



Application of Digital Marketing to UMKM Grind Now Slow Bar in Using Social Media and E-Commerce

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Abstrak

Pada umumnya masih ada beberapa UMKM yang menggunakan media sosial hanya digunakan sebagai media postingan foto, tanpa dipelajari lebih lanjut dalam menggunakan media sosial. Tujuan dalam melaksanakan kegiatan pengabdian kepada masyarakat untuk membantu UMKM Grind Now Slow Bar yang sedang menghadapi masalah seperti kurangnya masyarakat Kota Batam mengetahui lokasi café tersebut dan kurangnya waktu dalam membuat sebuah video serta design dengan tujuan mempromosikan produknya. Kemudian, UMKM tersebut memerlukan sebuah strategi promosi dalam *digital marketing* melalui *advertising* dalam media sosial Instagram dan e-commerce seperti Gofood dan Grabfood. Hasil dari kegiatan tersebut untuk meningkatkan pengunjung dan meningkatkan pengikut dari media sosial Instagram serta meningkatkan omset pada UMKM tersebut. Maka dari itu, penulis menyarankan kepada pemilik UMKM untuk terus meningkatkan dan mengembangkan *digital marketing* agar terus berkembang.

Kata kunci: *Digital Marketing, Sosial Media, Advertising, Awareness*

Abstract

In general, there are still some MSMEs that use social media only as a medium for posting photos, without further study in using social media. The purpose of carrying out community service activities is to help Grind Now Slow Bar SMEs who are facing problems such as the lack of people in Batam City knowing the location of the cafe and lack of time in making videos and designs to promote their products. Then, these MSMEs need a promotion strategy in digital marketing through advertising on Instagram social media, and e-commerce such as Gofood and Grab food. The results of these activities are to increase visitors increase followers from Instagram social media and increase turnover in these SMEs. Therefore, the author advises MSME owners to continue to improve and develop digital marketing so that it continues to grow.

Keywords: *Digital Marketing, Social Media, Advertising, Awareness*



Introduction

There are still some MSMEs who use social media only as a medium for posting photos, without further learning how to use social media to develop sales and followers of these MSMEs. MSMEs or micro, small and medium enterprises are productive economic businesses that are run by both individuals and groups with small businesses (Aris, 2019; kompas.com, 2021). This can happen due to a lack of detailed knowledge about what strategies they need in using social media to open a business to increase interest in potential customers.

In general, the development of MSME cafes in Batam City is currently soaring. This can be seen from the various cafes that have become comfortable places and gatherings of busy people. And also there is a lot of competition between MSME cafe businesses and other MSME cafe businesses where MSME businesses have used social media or e-commerce to increase sales and increase followers of the MSME business. With this, in developing and developing MSME businesses, it is very necessary to have a promotion strategy and must deepen knowledge of digital marketing. With the promotion and digital marketing strategy, MSME businesses will make it easier for them to attract the attention of potential consumers. Therefore, the MSME Grind Now Slow Bar is an MSME that sells various kinds of coffee drinks.

The MSME Grind Now Slow Bar has been running for approximately 2 years, now the MSME has been operating at home which has turned its business into a Mini Café, previously the MSME Grind Now Slow Bar only sold online in 2019 such as Instagram social media and from e-commerce from Gojek and Grab until now. After smooth sales online or through Gojek and Grab the owner himself established the Mini Cafe located at Komp, Sumber Agung block D No. 12A Batu Ampar Match River, Batam City.

At the beginning of the establishment of the MSME Grind Now Slow Bar, the business owner introduced his business through Gojek or Grab e-commerce, with the sale of bottled drinks, this business owner planned to open a Mini Cafe on the owner's terrace and introduce his business through Instagram social media by posting posts in the form of photos for introducing their business products and visitors to consumers. However, in business, the owner himself does not have time to develop in marketing his products on Instagram social media such as creating content or a post that attracts the attention of potential consumers through an attractive design or a promotion that makes potential consumers interested.

Therefore, the owner himself needs a promotional strategy through digital marketing to make Batam City people aware of the MSME Grind Now Slow Bar and can increase their sales turnover. With this, the author makes promotional efforts in the form of flyers or brochures, as well as regulates social media, creates an e-catalog on Gofood and Grab food, and creates Instagram Ads that can take advantage of digital marketing as a way to increase visitors and increase business turnover for MSMEs Grind Now Slowbars.

The purpose of implementing and compiling these community services is to do digital marketing and utilize digital tools or media to reach target consumers quickly, accurately, and broadly. In addition, it can also be more effective and efficient in carrying out promotional strategies through digital marketing for business purposes, increasing brand awareness to introduce Grind Now Slow Bar SMEs to the public, thereby producing a strategy in the form of advertising and digital marketing.

Implementation Method

In collecting data or information, the writer will do it by interview and direct observation. By conducting interviews to find out the problems that are being faced by the owner himself, as well as making observations to collect data to carry out community services. An interview is an activity in the form of a conversation between two people with several questions that aim to collect the required information or data (Agarwal, 2019; Kumparan.com, 2021). Conducting interviews has a goal to find out some of the problems that are being faced by the owner himself and find a solution in carrying out community services. While observation is a technique or method of collecting data by observing the conditions of employment activities directly (Indriantoro & Supomo, 2018). Observations made by the author himself by visiting directly to the MSME Grind Now Slow Bar to document and make a design that has been planned by the author to the owner himself to make it easier for the author to implement digital marketing strategies for the MSME. Digital Marketing is an activity that promotes or markets a product or brand that utilizes social media (Khulafa Pinta Winastya, 2021). This activity is carried out directly between the author and the owner to ask several questions, including:

Table 1. Implementation Method to be used

No.	Survey Method Questions
1	When was Grind Now Slow Bar founded?
2	Grind Now Slow Bar operating hours? What is
3	Grind Now Slow Bar's estimated monthly
4	income? Who is the Grind Now Slow Bar
5	targeting? Is Grind Now Slow Bar in e-
6	commerce? What concept is used in the
7	MSME Grind Now Slow Bar? Does the new
8	competitor have any impact? Has Grind Now
9	Slow Bar's marketing strategy been running
	effectively? Is the owner willing to implement
	the marketing strategy the author designed?

Source: primary data processed, 2021

Result and Discussion

The preparation stage is the first stage to carry out a location survey on MSMEs that will be used as community service locations which will be carried out in the third week of August. In the next step, the authors make observations and interviews with company owners regarding the beginning of the establishment of the business, type of business, business activities, and problems that exist in the business. The next step is to prepare a proposal for community service. The author will carry out community service and also design a digital marketing strategy for the MSME Grind Now Slow Bar. At the time of application, the author will also explain a little of the plan in digital marketing. At the assessment and reporting stage, the authors began to prepare detailed community service reports. The preparation of the community service report consists of 5 (five) chapters, namely introduction, targets and outputs, implementation methods, results and outcomes achieved, and conclusions and suggestions. After the preparation of the community service report, the report will be finalized, and will conduct an evaluation and

the supervisor will also conduct an assessment by presenting the results of the community service report and digital marketing results made by the author. With the implementation of the community service program, the author has designed an activity output and it will be implemented on Grind Now Slow Bar SMEs. Here are some Digital Marketing strategies made by the author for Grind Now Slow Bar SMEs:

1. In making this flyer, this is the first method used by the owner in collaborating with other MSMEs such as Maxi Wonderland in giving a giveaway for Drip Bag Coffee Mt. Injen to the MSME followers of Grind Now Slow Bar in October 2021.

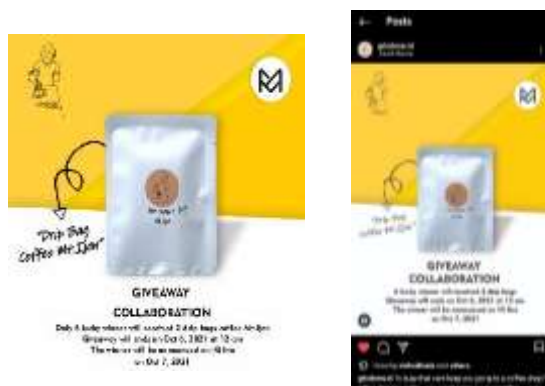


Figure 1. Application of Flyer Making

2. Implementation of the e-catalog in the form of a banner in order to improve the appearance of the GrabFood e-commerce and also help owners to use the banner in the long term.



Figure 2. Application of E-Catalog in the Form of a Banner

3. In the application of this photo, the author's goal is to be able to add feed posts on Instagram social media run by the owner.





Figure 3. Implementation of Community Services

4. With the application of video on social media, of course, it can make followers on Instagram MSME Grind Now Slow Bar attract attention, so the author has a goal so that the people of Batam City know the products and atmosphere or facilities that exist at the MSME location.



Figure 4. Video of Implementation, link can be accessed at:

https://www.instagram.com/grindnow.id/tv/CXXmiKMgHBq/?utm_medium=copy_link

5. With Instagram Ads, it can be used as a strategy for implementing digital marketing in MSMEs Grind Now Slow Bar which aims to increase followers, increase sales and can become brand awareness in the people of Batam City. There was an increase in social media for Instagram MSME Grind Now Slow Bar after using Instagram Ads as much as 20.2% for 3 months of community service.

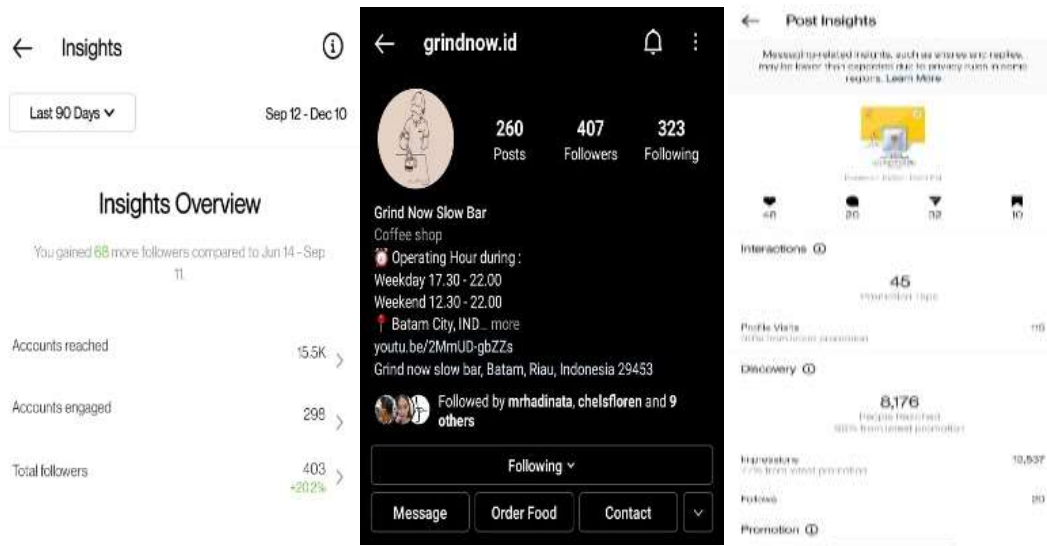


Figure 5. Instagram Insight Analysis

In the initial stage what the author did was to make a flyer in the form of collaboration with MSME Maxi Wonderland in the period 2 - 6 October 2021 by giving a giveaway for Drip Bag Coffee Mt. Injen to the followers of the MSME Grind Now Slow Bar so that it will make the people of Batam City interested in participating in the giveaway. In the second stage, the author also created an e-catalog in the form of a banner on the GrabFood e-commerce with the aim of improving the appearance on GrabFood MSME Grind Now Slow Bar. In the third stage, the author takes a photo with the aim of being able to help the owner add posts when the owner is busy and the next stage also shoots some videos so that they can attract the attention of potential buyers and enthusiasts in introducing products and the atmosphere or facilities at the MSME Grind Now Slow Bar. In the fifth stage, the author also makes Instagram Ads with a budget of Rp. 80,000, - for 4 days which results give positive results where the author uses it as a digital marketing strategy and gets an increase in followers of 20.2% and in using this strategy the author also wants to increase brand awareness so that the people of Batam City can find out the location of the MSMEs.

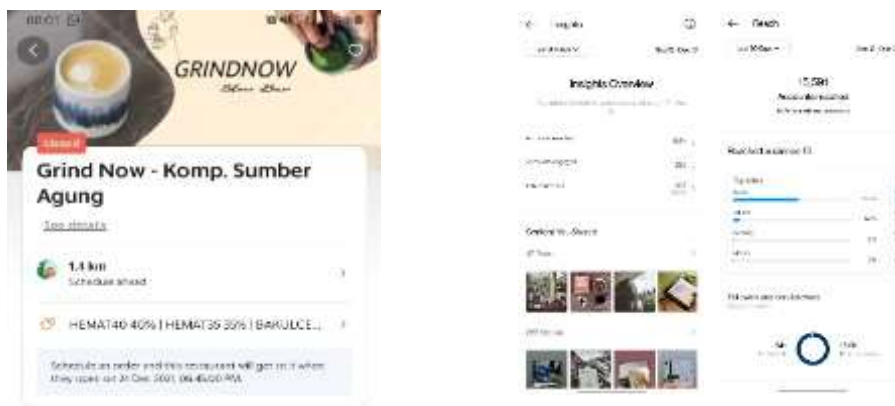


Figure 6. After Condition

Conclusion

Conditions in the Grind Now Slow Bar SMEs after implementing a digital marketing system on social media and e-commerce there is an increase through advertising on Instagram Ads, namely an increase in followers by 20.2% and helping in spreading awareness in Batam City, the use of these ads from the owner himself is also using the advice of the author in using digital marketing strategies. As well as an increase in sales of 10% in 3 months in October – December 2021.

Based on the implementation of community service activities that have been carried out by the author at the MSME Grind Now Slow Bar from August – December 2021, the following conclusions can be drawn: The application of using a digital marketing strategy is very effective in utilizing Instagram social media which can increase followers, sales and build awareness to the people of Batam City; The application of flyers associated with Instagram Ads has the most reach and visitors, so it can be said that using advertising as a strategy for MSMEs is very effective. And also the owner himself has used it in order to improve the business; The application of photographing photos and videos is beneficial for the owner. If there are other activities, the owner himself still has photos or videos that are still worthy of being published in the Grind Now Slow Bar MSME Instagram feed.

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