



Utilizing Marketing Technology and Product Innovation as Infrastructure for the Development of East Sawarna Village Banana Sale MSMEs

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Abstrak

Pisang merupakan komoditas pertanian yang memiliki nilai ekonomis tinggi dan permintaan yang luas di pasaran. Pisang adalah makanan pokok dan sumber pendapatan bagi banyak petani dan pengusaha. Namun dalam menghadapi persaingan yang semakin ketat, industri pisang seringkali menghadapi tantangan dalam meningkatkan penjualan dan memperluas pasarnya. Pengabdian Masyarakat ini dirancang dalam Pemanfaatan teknologi pemasaran sehingga menjadi solusi efektif bagi UMKM untuk mengatasi tantangan tersebut. Dengan menerapkan strategi digital marketing, seperti penggunaan media sosial, mendukung tujuan nasional digitalisasi ekonomi, dan sejalan dengan mandat pendidikan tinggi untuk memberikan dampak sosial yang terukur melalui pengabdian masyarakat.

Kata Kunci : *Teknologi Pemasaran, Pemasaran, Sale Pisang, MSMEs*

Abstract

Bananas are an agricultural commodity with high economic value and broad market demand. They serve as both a staple food and a source of income for many farmers and entrepreneurs. However, in the face of increasing competition, the banana industry often encounters challenges in enhancing sales and expanding its market reach. This community service program is designed to utilize marketing technology as an effective solution for MSMEs to address these challenges. By implementing digital marketing strategies, such as the use of social media, this initiative supports the national agenda of economic digitalization and aligns with the mandate of higher education to generate measurable social impact through community service.

Keywords: *Marketing Technology, Marketing, Banana Sales, MSMEs*

Introduction

The economic independence of the community is growing and developing along with the industrial revolution 5.0. This encourages the growth of MSMEs to accelerate. Especially in the snack or snack sector, such as banana sale chips in East Sawarna village. Utilization of community empowerment and the existence of adequate banana raw materials has added value economically so that it can increase income. Improving the quality of banana sale chips needs to be done in order to be able to compete in real markets and *digital marketplaces*. Meanwhile, marketing still uses a fairly simple business process between consumer producers and traditional markets. This condition is caused by the inability of MSME players to keep up



with the development of science and technology such as the lack of insight into how to market products effectively because the marketing strategies carried out are still conventional such as only relying on *direct* marketing strategies (*direct selling*) by *door to door*, *mouth to mouth* and entrusting to the nearest traditional stalls.

Based on the initial survey with the partners, the partners revealed that the packaging of banana chip products still did not use any technology because they were only wrapped using plastic. There has been no touch of technology applied by business owners both in the production process, packaging and marketing process. So it can be concluded that the problems experienced by business owners include the absence of innovation in packaging, limited knowledge and skills in the marketing process, and the absence of technology applied in the marketing process.

Product innovation refers to the development and improvement of products that are different from those already in the market. This includes changes in product features, design, or function to better meet the needs of new or existing consumers. In improving business performance, what has a significant effect is to encourage quality improvement, provide added value for consumers and companies by providing a competitive advantage for companies that allows them to survive and thrive in a fast-changing market. Products that are continuously innovated can more effectively meet the evolving preferences and needs of consumers. In addition, the role of innovation of the products offered is always awaited by the market to be updated both in quality and variety. Meanwhile, digital marketing is a strategy to promote products or services using *online* platforms such as websites, social media, and email. Then the selection of a digital marketing strategy is considered more affordable than traditional marketing methods, because digital marketing allows precise *targeting* to relevant audiences so as to increase the opportunity to sell products or services.

Results and Discussion

Based on the above phenomenon, we, the students of Sultan Ageng Tirtayasa University Thematic Student Work Study Group 96, conducted a seminar work program related to "Marketing Strategies, Product Innovation and Digital-Based Tourism Village Development". This program aims to educate MSME players in East Sawarna Village on how to make a product worth selling and also how to determine the right marketing strategy through product innovation and digital marketing. Until now, MSMEs in East Sawarna Village still use very simple packaging and also only rely on conventional marketing strategies.

This socialization activity was held on Saturday, January 27, 2024, as for the material presented regarding the understanding of product innovation, the first steps in starting an online business, and awareness to carry out economic activities independently. This socialization activity was attended by approximately 25 business actors, most of whom were mothers and Sale Banana chips traders in Sawarna Timur Village.

With this socialization, it is expected to be able to attract the interest of business actors to want to develop their business so that the selling value of their products can increase by not only relying on *direct* marketing strategies (*direct selling*) by *door to door*, *mouth to mouth* and entrusting to the nearest traditional stalls, but can be done digitally / online marketing or sales in order to reach a wider market share both domestic and foreign. The target of this socialization activity is the general public in East Sawarna Village, especially MSME entrepreneurs.

The benefits and outcomes of this activity are

1. Participants learned more about product innovation: Through a deep understanding of product innovation, participants can identify opportunities to improve the quality and added value of the products they offer. This includes understanding the innovation process, from idea development to new product implementation in the market.

2. Participants recognize the factors that influence product innovation: Participants will learn about factors such as changing consumer trends, technological developments, market competition and other aspects that can affect the product innovation process. With this understanding, they can design innovation strategies that are more effective and responsive to market changes.
3. Participants get to know more about digital marketing: Through a deep understanding of digital marketing, participants will learn about the various digital marketing platforms and techniques that can be used to increase the visibility and appeal of their products in the online marketplace. These include SEO strategies, use of social media, online advertising, and others.
4. Participants will learn about the right forms and strategies of digital marketing, especially for beginners: Participants will learn about factors such as changing consumer trends, technological developments, market competition, and other aspects that can affect the product innovation process. With this understanding, they can design innovation strategies that are more effective and responsive to market changes.
5. Participants can measure and analyze digital marketing success: Beyond simply implementing a digital marketing strategy, participants will also be taught how to measure and analyze the results of those marketing efforts. By understanding performance metrics such as conversion rates, ROI (Return on Investment), and user engagement, they can evaluate the effectiveness of their marketing strategy and make necessary improvements.
6. Participants can be economically independent: Through an understanding of product innovation and digital marketing, participants will be able to grow their businesses independently without relying too much on conventional marketing methods. They will learn to be more self-reliant in running their business and facing challenges that may arise.
7. Participants can face challenges in product innovation and marketing: With the knowledge and skills gained from this socialization activity, participants are expected to be better prepared to face various challenges that may arise in the process of product and marketing innovation. They will learn to be more adaptive and responsive to market changes and consumer trends.
8. Economic empowerment of participants through increased capability for technology in their business, thereby increasing competitiveness and business sustainability: With the increased ability to adopt digital technology in their businesses, participants are expected to strengthen their business competitiveness in an increasingly competitive market. It is also expected to improve their business sustainability in the long run through the implementation of more efficient and cost-effective marketing strategies.

In addition, the benefits and results of socialization about banana sale MSMEs for the community and also KKM participants. The Government of Lebak Regency, Banten Province, optimizes the quality of regional superior products because it can provide employment as well as increase the economic growth of rural communities. He said, so far, regional superior products need to be optimized to improve their quality so that they can compete with other products.

The region's superior products include palm sugar and banana sale, which are spread across the sub-districts of Sobang, Muncang, Cibeber, Malingping, Cigemblong, Bayah, Ciligrang and Panggarangan. So far, the development of superior products in the area has been relatively developed even though the management is still done manually.

In 2015, the local government provided guidance to palm sugar and banana sale crafters through training in management, entrepreneurship, product diversification, packing and marketing. It also provided equipment assistance to increase production. So far, the

production of regional superior products has been relatively limited so that it is unable to meet market demand.

The role of digital marketing strategy can be important in following the development of digital technology and developing a plan to attract consumers and direct them to a combination of electronic communication and traditional communication (Chaffey, Chadwick, Mayer, & Johnston, 2009). This digital marketing can make MSMEs more 'accessible' to customers by being present in media with direct access to customers is the essence of digital marketing. This is actually the horizontal approach. When marketers and customers are on the same line, both can reach each other, customer satisfaction with services can be fulfilled, because customers must be served horizontally (Kartajaya, 2009).

Digital technology has changed the way humans "talk", communicate, act and make decisions. Every day we are always in touch with various kinds of technology ranging from the internet to mobile phones. This proves that the digital world has become our world. This makes marketers shift the vertical approach to horizontal. This horizontal approach is considered effective for the current market situation, where the position of marketers and consumers is the same. Both are equal in terms of getting information and exchanging information with anyone, anywhere, and in the same field. In this era, consumers are free to access unlimited information about the desired product, and choose various offers from anywhere to get the product at the best price.



Figure 1. Conducting a seminar on "Marketing Strategies, Product Innovation, and Digital-Based Tourism Village Development" at the Village Office.

Wardhana (2015) found that digital marketing strategies affect up to 78% of the competitive advantage of MSMEs in marketing their products. The utilization of digital marketing has several advantages, among others:

- a) Targets can be set according to demographics, domicile, lifestyle, and even habits;
- b) Results are quickly visible so that marketers can take corrective action or make changes if they feel something is not right;
- c) Costs much less than conventional marketing;
- d) The reach is wider as it is not geographically limited;
- e) It can be accessed anytime without any time limit;

- f) Results can be measured, e.g. number of site visitors, number of consumers making online purchases;
- g) Campaigns can be personalized;
- h) Can engage or reach consumers because communication occurs directly and two-way so that businesses build relationships and foster consumer trust.

Digital marketing strategy is very important because it can provide knowledge to MSME players about the ways and stages in expanding the consumer network through the use of social media in marketing their products so as to increase the competitive advantage for MSMEs themselves. In addition to digital marketing, the main key in increasing the competitiveness of Micro, Small and Medium Enterprises (MSMEs) is with product innovation MSMEs that are able to adopt digital technology and innovate products appropriately will be better able to compete in an increasingly tight market. Here are some examples of product innovations that can be done by MSMEs:

- 1) Product diversification
MSMEs can expand the types of products offered by adding variations in color, size, or model. Product diversification can also be done by developing products that have not previously existed in the market.
- 2) Product modification
MSMEs can make modifications to existing products by adding new features, improving quality, or increasing functional capabilities.
- 3) Production process innovation
MSMEs can innovate in the production process to improve efficiency and reduce production costs.
- 4) Improved product quality
MSMEs can improve product quality by using better ingredients or conducting stricter quality testing.

A businessman must realize that the rapid development of business automatically tightens the competition among competitors. For this reason, business innovation is needed. The form of business innovation actually does not only lie in updating the products sold, but can be applied to many other things. For example, renovation of offline stores or outlets, innovation in payment methods, more up-to-date marketing strategies, and market expansion. Here are the reasons why business innovation is important in the development of MSMEs:

a) Constantly Changing Business Trends

As we know, business trends will continue to change, either in a completely new direction or even back to trends that were hype some time before. The point is, this market trend is dynamic. If MSMEs do not innovate, their businesses will be left behind and eroded by the rapid movement of trends.

We can observe that every day business people appear with various innovations applied. Not only in businesses that are run offline, but also online businesses. Not wanting to innovate means letting your business lose to competitors and drown in market competition. Of course, this requires skills and a deeper understanding of business. Innovation can help maintain business by increasing the number of customers and expanding the market so that it will minimize competition.

b) Consumers Tend to Favor New Products

The existence of this trend should make MSME activists more sensitive. The new products in question are not only items that are completely newly created and have never existed before, they can also be items that are given a new touch as a form of innovation. Business innovation in products can be in the form of changing packaging, adding certain ingredients, new flavors or aromas, and so on.

c) Don't Miss a Moment

In business trends, you may find that there are certain times or moments when a product goes viral and becomes highly sought after by consumers. For example, during a boom. MSME players can take advantage of such moments to further increase turnover and profit in large numbers.

After implementing coaching and empowerment programs for the marketing process and digital development of MSME products, of course, more intense cooperation between the community and the government is needed in order to achieve maximum goals. If only one party runs it, it is not impossible that development will be hampered or even run in place and end up not maximizing.

Conclusion

The socialization and training activities on digital marketing with an emphasis on technology integration in the production, packaging, and marketing of banana products in Sawarna Timur Village have had a positive impact on banana sale MSMEs. With the application of technology in all aspects of their business, banana sale MSMEs can improve their operational efficiency, expand their market reach, and increase their competitiveness in an increasingly complex market. As such, this digital marketing socialization and training activity not only provides immediate benefits to banana sale MSMEs in East Sawarna Village, but also has the potential to have a long-term positive impact on economic growth and sustainable development in the area. Continued support from the government, non-profit organizations, and other relevant parties is essential to strengthen and continue this effort to improve the capabilities and competitiveness of banana sale MSMEs and other local economic sectors.

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