses are still on a small scale. The findings above show that the eel chip MSMEs in Jati Banaran Kulonprogo are facing marketing constraints related to drastic changes in marketing patterns after COVID-19.

2 Methodology

Based on the problems faced by the eel chips MSME partners, the steps taken are formulated as follows:

1. Initial observation to map partner problems

Mapping the partner's problems was done by observing the location of the eel chips MSMEs and the stakeholders. In addition, in-depth interviews were also conducted with the owner of Keripik Welut Bu Sarinem, along with its support staff to get more in-depth information regarding the problem at hand. In addition to mapping the problems, the team also mapped out the advantages and potential of this eel chip MSME. The information that was collected was then analyzed to determine the strategy and program to be carried out.

2. Collaboration with other stakeholders

Collaboration with other stakeholders in this service activity is very important to do. This collaboration is carried out in the form of cooperation in the implementation of community service programs, especially in MSME empowerment. It is hoped that the management of activities and programs is effective, efficient, and relevant to the field problems. The parties involved are the proposing team with academic backgrounds, students, MSME owners and management, the Kulonprogo One Stop Investment and Licensing Service as the party authorized to issue business permits, and the Banaran Village Government. In addition, the team also involved the media as a forum for publicizing the programs that had been implemented. The roles of each stakeholder are as follows:

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Role</th>
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<tbody>
<tr>
<td>Core Team</td>
<td>The core team acts as a coordinator directing community programs and activities. The core implementing team also acts as a facilitator and mentor from the program development process to the program and activity evaluation stage.</td>
</tr>
<tr>
<td>MSME Partner</td>
<td>MSME owners also act as facilitators and providers of supporting resources for the smooth running of the program.</td>
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<tr>
<td>Mass Media</td>
<td>The media are involved in covering and publishing the activities and outputs of the programs that have been implemented to be known by other audiences.</td>
</tr>
<tr>
<td>Local Government Agency</td>
<td>The agency conducts dissemination of MSME business licensing and practices on-the-spot direct services.</td>
</tr>
<tr>
<td>Students</td>
<td>The students assist and are involved in the entire process of the implementation of community service activities. They are also actively involved in formulating program concepts up to the program evaluation stage.</td>
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3. Program Implementation
This community empowerment activity is carried out through several activities, namely:

a. Socialization and licensing services based on online single submission (OSS),
b. Branding assistance and product photos,
c. Marketing assistance through online media.

These three programs were carried out continuously.

4. Monitoring and Evaluation
Programs that have been implemented within the planned period will be monitored regularly. The monitoring function of this program is to identify deviations related to the running of the program so that the program can run according to the original plan. In addition, the team monitors this program to minimize the risk of failure of the programs being implemented. The core implementing team monitors at least 2 times in 1 period of the community service program. In addition to the monitoring process, an evaluation of the programs that have been implemented is also carried out. This program evaluation is carried out to assess the final results of the programs that have been implemented. This process also determines follow-up plans for the following years.

3 Result and Discussion

1. Socialization of OSS-Based Business Licensing and Direct Services
Counseling on legal awareness related to business legality was carried out by inviting resource persons from the One Stop Licensing and Investment Office of Kulonprogo Regency on January 31, 2023, at Banaran Village Hall. On that occasion, it was explained and practiced how easy it is to get a business license using online single submission (OSS). At the end of the event, 2 micro-entrepreneurs directly applied for business permits which were granted right away. The community was very satisfied with the implementation of this event which was followed up with training of trainers for village officials regarding the procedures and conditions for obtaining business permits easily and quickly for residents.

Figure 1. Submission of Direct Printing Business Permits from DPMPTSP Kulon Progo.
2. Product Branding and Photo Assistance

The steps taken by the team are observation and identification of products in the form of eel chips and fried wader fish which are then classified based on their type. After that, an interesting product packaging method was provided, followed by a photoshoot of the classified product to be used as a product catalog.

Furthermore, intensive discussion activities were carried out related to the used branding. This activity was quite time-consuming due to the need for deep thought regarding the idealism of MSMEs which must be compromised with practical needs in the field. The output form of this program is shown in the figure below.

The implementation of product photography and branding activities lasted for 7 days, starting from the discussion of activity plans at partner locations to the implementation of product photos that were carried out at the UMY Communication Science Lab. This program is not possible without the approval of the partners. Partners’ response to this program is very positive because this program helps them in terms of product packaging and branding which will be very useful for their marketing in the future.
3. Online Marketing Assistance

This marketing training program through online media is carried out to facilitate partners in making product marketing breakthroughs that are no longer conventional but up-to-date with the demands of the all-digital era. This activity is a follow-up to the previous program, namely product photography and branding. Figure 4 is the output of this program.

![Figure 4. Partner’s Social Media Marketing Platform.](image)

The process for creating social media for Keripik Welut Bu Sarinem was completed in 10 days. First, after intensive discussions with partners and an agreement regarding product packaging and branding, the team had a clear picture of making digital marketing designs through social media. Second, the team and partners agreed on the use of the Instagram platform which is well understood by the partners making it easier for them in further management. Third, the process of registration, uploading data, and updating data was carried out jointly between the team and partners. There are no significant obstacles in its implementation. The Instagrams account is *keripikwelutsarinem*.

As a result, the partners can understand the basics of digital marketing for marketing through social media and can market their products more broadly to increase their sales not only in the local sector but also outside the region and understand content/posts that are proper and have high selling value.
4 Conclusion

1. The PPM program related to the MSME empowerment of Keripik Welut Bu Sarinem in Jati Banaran, Galur Kuloopprogo has been running well and smoothly. This program is effective in facilitating the processing of legal business licenses, creating product photos and branding as well as facilitating partner marketing updates.

2. The PPM program that is being held can benefit partners in the form of obtaining a legal business license, product photos, and branding, as well as an updated social media platform that makes it easier for them to do online marketing.

References


