



Creative Product Innovation and Its Marketing Strategy To Advance MSMEs and Empowering Women in Talaga Village

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Abstrak

Desa Talaga memiliki kepadatan penduduk yang cukup tinggi dengan total 4174 penduduk yang tercatat pada akhir tahun 2021 dan saat ini memasuki fase bonus demografi sehingga harus memanfaatkannya sebaik mungkin. Proporsi penduduk perempuan hampir lebih dari setengah dari total penduduk desa sebesar 2054 orang, dikombinasikan dengan 213 unit bisnis yang menghadapi tantangan ekonomi digital, sehingga sangat penting untuk memiliki Usaha Mikro, Kecil, dan Menengah (UMKM) yang sangat berkontribusi terhadap ekonomi desa. Namun, berdasarkan angka ini, semua unit UMKM masih beroperasi offline. Meskipun potensi infrastruktur teknologi informasi dan komunikasi telah mencapai seluruh wilayah desa. Oleh karena itu, diperlukan strategi melalui inovasi dalam pengembangan UMKM di era ekonomi digital yang masif saat ini. Salah satunya adalah melalui E-UMKM, yaitu pemasaran produk UMKM berbasis online sebagai langkah progresif untuk meningkatkan ekonomi Desa Talaga. Tahapan yang harus dilakukan meliputi sosialisasi serta pengumpulan data, pembuatan akun e-commerce, hingga sistem pengiriman barang. Hal ini dilakukan untuk menghadapi tantangan ekonomi digital, sehingga sangat penting untuk memiliki strategi pemasaran dan kebijakan yang efektif. Metode ini diharapkan dapat menjaga eksistensi UMKM, memberdayakan perempuan, dan meningkatkan ekonomi mereka di Desa Talaga.

Kata kunci: Ekonomi, Pemasaran, Usaha Mikro Kecil dan Menengah

Abstract

Talaga Village has a fairly high population density with a total of 4174 inhabitants recorded at the end of 2021 and is currently entering the demographic bonus phase so it must be make the best use of it. The proportion of the female population is almost more than half of the total village population of 2054 people, combined with 213 business units facing the challenges of the digital economy, so it is a must to have Micro, Small and Medium Enterprises (MSMEs) which contribute greatly to the village economy. However, based on this number, all MSME units are still operating offline. Even though the potential of information and communication technology infrastructure has reached all village area. Therefore a strategy is needed through innovation in the development of MSMEs in this era Abstract today's massive digital economy. One of them is through E- MSMEs, namely marketing online -based MSME products as a progressive step to improve the economy Talaga Village. The stages that must be carried out include socialization as well as data collection, creation of e-commerce accounts, to goods delivery systems. This case do for facing the challenges of the digital economy, so it is a must to have Micro, Small and Medium Enterprises (MSMEs) which contribute greatly to the village economy. effective marketing strategies and policies. This



method is expected to maintain existence UMKM, empower women, and improve their economy in Talaga Village.

Keywords : *Economy, Marketing, Micro, Small and Medium Enterprises (MSMEs)*

Introduction

The existence of women in society is certainly not free from various stigmas and perspectives in all fields, for example, social society, education, family, etc. The situation of women in today's daily life is also inseparable from influence past thoughts, culture, as well as ideology. This is what affects life and women's participation in society and the state. This is proven by low participation of women in formal political institutions even at low levels like a village, often women are still not represented according to their needs. Woman those in the village still have difficulty accessing education compared to men because busy with domestic affairs, this causes women to become independent economically. This is also what eventually led to the urge to give birth several demands that women be provided space to participate in development villages, one of which is through economic activities (Manembu, 2017).

Economic activity which is one of the important sectors in Indonesia is business Micro, Small and Medium Enterprises (MSMEs). It has been proven that so far SMEs have major contribution to the economy in Indonesia. The direct impact of existence MSMEs can be felt by all levels of society. This can be proven significantly capable of absorbing as much as 96.9% of the workforce through MSMEs, in addition to units existing businesses in Indonesia are dominated by MSMEs up to 99.9%, the value of Domestic Products Gross (GDP) with a contribution of 57.56% and a contribution of 15.68% of the export value (Detik, 2018). However, in reality, products produced by SMEs are still experiencing difficulties penetrate the export market. One of the obstacles experienced by SMEs is regarding marketing because they experience problems in improving quality standards.

For this reason, a special strategy is needed in an effort to increase competitiveness by utilization of information and communication technology by MSME actors to adapt face competition to develop their business so that they can progress quickly and globally ready. In addition, efforts are needed to protect and introduce MSME products even to foreign markets so that local products Indonesia can exist in the market. The Internet is an important component in marketing MSME products in this digital era, because apart from being easy to use, the costs are also low it takes business people to run promotions through social media is also cheap.

We conducted this research in Talaga Village with a large area background and high population density (as many as 4174 people in 2021), besides that too a conservative society that is still constrained by restrictions on the distribution of work to men and girls. Apart from that, not a few people misinterpret nature women in religion, in the sense that it is not only the application of religion, but also in social life. The existence of women in the village of Talaga itself still really need more attention because their needs still need to be accommodated perfect. Even though in Law no. 6 of 2014 concerning villages explained that involvement women are needed in the framework of village development participation towards success in all sectors, especially in the economic sector.

Implementation Method

The method used in this research is descriptive qualitative method. Method descriptive is making observations, analyzing the problems found, and then draw

conclusions. The theoretical basis used as a research guide according to data and facts in the field. The type of research used in research according to data and facts in the field. The type of research used in research cause and effect. The analysis used in this paper was obtained from interviews with various MSME owners in Talaga Village. Additional theory is taken from the journal and The most influential books on Entrepreneurship.

Result and Discussion

There are phenomena as mentioned above, we provide There are phenomena as mentioned above, we provide MSMEs and Their Marketing Strategy: Chips in Talaga Village". There is this socialization is expected to be able to attract the interest of business actors to want to develop their business so that the selling value of the products owned can be increased by not only selling products just raw. The target of this socialization activity is the general public in Talaga Village especially housewives in Kampung Saung Wadas and MSME entrepreneurs. The outputs and outcomes of this activity are 1. Participants know the meaning of product innovation, 2. Participants can find out the right form of marketing, especially for beginners, 3. Participants know the marketing flow of e-commerce products, 4. Participants have an overview of the design packaging for products marketed, 5. Participants can be economically independent. This socialization activity was held on Saturday, January 28, 2023 with the theme "MSME Product Innovation and Marketing Strategy: Emping in Talaga Village", as for the material what was delivered was regarding the definition of product innovation and packaging renewal, beginner steps in starting an online business, as well as awareness to be independently independent economy. This socialization activity was attended by 95 business actors, most of them are women and sell chips in Kampung Saung Wadas of a total of 213 people who are recorded as traders based on data obtained from the Talaga Village.

In realizing the concept of E-MSMEs, namely marketing MSME products through e-commerce using Android certainly involves many internal parties its implementation. The parties considered in realizing this concept so that it becomes implemented and more organized, among others, is the village, which is in it contains the structural sector of development, economy, and cooperatives. Besides that PKK cadres who are connected to cooperatives in Mancak District and Karang Taruna Desa to further expand marketing reach as well as help design products accordingly with what netizens are currently fond of, assisted by the sub-district cooperative offers free label printing to help increase the selling value of MSME products.

The socialization also mentions the stages in creating an account e-commerce, starting from the personal data input stage as a seller, then how to send products ordered by consumers, until the last one is disbursing existing e-money in the seller's account. But the problem is that people are still not used to it in the seller's account. But the problem is that people are still not used to it carried out by Talaga Village together with PKK Cadres. Besides, for sellers who are still constrained by capital must still be accommodated through assistance loans provided by the village.

Conclusion

Based on the work program activities that have been carried out by the KKM 84 group in Talaga Village, Mancak District, Serang Regency, Banten still has many villagers Talaga, especially Kampung Saung Wadas, who works as a cracker business actor but only limited to making and selling it to collectors in raw form. With the existence of outreach activities that aim to help the community in market their products

in a way that can attract consumers and will generate higher sales value with a wider reach through e-commerce and attractive packaging design. If this MSME program gets support from the village side, the lives of women in Talaga Village will also experience improvement quality so that independent women can also be completely independent economically.

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