

## MARKETING STRATEGY ASSISTANCE AS OPTIMIZATION OF THE EXISTENCE OF MANDIRI SEJAHTERA COMAL BUMDES

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### Abstract

*The purpose of this service activity is to improve business development and assistance to strengthen product marketing strategies in the Sidorejo Village-Owned Enterprises (BUMDes). This service activity is focused on developing BUMDes businesses and implementing marketing methods for BUMDes Desa Sidorejo Comal both with conventional methods and via the internet. The service methods used are: (1) Conducting initial observations and interviews with BUMDes management and community leaders. and (2) the stages of implementing the activities. The result achieved is that the management of the Sidorejo Village BUMDes can improve marketing strategies both through conventional and the internet as an optimization of the existence of Sidorejo Village BUMDes.*

**Keywords:** BUMDes, Strategy, Marketing

### 1. PRELIMINARY

Until now, the rural economy still has serious obstacles due to the inability of resources to optimize the potential of the village. Problems that often occur, such as poverty, adversity, backwardness and discrimination are related to the growth and development of rural communities. The growth of rural communities is closely related to economic improvement in rural areas. Therefore, to achieve economic growth and reduce poverty, a new approach is needed, known as BUMDES. BUMDes was born as a new approach in improving the village economy based on the local needs and potentials of each region. Most BUMDes are involved in processing agricultural products, ecotourism fertilizers, culinary products, processing industries and the service sector. Through BUMDes, it is hoped that there will be an empowerment of rural communities. (Djatkiko & Cahyadi, 2020)

The problems in BUMDes currently are: (1) the business of BUMDes is running slowly, (2) the type of business has not developed yet, (3) has not been supported by UMKUM-UMKM in developing business as BUMDes partners so that BUMDes and

UMKM businesses are more developed in order to improve the community's economy. villages, and (4) BUMDes marketing has not been optimal, both conventional marketing and marketing through the internet. (Djatkiko & Cahyoadi, 2020) In its work, BUMDes has a myriad of problems. The management of BUMDes in the village is said to be difficult due to problems such as limited Human Resources (HR). In the BUMDes management process, several challenges are often encountered that must be resolved by BUMDes managers and administrators. (Nomor et al., 2022)

Efforts are being made to overcome current BUMDes problems, namely by conducting: (1) business development training, (2) business service/product marketing training. Then, to optimize the performance of BUMDes, community trust and community involvement are needed to optimize the advantages or potential of the village. To make the preparation of village potential, it is necessary to have the talent and potential of the community, citizen organizations, and local institutions in supporting the development of potential. Therefore, the village must take a macro role to solve problems at the micro level. Then with the increase in capacity and management as well as the development of village networks, it greatly affects the strengthening and optimization of BUMDes. BUMDes can also accommodate all components of regional potential which are then managed and developed into superior products based on local potential in community economic development. Encouraging the community's economy can be done by expanding the space for movement by strengthening community groups in business development based on their potential as an alternative to program sustainability.

The success of optimal and efficient BUMDes management can have a positive impact on the economy and ultimately the welfare of the community will increase. When economic success at the regional level increases, it will also be in line with the increase in the national economy. BUMDes can encourage and develop village potential and can overcome problems that occur. The business unit developed by BUMDesMa Mandiri Sejahtera Comal, namely culinary tourism called the House of BUMDes (HOB) in Sidorejo Village. The House of BUMDes is designed with the concept of a restaurant with a gazebo, fishing and pavilion. Moreover, the beautiful atmosphere with views off the rice fields makes visitors to the House of BUMDes feel comfortable enjoying the beautiful rural area. The concept of culinary tourism provided by BUMDes with Mandiri Sejahtera Comal is to provide village specialties such as corn rice, boiled sweet potatoes, gondem which are now almost disappearing and people really miss these traditional snacks. In addition to improving the regional economy, this is also a form of synergy between BUMDes and Comal with farmers, who will later be ready to accommodate the crops of palawija farmers to be processed into traditional foods that are ready to be marketed through the House of BUMDes or cypress restaurants. The hope is that the House of BUMDes or Cemara Restaurant can synergize with stakeholders in Comal District in particular and Pemalang Regency stakeholders in general to jointly introduce the potential of the region to improve the regional economy.

In particular, this service aims to optimize BUMDes in marketing strategies in the current digital era. The implementation of the BUMDes program is closely related to

community empowerment programs that aim to create people's economic growth and equitable distribution of welfare by developing community small businesses in increasing people's income. (Ridwansyah et al., 2021)

## **2. IMPLEMENTATION METHOD**

This Community Service Activity (PKM) was held at BUMDes Mandiri Sejahtera in Sidorejo Village, Comal District. Activities are carried out from May to June 2022. The stages of activities at BUMDes Mandiri Sejahtera Comal are as follows:

1) Conduct initial observations and interviews with BUMDes management and community leaders. This activity aims to coordinate and design work programs to fit the target. (Nugrahaningsih et al., 2021)

2) Stages of implementing activities. At this stage the PKM implementation team carries out the planned work program, namely:

- Conducting socialization about cultivating an entrepreneurial spirit,
- Assisting the marketing system of BUMDes business units and MSME actors in Sidorejo village.
- Monitoring stage by controlling whether the activities carried out can have an effect on BUMDes and the fostered partners. (Pramiana & Gilang, 2021)

The stages carried out by BUMDes include:

### **a) Planning Stage**

At this stage the team conducted interviews with the secretary of BUMDes, Mrs. Yuli as the person in charge of running the BUMDes in Sidorejo Village. The aim is to find out the problems and obstacles/obstacles faced related to the development of BUMDes business, the type of business carried out, and the marketing methods used.

### **b) Implementation Stage**

After the service team knows the conditions of business development and marketing of BUMDes on existing obstacles and constraints, steps are taken to overcome these obstacles and obstacles. For that, the following steps are taken.

- Conduct BUMDes business development training and BUMDes business cooperation training. The purpose of this training is so that BUMDes administrators/managers have the insight to develop their business by providing new services in addition to the services already provided.
- Conduct marketing training for BUMDes services/products, with the aim that Sidorejo Village BUMDes administrators and managers in particular have a deeper understanding related to BUMDes product marketing methods, both face-to-face conventional marketing or meetings between service/product sellers and customers or via online line,

ie between service providers and consumers do not have to meet at the time of service offering.

c) Activity Evaluation Stage

At this stage the activities of the service team evaluate the implementation of the service that has been carried out, starting from the planning stage to the implementation of activities. (Dan et al., 2021)

### **3. RESULTS AND DISCUSSION**

#### **1. Results of Observations and Interviews**

The results of the discussion from observations and interviews were to find out that BUMDes has several business units, namely culinary tourism, namely the hob shop of BUMDes, renting out places for various activities such as sports activities, associations and even teaching and learning activities (KBM). In addition, BUMDes own shares established by the village government in the comal area, for that BUMDesMa is still tied to other BUMDes and PEMDes in the Comal area or in other words asking for help to advance the BUMDes. Because he hopes to increase the existing relations in the PemDes, both PKK, community leaders and others, it is useful to promote the BUMDes itself so that many people visit BUMDes. In addition there are also training or courses. Bumdes itself has been established for approximately 3 years from 2020-present. As for the management of BUMDes itself, it has been established for 5 years where it was first established in 2018, 2019 and has only been able to serve customers at this BUMDes since 2020 around September.

Based on Mrs. Yuli's statement, the Sidorejo BUMDes has a plan to create a tourist village, the project is expected to be realized, then the village also hopes that this assistance can help promote culinary tourism and the business unit of the BUMDes and also be able to

provide innovations or new work plans. The observation activity was carried out on Wednesday, June 1, seeking more information about what business fields exist in BUMDes Mandiri Sejahtera, one of which is the culinary tourism business. which later, BUMDes hopes to increase the number of business fields for welfare of the people in Sidorejo Village, Comal District, Pemalang Regency.



Picture 1 : Interview Activities

#### **2. Marketing Strategy Discussion Activities**

In this activity there were several materials that were discussed with Mr. Lutfi as the Director of BUMDes. The material discussed is an introduction to marketing strategy,

which includes how the marketing strategy is used in BUMDes. The purpose of this discussion activity is to increase insight and increase the ability to market products produced by the SME community by utilizing digital technology and implementing BUMDes in Sidorejo village. Like how to market the products sold by BUMDes in order to obtain optimal results.

The results of this discussion are that the marketing strategies that must be carried out by BUMDes to obtain optimal results are:

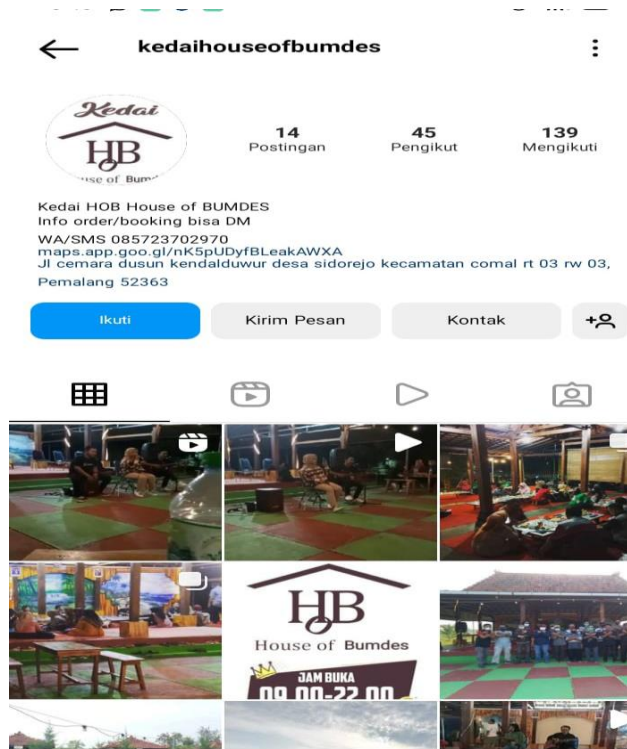
1. Through online social media either through Instagram, Facebook, or some other content, especially Tiktok which makes it easier for marketing.
2. By means of manual marketing, it means promotion through existing friends from the gymnastics community, dance community, bird community, and visual arts community. Like one year ago, we held an event with several communities mainly in the comal sub-district area.
3. Through applications such as online motorcycle taxis.



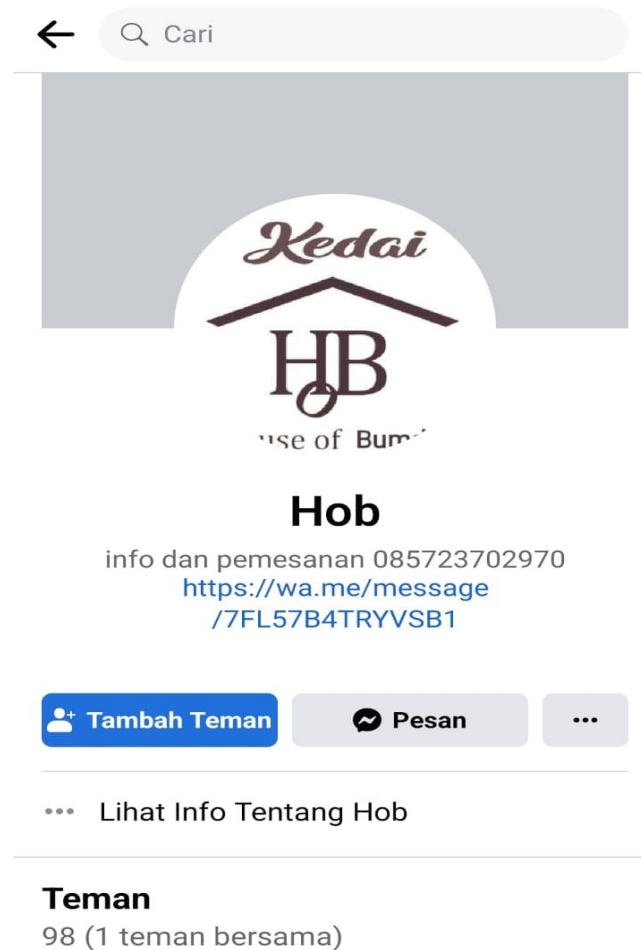
Picture 2 : Discussion Activities

### **3. Activities for Creating Social Media Accounts and Marketplace in the form of Instagram**

Activities for Creating Social Media Accounts and Marketplaces in the form of Instagram and Facebook. Social media or often also referred to as social media is a digital platform that facilitates users to communicate with each other or share content in the form of writing, photos, videos, and is a digital platform that provides facilities to carry out social activities for each user. Marketing strategy or marketing strategy, is a company's plan to be able to introduce the brand as widely as possible in order to reach target customers and sales.(Pramiana & Gilang, 2021)



Picture 3: Instagram Account



Picture 4: Facebook Account

Social media is used as a promotional media, both for Mandiri Sejahtera BUMDes products or services as well as community members in Sidorejo Comal village. The business that will be assisted in marketing is the house of bumdes shop. The purpose of making Social Media Accounts apart from being a promotional medium, the author hopes that BUMDes Mandiri Sejahtera and residents can develop following the development of existing technology, so that understanding and knowledge about the digital era can be mastered and not left behind. With social media, such as Instagram, it also makes the products that we make can be more easily recognized and reached by the public, especially teenagers. Adolescents have an important role in the use of social media. For this reason, by using social media such as Instagram, it is hoped that it can help and increase the promotion of BUMDes independent and prosperous commercial product.

#### 4. CLOSING



Community Service Activities (PKM) that have been carried out by the service team have been carried out well. This activity begins with a preliminary survey to obtain data and information related to the business of BUMDes in Sidorejo Village. Furthermore, after the problem has been identified, namely the difficulty in marketing, a solution is given to overcome it in the form of using market place accounts and social media to market BUMDes Mandiri Sejahtera products. Among them, the planning stage by holding discussions with BUMDes management. At the implementation stage, training related to the marketing of BUMDes services/products is carried out which is attended by BUMDes management. The final stage of this activity is the activity evaluation stage starting from planning to the final stage of the activity.

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