

**Socialization of Banana Chip Marketing Strategy to
Small and Medium-Sized Micro Entrepreneurs
(MSMES) in Pandansarilor Kab. Malang Village by
Students of KKN Group 06 UNISMA in 2018**

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ABSTRACT

Marketing management is the activity of analyzing, planning, implementing, and controlling programs that are structured in the formation, development and maintenance of profits from exchanges/transactions through target markets with the hope of achieving company goals in the long term (Assauri, 2013).). MSMEs (Micro, Small and Medium Enterprises) are productive business units that stand alone, which are carried out by individuals or business entities in all economic sectors for economic development (Tambunan, 2012; Suci, 2017; Wibowo & Arifin, 2015; Susilo, 2012; Oktafia, 2017). Pandansari Lor Village, Jabung, Malang Regency which has extraordinary potential in agriculture, namely in the form of food crops, especially bananas and cassava, so it is known as the village that produces the largest food crops in Malang Raya. This can be proven from the high economic activity in the banana and cassava agricultural sector. However, in the midst of high economic activity, the MSME sector is not considered optimal enough

KEYWORDS: *Marketing management, Pandansari Lor*

INTRODUCTION

Pandansari Lor Village is a village located in Jabung Subdistrict, Malang Regency. The economic sector of Pandansari Lor Village is one of them in the potential of agriculture is very extraordinary, namely agricultural products in the form of bananas and elephant cassava are very large. So that Pandansari Lor Village is the largest producer of Bananas and Cassava in Malang Raya. Marketing management is the activity of analyzing, planning, implementing, and controlling programs organized in the formation, development and maintenance of profits from exchanges / transactions through target markets in the hopes of achieving the company's goals in the long term (Assauri, 2013). MSMEs (Small and Medium Micro Enterprises) are stand-alone productive business units, conducted by individuals or business entities in all economic sectors for economic development (Tambunan, 2012; Holy, 2017; Wibowo & Arifin, 2015; Susilo, 2012; Octafia, 2017). Bananas are a very nutritious fruit that is a great source of vitamins, minerals and carbohydrates. Many benefits of banana itself, can be used as table fruit, banana sale, banana puree, banana chips and banana flour. Banana peels can be utilized to make vinegar through the fermentation process of alcohol and vinegar acids. Banana leaves are used as wrappers of various kinds of Indonesian traditional food. Abaca banana stems are processed into fiber for clothing, paper etc. Banana stems that have been cut small and banana leaves can be used as ruminant fodder (sheep, goats) during the dry season where grass is not / less available (Khafiz, et al., 2018; Hasibuan, et al., 2017; Syahputra, et al., 2017; Harahap, 2019). MSMEs play an active role in the development of village potential. In KBBI it is stated that MSMEs are a potential that every village has that can be developed. While the potential of the village is the power, strength, ability and ability possessed by a village that has the possibility to be developed in order to improve the welfare of the village community in the sector of improving the economy (Soleh, 2017). But the MSME sector of Pandansari Lor village is not optimal enough in developing variations in processed village potential, especially in the form of food made from cassava. It is known that the MSMEs of Pandansari Lor Village process the potential results of the village are still just processed in the form of cassava chips, both ripe and

raw only. Cassava processed products into chips are considered to have become commonplace so that it is felt that the need for further management of MSME potential. Back and forth a business, depending on how accurate the marketing strategy. One marketing strategy is to implement social media, which not only helps market products and services, reduces promotional costs, complements brands and conducts reciprocal communication with customers and suppliers but plays a role in helping identify customers from sharing information to knowing the objects customers like, customer presence based on location and interaction patterns, company reputation with regard to customer opinions and customer groups. it's well established. Some commonly used marketing strategies are (SWOT) and Business Model Canvas (BMC). According to (Ching, Hong., Fauvel, 2013) BMC provides insights for entrepreneurs and businesses on different variations that are more appropriate for their business. In addition, in using BMC business people can identify costs that are not effective and excessive in creating value for consumers.

The external targets of this devotional activity are: 1) Socializing business management, Indicators of the success of MSME activities in the form of increasing business management to partners, namely: the implementation of the presentation of neat and good business financial statements continuously, and the application of marketing strategies to businesses. There was a 30% increase in business turnover from the previous condition; 2) Increase knowledge of product marketing strategies. Indicators of the success of MSME activities in the form of increasing knowledge about product marketing strategies to partners are: the application of 100% e-commerce and banana Kripik stock calculation application continuously; and 3) increase knowledge about business capital / bank credit. Indicators of the success of increased knowledge about business capital / bank credit to partners are: understanding of the making of bank credit proposals.

There are at least four functions of a marketing strategy, including:

1. Increase motivation to develop business

The marketing strategy will provide an overview of the business opportunities that can be worked on. This opportunity is not only fixed on the present, but also its development potential in the future. In other words, the existing image will create "innovation". Well,

this development will not only have the potential to attract consumers/markets, but also for businesses to dare to try new things.

2. Streamline team coordination

It is clear that marketing strategies exist to achieve business goals. Thus, with this “main guide”, the work of each division becomes more focused.

3. Clarify company goals

If a company wants to progress, it must have a clear goal. Without it, it will be difficult to develop. Marketing strategy helps to participate in formulating the short and long term goals of the company itself.

4. Controlling marketing activities

The name is also "marketing strategy", certainly not far from marketing activities. He ensures that all activities run according to the corridor alias well monitored in order to achieve goals.

Marketing strategy is also defined as a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as the company's response to the changing environment and competitive conditions.

While the shari'ah marketing strategy is the method taken in order to offer and sell to the public products that are realized in the form of actions and policy steps that are in line with shari'ah principles and may not go out unless subject to following these principles.

METHOD OF IMPLEMENTATION OF ACTIVITIES

The method used in KKN activities is to provide knowledge to MSME partners in Pandansari Lor Village through video tutorials and processed booklets of Banana Chips. The methods carried out adjust to the potential of the region and the condition of KKN Universitas Islam Malang. tools, ingredients and how to process banana chips. It is

expected that partners can practice and make Banana chips the creation of MSME processed products. These stages can be described as follows.

The implementation of devotional activities took place on June 05 - 07, 2018 with 20 (twenty) residents of RT 001/005 pandansarilor village. There are several approach methods used in the implementation of the program, including:

1. . Sosalisasi, community service program is carried out in the form of socialization conducted by group 06 consisting of students majoring in agrotechnology and management and also presents several UNISMA lecturers who have knowledge in the field of Marketing Strategy and entrepreneurship to provide socialista to SME business partners in Pandansarilor Village. Socialization is in the form of material presentation to partners related to the problems faced by partners. The material to be delivered is expected to provide increased knowledge and understanding to further be applied by partners in business activities.
2. Discussion, after the material is finished presented, continued with a discussion in the form of a question and answer between the speaker and the participants. Discussions are conducted so that participants better understand the material that has been delivered. Through discussion, socialization is not just a transfer of knowledge but can share experiences and problems that are facing partners.

RESULTS AND DISCUSSIONS

1. The implementation of material presentation in the form of seminars delivered by four speakers or sources. Four of the sources came from the PKM UNISMA lecturer team. The first material presentation was delivered by the Chairman of PKM, Mr. Dede Solihin, S.E., M.M., delivering a speech as well as the opening of the PKM event held at RT 001/005Desa pandansarilor. Furthermore, the presentation of core materials was delivered by four lecturers from the PKM UNISMA team. First Mr. Noto Susanto, S.E., M.M., conveyed the material on how to make an attractive product. Both Mr. Rahmad, S.E., M.M., delivered material looking for a strategic location for business people, the three Mr. Ahyani

S.E., M.M., create promotional content that is easy to remember by customers and the four materials delivered by Darmadi, S.E., M.M., which provides an understanding of how to distribute products so that they can reach customers and online marketing.

The training that has been done by the community service team is as follows:

- On June 5, 2018, the first session was conducted on the delivery of materials on how to create attractive product designs and convey materials looking for strategic locations for business people. Product packaging design is one of the important factors that can strengthen business branding in increasingly fierce competition. Attractive and quality packaging design becomes the difference between our brand and competitors. Unique and interesting packaging design certainly applies some important things that can affect the success or absence of a business.
- Training On June 6, 2018 In the second session training was conducted the delivery of material about creating promotional content that is easy to remember by customers. To create quality content, one thing we need to know is what is trending in google search engine. To find out this, we can find out through Google Trends. Try to access trends.google.com, and see what is being discussed at the moment. Once we know the trend of the topic that is being discussed by the community, the next step is to choose and adjust the trend that suits your business. Once the content has been created, the next step is to distribute it The distribution of content can be done through social media, websites, blogs, and other promotional channels. Make sure you distribute regularly created content to get more audience.
- Training On June 7, 2018 In the third session training was carried out the delivery of materials on how to distribute products so that they can get to customers and online marketing. Distributing goods is one of the heart of business. Knowing the patterns - distribution patterns can make us able to increase sales up to several times. To be able to distribute the product so that it can get to the customer can be done in the following ways.

The aim of marketing is to change the orientation of other marketing management philosophies which have proven unsuccessful in overcoming various problems, due to changes in the characteristics of today's market which tend to develop. These changes occur, among others, due to population growth, increased purchasing power, increased and expanded relationships or communications, technological developments, and changes in other market environmental factors. Kotler argues that marketing has the aim of building mutually satisfying long-term relationships with parties who have the main interest of customers, suppliers, distributors in order to obtain and maintain references and their long-term business continuity.

The term marketing includes foundation marketing, educational institution marketing, personal marketing, mosque marketing, marketing nonprofit organizations. The marketing objective of these non-profit institutions is to create satisfaction for consumers, customers, congregations, students, the people, who will enjoy the products they produce. Therefore, these institutions must know very well who the consumers, congregations, and students they will serve. If consumers are satisfied, then the problem of profit will come by itself. Producers will reap profits continuously, as a result of giving satisfaction to their consumers.

According to Philip Kotler, promotion is any form of communication persuasion designed to inform customers about goods or services, and to influence them to purchase those goods or services, which includes publicity, personal selling, and advertising. Promotion involves both advertising and personal selling. The goal is to inform and persuade customers. Advertising communicates the benefits of goods or services to potential customers through mass media. Personal selling involves the art of persuading in sales on a face-to-face basis. The company's promotional program can have an important role in creating an image in the minds of customers.

Promotion is an activity aimed at influencing customers so that they can get to know the products offered by the cooperative to them and then they become happy and then use the product. The tools that can be used to promote their products are in several ways, namely advertising (advertising), sales promotion (sales promotion), and personal selling.

- 1) Advertising (advertising), is the main tool for cooperatives to Affect its members. Advertising can be done by cooperatives through newspapers, radio, magazines, and billboards.
- 2) Sales Promotion (sales promotion), is a cooperative activity selling the products it marketed in such a way that members will be easy to see. For example, sticking pamphlets in front of the office or on a bulletin board so that many members see and are then interested in using the product.
- 3) Personal Selling, is a cooperative activity to make direct contact with members and prospective members. With direct contact, it is hoped that there will be a positive relationship or interaction between the cooperative and its members and prospective members. Included in this category are door-to-door, telephone, internet.

Marketing strategy is a combination of other marketing tools, namely advertising, personal selling, sales promotion and publicity designed to sell goods and services. To sell goods and services directly, we have conducted business activities. The Qur'anic concept of business is also very comprehensive, the parameters used are not only related to the world, but also to the affairs of the hereafter. The Qur'an views human life as a continuous process. Humans must work not only to achieve success in this world but also to succeed in the hereafter. The concept of business according to Islam always goes back to two aspects, namely good (luck) and bad (loss). A business that is said to be lucky contains three basic elements, namely knowing the best investment, make logical, healthy and sensible decisions, and follow good behavior.

Rasulullah SAW was the last prophet who was sent down to perfect the teachings of Allah SWT that were revealed earlier. Rasulullah SAW is a role model for his people. He has set an excellent example in every business transaction. He conducts transactions honestly, fairly and never makes his customers complain, let alone be disappointed. Always keep promises and deliver merchandise with quality standards in accordance with customer requests. His reputation as an honest merchant, had been well ingrained from a young age. He always shows a sense of responsibility for every transaction made.

CONCLUSIONS

The development of the potential of MSMEs in terms of the potential of produce and human resources is very useful in increasing the selling value of Banana Chips and business management, indicators of the success of MSME activities in the form of improvement of business management in partners, namely: the implementation of the presentation of neat and good business financial statements continuously, and the application of marketing strategies to businesses. The implications of this service, the community can prosper life with additional skills to process the results of natural resources. This devotional suggestion that the utilization of resource results is not only limited to processing, but should consider marketing the processed results.

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