



Marketing Management Training Through Social Media At Msme's of Al Barokah Oyster Mushroom Cultivation Group in Serang Regency

Titis Nistia Sari^{1*}, Lina Affifatusholihah², Firli Agusetiawan Shavab³

^{1*,3} Banking and Finance, Sultan Ageng Tirtayasa University

² Marketing Management, Sultan Ageng Tirtayasa University

titisns@untirta.ac.id

Abstrak

Pengabdian pada masyarakat berupa pelatihan Manajemen Pemasaran Melalui Media Sosial Pada UMKM Kelompok Budidaya Jamur Tiram Al Barokah di Kabupaten Serang. Pelaksanaan pelatihan yang diberikan kepada anggota Kelompok Budidaya Jamur Tiram Al Barokah sudah merupakan langkah tepat untuk memotivasi selera usaha masyarakat. Hasil dari pelatihan manajemen pemasaran melalui media sosial kelompok Budidaya jamur Tiram sudah bisa membuat akun di Media sosial contohnya Facebook dan Instagram, serta mereka sudah mampu memposting dan mempromosikan produk Jamur Tiram melalui media sosial dan mereka sudah mampu meningkatkan kualitas dari packagingnya.

Kata kunci: Manajemen Pemasaran, Media Sosial, Jamur Tiram

Abstract

Community service in the form of training on Marketing Management Through Social Media at MSMEs of the Al Barokah Oyster Mushroom Cultivation Group in Serang Regency. The implementation of the training given to members of the Al Barokah Oyster Mushroom Cultivation Group is the right step to motivate people's business appetite. As a result of marketing management training through social media, the Oyster Mushroom Cultivation group has been able to create accounts on social media such as Facebook and Instagram, and they have been able to post and promote Oyster Mushroom products through social media and they have been able to improve the quality of their packaging.

Keywords: Marketing Management, Social Media, Oyster Mushrooms



Introduction

The manuscript is written in Word format, Arial 12pt, spasi 1 and in English. The introduction contains the background and urgency so that service activities are important to carry out, by containing the following: (1) Situation analysis in the form of the condition of the target audience/partners of activities, the basic problems faced by partners supported by complete data and attempted quantitative; (2) a work program devoted to solving problems faced by the target audience/partners; (3) The reliability of technology/services/policies to be served to the target audience is referred to from various research results sourced from scientific journals, research reports, dissertation/thesis/thesis reports, and other scientific sources; and (4) the purpose and benefits of the activity.

The introduction contains the background and urgency so that service activities are important to carry out, by containing the following: (1) Situation analysis in the form of the condition of the target audience/partners of activities, the basic problems faced by partners supported by complete data and attempted quantitative; (2) a work program devoted to solving problems faced by the target audience/partners; (3) The reliability of technology/services/policies to be served to the target audience is referred to from various research results sourced from scientific Oyster Mushroom Cultivation managed by the Al Barokah group is located in Sindangsari Village, Pabuaran District, Serang Regency. Al Barokah Oyster Mushroom cultivation group was established in 2013. The origin of the Al Barokah Oyster Mushroom cultivation group consists of 4 members, chaired by Mr. ust Muhammad Aziz. Its members are the guardians of the students at the Al Barokah islamic boarding school. Oyster Mushroom Management is carried out jointly from seeding to harvesting. Along with the development of Oyster Mushroom cultivation, the group leader recruited members by asking for the help of the guardians of the students themselves to come down directly in helping to cultivate Oyster Mushrooms. Currently, the total members of the Oyster Mushroom cultivation group amount to 10 people. The oyster mushroom cultivation business does not require a lot of sunlight than in a bright place with abundant sunlight, as well as the high interest of people who are looking for Oyster Mushrooms for consumption. Therefore, Mr. Ust Muhammad Aziz as the head of the Oyster Mushroom Cultivation group is interested in cultivating Mushrooms, especially Oyster Mushrooms. Al Barokah Oyster Mushroom Cultivation Group chose 2 mushroom houses (kumbung) and 1 raw material storage area. Mushroom houses (kumbung) with a kumbung area measuring 190m² and 78m². The capacity of the mushroom house (kumbung) with an area of 190m² can fit 7000 baglogs, while the capacity of the mushroom house (kumbung) with an area of 78m² can contain 5000 baglogs. But for now the mushroom house (kumbung) has only been filled by about 2000 – 3000 baglogs. Baglogs that exist today every day can produce a harvest of Oyster Mushrooms of about 15–20 kg with a harvest period of 3 months. The harvest of Oyster Mushrooms every day is taken by collectors and sold at a selling price of 1 kg of Rp.11,000.00. The Oyster Mushroom cultivation group will get the proceeds from the sale of oyster mushrooms from collectors once every 4-5 days.

Meanwhile, oyster mushroom marketing is still through collectors and will then be traded in other traditional markets located in Serang City / Regency. The market demand itself is very large, the high demand for mushrooms sometimes cannot be met by the Al Barokah Oyster Mushroom cultivation group. This is due to limited capital and mushroom growth that is still less than optimal. So, the purpose of this community service activity is to improve marketing management capabilities through social media.

Implementation Method

Community service activities were carried out on Monday – Tuesday on 31 August – 1 September 2020 located at the Al Barokah Islamic Boarding School Hall, Sindangsari Village, Serang Regency, the participants who attended the training were 19 people. Criteria for Training Participants in the Al Barokah Oyster Mushroom Cultivation Group are elements of the community and business actors around Al Barokah Oyster Mushroom Cultivation. The implementation of activities is carried out with the following stages of activities:

- a. Survey Stages
Review of community service locations in the Al Barokah Oyster Mushroom cultivation group and Identification of problems and things needed by service partners.
- b. Stages of Implementation
The implementation of community service activities is by providing training and practice in marketing management through social media.
- c. Stages of Monitoring and Evaluation
Mentoring and evaluation activities after the stages of implementing community service activities.

The material in this training includes how to make simple financial reports and marketing management through social media as shown in the following table:

Table 1. Material Description

Voice	Material	Activity Description
I	Marketing Management Materials through Social Media	The resource person explained the stages of marketing management through social media
II	Marketing Management Practices through Social Media	Resource persons and participants of the practice of Creating Accounts on Social Media and product photos and promotions on Social Media

Results and Discussion

Community Service in Training on Making Simple Financial Reports and Marketing Management through Social Media of the Al Barokah Oyster Mushroom Cultivation Group in Serang Regency has been carried out since August 2020. The activities that have been carried out are as follows:

1. Identify problems and things needed by service partners.
2. Socialization will be held community service activities in the Oyster Mushroom Cultivation Group.
3. Review of the location of the Al Barokah Oyster Mushroom cultivation group

4. Review of the place for training activities for members of the Oyster Mushroom cultivation group located in Pesantren Al Barokah belonging to the head of the Al Barokah Oyster Mushroom cultivation group.
5. Preparing marketing management training activities through social media at the Al Barokah Oyster Mushroom cultivation group.
6. Carry out oyster mushroom service training activities:
 - a. Marketing Management Training Through Social Media: Lina Affifatusholihah, S.E.I, S.Pd., M.Sc
 - b. Practice Creating an account on social media, how to take pictures of products, post products to social media and create promotions on social media (Facebook and Instagram).

The training and practice process was effective and full of enthusiasm with the training and the active participants were marked by questions and answers and discussions during the training. Marketing management training through social media will have an impact on the business of the oyster mushroom cultivation group in the future. The existence of this training is expected to add and increase economic value better than before, which had experienced problems with product distribution problems.



Figure 2. Photos with Trainees

The success of the implementation of this community service program is seen from two benchmarks, namely, positive responses of trainees: Positive responses given through responses and feedback from participants during the training with direct observation. By providing opportunities for participants to discuss and question and answer; Increased skill ability of participants after receiving training The skill ability of the trainees in practicing the ability of participants' skills in making oyster mushroom product posts through social media.

Conclusion

Community service Marketing Management Training through Social Media Al Barokah Oyster Mushroom Cultivation Group in Serang Regency has been able to be

carried out properly and without significant obstacles. The result of mentoring service partners already has business accounts in the form of facebook and Instagram as well as packaging with logos. With the good cooperation of the service team and the active participation of the training in this service activity, everything has gone as expected and hopefully can provide benefits for community service partners in the sustainability of the Al Barokah Oyster Mushroom cultivation business. The service that we do has reached the stage of carrying out training activities on marketing management through social media and henceforth we provide assistance to service partners to be able to sell online and use social media with the addition of Whatsapp and we will continue until the final report of community service.

References

- DRPM. 2018. Panduan Penelitian dan Pengabdian kepada Masyarakat Edisi XII. Direktorat Riset dan Pengabdian Masyarakat. Direktorat Jenderal Penguatan Riset dan Pengembangan Kemenristekdikti.
- Permenristekdikti Nomor 42 Tahun 2016 Pengukuran dan Penetapan Tingkat Kesiapterapan Teknologi (*Technology Readiness Level*)
- Renstra LPPM. 2020. Rencana Strategis Lembaga Penelitian dan Pengabdian kepada Masyarakat Universitas Sultan Ageng Tirtayasa.
- Renstra Untirta. 2019. Peraturan Rektor Universitas Sultan Ageng Tirtayasa Nomor 13 Tahun 2019. Rencana Strategis Renstra Universitas Sultan Ageng Tirtayasa Tahun 2019-2023.