



Training to Raise Awareness of Dadaman Coffee Coffee through My Google Business

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Abstrak

Kelompok Tani Karya Muda I Kecamatan Ciomas, kabupaten Serang, memiliki produk unggulan kopi robusta. Kopi tersebut memiliki kualitas yang baik, dan sudah mendapatkan jura di tingkat Provinsi. Namun, saat ini, belum banyak masyarakat yang mengetahui keberadaan Kopi Dadaman, Desa Citaman ini. Sebagai upaya meningkatkan kesadaran masyarakat akan Kopi dadaman, maka kegiatan pengabdian ini dilakukan dengan membuat profil bisnis dan juga maps melalui Google. Dengan hal tersebut, diharapkan Kopi dadaman akan muncul di mesin pencarian Google Ketika calon konsumen melakukan pencarian. Metode pengabdian dilakukan dengan melakukan pelatihan, dan juga pendampingan kepada Kelompok Tani Karya Muda, sehingga ke depannya mereka dapat melakukan pengelolaan Google Bisnis secara mandiri. Hasil pelatihan yaitu Kopi Dadaman memiliki Profil Usaha dan juga Maps pada Google.

Kata kunci: *Google Bisnis, Kelompok Tani, Pemasaran Digital.*

Abstract

Karya Muda I Farmers Group, Ciomas District, Serang Regency, has a superior product of robusta coffee. The coffee has good quality, and has won a champion at the provincial level. However, currently, not many people know about the existence of Kopi Dadaman, Citaman Village. As an effort to increase public awareness of Kopi Dadaman, this community service activity was carried out by creating a business profile and also maps via Google. With this, it is hoped that Kopi Dadaman will appear on the Google search engine when potential consumers search. The community service method is carried out by conducting training, and also mentoring the Karya Muda Farmers Group, so that in the future they can manage Google Business independently. The results of the training are that Kopi Dadaman has a Business Profile and Maps on Google.

Keywords: *Google Business, Farmers Group, Digital Marketing.*

Introduction

The economic growth of a region is inseparable from the role of Micro, Small, and Medium Enterprises (MSMEs). MSMEs are considered resilient businesses that can withstand crises due to their flexible management and independence from bank



credit (Putra et al., 2018). In 2018, with around 64,194,057 MSMEs employing approximately 116,978,631 workers, MSMEs were seen as having a significant impact on Indonesia's economy (Fadilah et al., 2020). MSMEs contribute greatly to the National Gross Domestic Product (GDP), amounting to 60,3% (Winarto, 2021).

Research by Sumarni, (2017) suggests that MSMEs play an essential role in Indonesia's economy, as their activities contribute to job creation and the national GDP. According to the Ministry of Cooperatives and SMEs in 2018, MSMEs accounted for 99.99% of business actors in Indonesia, absorbing 117 million workers, or 97% of the employment absorption in the business sector, and contributing 38.9% to the national GDP (Ministry of Cooperatives and SMEs, 2019). This is supported by a study from (Hidayat et al., 2022), which shows that MSMEs significantly contribute to national economic development, though they still face various challenges. In developing countries like Indonesia, the main growth issues for MSMEs generally include limited capital, human resource potential, and digital technology (Anggadwita & Mustafid, 2014). MSMEs face three main issues related to digital business. The first issue is the challenge of production capacity. Many MSMEs fail to continue their business due to an inability to produce goods on a large scale. The second issue is the resilience of MSMEs in facing competition, especially with advancements in digital technology by other companies, particularly large ones. The third issue is the lack of literacy regarding digital business and the limited digital resources available to MSMEs (Suwarni et al., 2019).

As a higher education institution, universities have a responsibility to help empower local MSMEs. Similarly, Untirta is committed to developing the potential of areas around its campus through the Village Assistance Program, which includes Citaman Village in Ciomas Subdistrict, Serang Regency, Banten, supported by the Management Student Association of the Faculty of Economics and Business.

Citaman Village, located 14 km from Untirta's main campus in Sindangsari, Serang Regency, has a Farmer Group organization that includes various MSMEs producing both goods and services. Among their products are palm sugar, palm granulated sugar, and the flagship product, a coffee powder called " Dadaman Coffee," which has been in production since 2020. The coffee beans are sourced directly from Citaman Village's coffee plantations.

The name " Dadaman Coffee" stands for "Coffee from Citaman," and it was established by a Farmer Group member named Muhammad Salim. Dadaman Coffee currently reaches the market in Banten and several cities in Indonesia, such as South Tangerang, Bangka Belitung, Surabaya, and Banjarmasin. Promotion has primarily relied on word of mouth and government-hosted events. However, Dadaman Coffee has great potential, having won 2nd place in the "Banten Cup Tester" competition in the taste-testing category held by the Provincial Agriculture Office of Banten and the Indonesian Coffee Association (ASKI) of Banten Province. This recognition demonstrates that Dadaman Coffee has quality in terms of taste. The unique flavor and aroma of coffee from Citaman Village have potential for competition in the national market.

As a leading tech company, Google has created free training for business owners through grow.google. One component, "Grow Your Business," includes training on Google My Business, an application that helps people find information about someone's business (Dwiarta & Choiria, 2017). Google My Business is a platform offering visibility on search results, whether on mobile or computer devices, and displays business locations on Google Maps (Sipayung & Priyanto, 2019). Google

My Business has been used for various promotions, such as culinary business marketing (Ridwan et al., 2019), service promotion (Novita & Tarigan, 2022), and as a promotional tool for youth organizations (Agustiena Merdekawati et al., 2021), while also enhancing a business's Google search ranking.

Currently, Dadaman Coffee promotes mainly through word of mouth and by participating in government-hosted exhibitions. It has yet to leverage the various free tools Google offers for business development, including Google My Business.



Source: Personal documentation, April 1, 2024

Figure 1. Partnership Agreement Signing

This community service initiative aims to support Dadaman Coffee in enhancing its digital business by providing training through grow.google. The objectives of this community service activity are:

1. To improve business owners' competencies using the "Learn Skills" application on grow.google.
2. To encourage business owners to expand their knowledge of digital marketing through grow.google tools, using business profiles and maps exploration.

Implementation Method

The implementation method for this community service activity is divided into four stages:

- **Field Observation:** In this initial stage, the team conducted a direct survey in Citaman Village to identify challenges faced by MSMEs, especially Dadaman Coffee. In addition, the team interviewed the business owner to gain deeper insights into specific issues, such as limited digital skills and dependence on traditional promotion methods.
- **Preparation Stage:** In this stage, the team prepared training materials covering Google My Business basics and its benefits for digital marketing. Equipment and tools, such as laptops and projectors, were also prepared to facilitate hands-on simulations for using the platform.
- **Main Activity - Training and Assistance:** The main training focused on using Google My Business via *grow.google*, including creating a business profile, adding product descriptions and information, and managing customer reviews. The training also emphasized the importance of ratings and reviews for

enhancing business credibility. Participants were encouraged to optimize their profiles by including product photos, business hours, and additional services offered. Hands-on simulations were conducted to provide a real-time experience, with intensive assistance from the community service team.

- **Evaluation:** Following the training, an evaluation was conducted to assess the program’s effectiveness. The evaluation included participants’ ability to operate Google My Business, create an attractive business profile, and increase customer interactions through Google Maps. The team also measured changes in customer reach and online traffic, which served as preliminary indicators of success in boosting MSME digital marketing.

The solutions offered by the community service team to the partner, Karya Muda 1, in this Community Partnership Program (PKM) are as follows:

Table 1. Target Groups, Issues Faced by Partners, and Proposed Solutions

No	Target	Implementation Methodology
.	MSMEs of Citaman Village Farmer Group Dadaman Coffee Coffee	<ul style="list-style-type: none"> • Provide training on My Google Business • Create a business profile for Dadaman Coffee Coffee on My Google Business. • Evaluation impact My Google Business

Result and Discussion

Citaman Village is a rural area with significant economic potential located in Serang Regency, Banten. The village is home to various small and medium-sized enterprises (MSMEs) engaged in the production of local goods and services, many of which are organized under a farmers’ group. These enterprises produce a range of products such as palm sugar and a flagship product, **Dadaman Coffee** (Dadaman Coffee Coffee), a local ground coffee.

Dadaman Coffee, an acronym for "Coffee from Citaman," has been in production since 2020 and has gained recognition by winning second place in the "Banten Cup Tester" taste-testing event. This accolade demonstrates that Dadaman Coffee is of competitive quality. In addition to its unique flavor, the coffee is sourced directly from Citaman Village coffee plantations, which adds authenticity and enhances the value of the product.

Despite the promising quality of Dadaman Coffee, its marketing efforts are limited. Currently, the product’s reach is confined to traditional promotional methods, such as word-of-mouth, participation in exhibitions, and government events. As a result, Dadaman Coffee is primarily known only in Banten and a few other cities like South Tangerang, Surabaya, and Banjarmasin. Given its potential, Dadaman Coffee could expand its market through digital platforms. However, the lack of digital skills among local entrepreneurs poses a barrier to advancing their online marketing.

The primary goal of this community service program is to empower MSMEs in Citaman Village, particularly Dadaman Coffee, by enhancing digital skills to support product marketing and competitiveness. This program includes training using the *grow.google* platform, specifically the **Google My Business** feature, to provide wider market access. Through Google My Business, Dadaman Coffee is expected to showcase complete information about its business and products, making it easily accessible to potential consumers throughout Indonesia.

Specific objectives of this program include:

1. **Increasing Digital Competency for Entrepreneurs:** Through the training, the owner of Dadaman Coffee is expected to understand and use Google My Business to manage business information, location, and relevant promotions.
2. **Enhancing Knowledge of Digital Marketing:** Using digital platforms such as Google My Business will provide practical training on digital marketing strategies that can expand Dadaman Coffee's reach across Indonesia.
3. **Sustaining and Increasing the Competitiveness of Local Products:** By improving digital literacy, MSMEs are expected to be more competitive in a broader market and able to compete with similar products from larger companies.

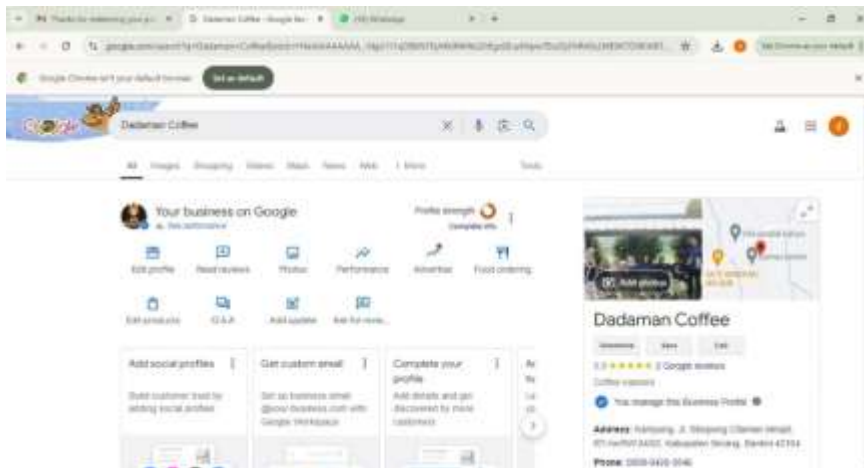


Source: Personal documentation, May 14th, 2024

Figure 2. Training and Assistance Grow with Google

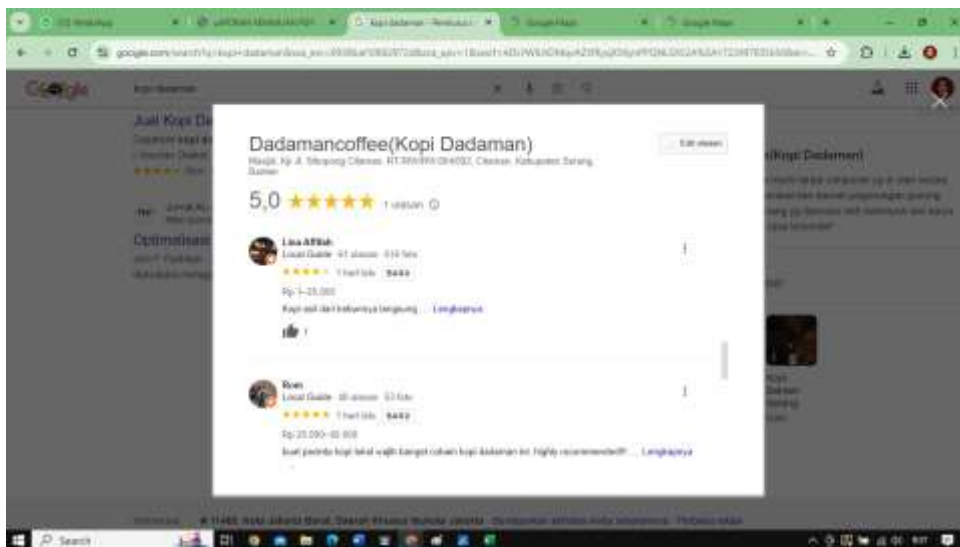
After the training, the owner of Dadaman Coffee actively implemented newly acquired digital marketing skills by optimizing the business profile on Google My Business. This included refining and expanding the profile with relevant information such as business hours, detailed product descriptions, service offerings, high-quality photos of products and the production site, and links to contact information and directions. As a result, Dadaman Coffee's profile gained greater visibility in online search results, effectively enhancing its presence on Google Maps and significantly increasing its discoverability to a broader audience.

This improvement in online visibility translated into tangible engagement from prospective customers, as shown by a notable rise in both the number of profile views and interactions on the platform. Users frequently accessed the location via Google Maps to visit the business in person or to gain information, demonstrating a higher level of interest and accessibility. Additionally, the profile saw an uptick in customer interactions, as consumers began leaving positive reviews and high ratings, which enhanced the profile's credibility and attractiveness. The reviews not only praised the unique taste and quality of Dadaman Coffee but also often recommended the business to others, contributing to a viral, word-of-mouth effect that further drove engagement.



Source: <https://g.co/kgs/6KhTaMG>

Figure 3. Coffee Business Profile on Google



Source: [https://www.google.com/search?q=+Dadaman Coffee&sc_esv=](https://www.google.com/search?q=+Dadaman+Coffee&sc_esv=)

Figure 4. Coffee Dadaman Coffee review on Google

The availability of detailed location and contact information on Google My Business was particularly beneficial in simplifying the customer journey. Potential customers could conveniently access the business's contact details, enabling them to reach out directly for inquiries or place orders. By mapping out the location, the platform facilitated a straightforward route for customers interested in visiting or purchasing directly from the business, bridging the gap between online discovery and offline sales.

Initial evaluations conducted shortly after the training demonstrated the impact of these optimizations on customer interest from diverse locations, expanding beyond the immediate Banten area. Within just a few months, a marked increase in orders was recorded from areas such as South Tangerang, Surabaya, and other cities. This expansion suggested that the enhanced Google My Business profile was reaching

new consumer segments who may not have previously encountered Dadaman Coffee. This newfound reach into regions beyond Banten points to the effectiveness of Google My Business as a digital marketing tool for regional expansion, confirming the potential of the platform to sustain and grow the business's market presence over time.

After the training, the owner of Kopi Dadaman began applying the digital skills acquired in managing the business profile on Google My Business. The results showed an increase in visibility and market reach. This improvement was reflected in an increase in visitors on Google Maps and more active interactions from consumers through reviews and ratings on the Google profile.

Additionally, the availability of complete location and contact information on Google My Business allows potential customers to access Kopi Dadaman's products more easily. Initial evaluation results showed that using Google My Business significantly enhanced customer interest from various regions, including those outside Banten. Within a few months following the training, an increase in orders was observed from other areas such as South Tangerang and Surabaya, indicating market expansion.

Conclusion

The community service program aimed at empowering MSMEs in Citaman Village, particularly through training on Google My Business, has proven to be a successful initiative in enhancing digital marketing capabilities. By enabling Kopi Dadaman's owner to apply essential digital marketing techniques, the program facilitated a significant improvement in the business's online presence, making it easier for potential customers to discover and interact with the brand.

The increased visibility and accessibility on platforms like Google Maps allowed Dadaman Coffee to reach a wider audience and attract customers beyond its local area in Banten. Positive reviews, higher ratings, and detailed business information enhanced the brand's credibility and appeal, ultimately resulting in increased orders from new regions such as South Tangerang and Surabaya. This expansion demonstrates the power of digital tools to extend market reach and supports the importance of digital literacy for MSMEs in sustaining business growth.

In conclusion, the program highlights the impact of digital marketing tools in empowering local businesses, bridging the gap between traditional MSMEs and modern, broader markets. Google My Business proved to be an effective platform not only for visibility but also for building customer trust and expanding regional influence, providing a foundation for long-term business growth and economic development in the Citaman community.

Based on the training results and evaluations, several recommendations are proposed for the continued development of Dadaman Coffee:

1. **Optimizing Digital Content:** Kopi Dadaman's owner is advised to continually enhance the business profile by adding recent product photos, positive reviews, and customer testimonials. This can increase credibility and appeal to potential customers.
2. **Collaboration with Other MSMEs:** By collaborating with other MSMEs in Citaman Village, business owners can share knowledge and promote each other's products. This cooperation can strengthen the marketing network and allow beneficial cross-promotion for local MSMEs.
3. **Use of Additional Digital Platforms:** Besides Google My Business, Kopi Dadaman is encouraged to consider other digital platforms such as Instagram, Facebook, or e-commerce sites to maximize marketing reach. Using social

media and e-commerce platforms can complement the digital strategy, particularly for reaching a younger, broader audience.

4. **Ongoing Training:** Periodic follow-up training is recommended to continue enhancing digital capacity among MSMEs. This is crucial to keep business owners updated with digital advancements and to maximize their online marketing potential.

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