



Optimization of Modern Style Marketing in the Era of Disruptive Technology at SME's Batik New Normal Bogor

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Abstract

The purpose of this paper is to provide insight and understanding to the residents of Tegal Village, Kemang District, Bogor Regency, Indonesia, a good marketing pattern in marketing the products of the new normal Bogor batik village which is being developed. Furthermore, to optimize the implementation of marketing and digital marketing strategies by using the mineral style with the latest platforms. So that the ability of the marketing strategy of the new normal batik village business group can be boosted massively. The method used in this activity is classroom training to provide an initial understanding of theories and concepts, then practiced using participant gadgets in creating promotional digital accounts for each participant group representative. This program has clearly demonstrated an increase in the ability of the trainees to understand and apply their skills using current millennial-style marketing patterns. The target of the marketing strategy later, in addition to starting to try the application of digital marketing strategies, the participant group is taught to also continue to expand the market by using conventional strategies by involving related parties. In this case, the local government can be used as a target market for selling new normal batik products produced by the residents of Tegal Village in the future. The use of modern and millennial marketing styles, plus conventional market penetration, is expected to increase the ability of training participants, so that in due course of the new normal batik production process, these modern marketing patterns can boost sales and open wider market potential.

Keywords: New Normal Bogor Batik, Modern Marketing, Millennial Marketing, SMEs.

1. Introduction

The development of marketing transactions has a disruptive effect on conventional markets. When the platform changes, consumers also move indirectly (Sari et al., 2020). Most of businesses are failed due to the lack of innovation, or innovative capacity, as well as, lack of technology adoption and or disruptive technology aiding on overall firm's performance (Muharam, 2020). The advantages of the online shopping system make the conventional market begin to dim. Conventional markets are physical places where buyers and sellers gather to exchange goods and services (Suryani, 2016; Fijay et al., 2021).

The increasing digital technology in the industrial era 4.0 and the presence of innovations in the digital field, has changed many things in life (Sambas et al., 2019). This digital innovation effect causes massive disruption. Disruption is a digital innovation, disruption replaces old technology that is completely physical with digital technology that produces something new and more efficient and more useful (Donnelly and Proctor-Thomson, 2015; Andria, et al., 2021). Various activities underwent changes, these changes turned out to provide comfort to users due to the speed and ease of access offered. One of them is consumer behavior in shopping who wants to be more practical, it can be noticed that people are getting used to shopping online (Oliveira and Afonso, 2019). The trend of online shopping occurred with the rapid development of e-commerce companies and market places (Andriyani et al., 2021; Setiawan et al., 2021).

Likewise, the plan for implementing a marketing strategy for the new normal batik village product was rolled out by the residents of Tegal Village, Kemang District, Bogor Regency. The creation of batik products by carrying the

local wisdom icon of the region, must also pay attention to modern market development patterns and digital marketing strategies that currently tend to be used. In addition, the COVID-19 pandemic has made most people use digital applications for shopping.

Increasing the understanding of Tegal Village residents who are members of the Bogor New Normal batik village business group is carried out by means of training on marketing strategies and digital marketing by competent sources. The low ability of the Tegal Village batik Micro, Small, and Medium Enterprises (MSME) business group to access conventional markets and digital markets requires the development of good and appropriate understanding and application in reality. This demand will be useful in the future if the production of Bogor's new normal batik from Tegal Village will begin to be marketed and developed, not only for the Bogor area market, but must be able to reach a wider market, nationally and internationally.

2. Methods and Implementation

2.1. Marketing Strategy Training for MSMEs Batik New Normal Bogor

Activities to facilitate partners with stakeholders will begin with training in communication techniques and how to establish cooperation in marketing products. This activity will involve business owners and families who are appointed as cooperation agents. The existence of this collaboration is expected to increase market potential with large and continuous parties. The stakeholders in question include the Regional Government and the Regional Government Work Units (SKPD), Schools, Universities, Private Agencies and Factories. Training activities will be carried out at partner locations for 5 working days from 09.00-12.00. Assistance and facilitation to stakeholders will be carried out according to the number of agencies that will be explored for cooperation. The implementation of the marketing cooperation sub program can be seen in Figure 1.



Figure 1. Implementation of the marketing cooperation sub program

2.2. Bogor New Normal Batik Digital Marketing Training

The digital shop creation training was held on Friday, December 24, 2021 in Tegal Village. This training is filled by lecturers and students from the Faculty of Economics and Business, Pakuan University. In this training session, resource persons and students explained the difference in the concept of Selling Offline vs Selling Online. The participants were given an understanding in advance about the advantages of selling online either using social media or by joining as a seller in a marketplace. Furthermore, participants will be introduced to how to create, operate and develop social media and digital platforms that will be used in marketing Tegal Village's new normal batik products later.

3. Results and Discussion

3.1. Development of Marketing Cooperation and Conventional New Normal Batik

In the marketing cooperation facility training session, the participants were taught how to communicate well to contact third parties in the cooperation offer process. Participants are taught how to make a good and attractive business proposal that describes the details of the business being run, including the advantages of the products they have. This proposal will later be given to potential partners who will be prospected for cooperation. In this training session, potential partners who can be prospected for collaboration include Schools, Government Institutions, and the Industrial World. Later, batik products from Tegal Village will be directed to serve uniform orders from these partners.

In this training, the resource persons focused on the material in terms of marketing management. The material presented begins with an introduction to the profile of the condition of MSMEs in Indonesia, including the problems that are still an obstacle in their development (Saputra, 2021). One of them is in terms of weak administration and very limited marketing. Participants were also given insight into how to package local businesses into a modern one so they can compete in a larger market. Such as in terms of weak administration and marketing which is still very limited.

This training session also teaches about the importance of making a Marketing Strategy to be able to compete with other batik competitors. Marketing strategies that can be implemented can refer to the four main points of the marketing mix, including:

a. Product Strategy

Components of product strategy that must be considered by batik MSME actors are: Quality, which is related to the type of material, motif and color, Product Name (Brand), namely giving the right name to the product so that it is easy to remember by consumers, packaging, size, and after-sales service.

b. Pricing Strategy

The price strategy here is related to the price level at which consumers can buy the products offered. Participants are taught that in order to calculate the correct price, all components of costs incurred in the process of making batik up to the finished product must be included in the components of production costs.

c. Place Strategy

Place strategy is a strategy that is closely related to the selection of strategic places. The strategic place here does not only talk about the convenience of consumers to buy our products, but also about how affordable we are as producers to suppliers, distributors and the target market.

d. Promotion Strategy

Promotions that can currently be run at a low cost are online promotions, namely utilizing social media such as WhatsApp, Instagram, Facebook, YouTube, and can also join marketplaces such as Tokopedia, Shopee and so on.

In addition to the material on the concept of marketing strategy above, the participants were also given knowledge about how to create different values from a product.

This material is targeted to provide audience insights and views in the field of marketing. So that the audience (target partners) are able to open their eyes to the various opportunities that exist around them and are able to work on them into potential that will be profitable and able to improve the businesses they manage (Wymbs, 2011). Further explained by the development of this conventional marketing pattern by (Andria et., al, 2021) that the bad stigma in traditional markets has been in some of the visitors looking for alternative shopping places. Existing market management has not been able to anticipate changes that occur in society. The existence of modern retail rival's traditional markets. The emergence of several new business models such as e-commerce and market places has made consumer spending patterns shift from conventional to digital. Figure 2 show the marketing cooperation and conventional marketing facilitation training.



Figure 2. Marketing Cooperation and Conventional Marketing Facilitation Training

3.2. Digital Store Creation and Management

The digital shop creation training was held for 1 day in Tegal Village. This training is filled by lecturers and students from the Faculty of Economics and Business, Pakuan University. In this training session, the students explained the differences in the concept of Selling Offline vs Selling Online. The participants were given an understanding in advance about the advantages of selling online either using social media or by joining as a seller in a marketplace.

After the participants understood the concept and benefits of selling online, the students introduced several marketplaces that could be used to sell, namely Tokopedia and Shopee. Here the participants are asked to open a Shopee account via their personal gadget. With the direct practice method, students explain the features contained in the Shopee application when we enter as a seller. In this session, 2 students directly assisted in the account creation process for each participant, while 1 student explained each stage and the features used in the process of selling through a Shopee account. Figure 3 show the training on creating a digital store and its management.

Digital marketing is a program that offers a place for promotion and search for market opportunities through online digital media. Digital marketing can make it easy for business actors to identify all the needs and desires of consumers, both for large businesses and small and medium businesses including quail farming in West Bogor, which on average are still on a small industrial scale (Redjeki and Affandi, 2021).

The training activities were continued by providing tips and tricks in selling through the marketplace, namely:

- a. Choose the right marketplace.
- b. Name of products using popular search terms and selling logos.
- c. Make product photos that are attractive and look original and photos must be marked so that they are not used by others.
- d. Use the advertising features of the marketplace.
- e. Use social media such as Instagram, WhatsApp, Facebook to advertise your store in the marketplace.
- f. Create attractive promos along with promo programs created by the marketplace.
- g. Provide good service, namely responding to customer chats, providing information and product updates to customers through social media accounts and chat features in the marketplace.



Figure 3. Training on Creating a Digital Store and Its Management

According to Danuri (2019), digital technology is an information technology that prioritizes activities carried out on a computer/digital basis compared to using human labor, which tends to be fully automated and sophisticated operating systems with computerized systems/formats that can be read by computers. Digital innovation according to Skog et al., (2018), The effect of this digital innovation causes disruption on a large scale. Various activities tend to experience changes, these changes provide comfort to users due to the speed and ease of access offered. One of them is consumer behavior in shopping that wants to be easier and faster, which can be noticed that people have started to get used to shopping online and are gradually changing their shopping patterns (Oliveira and Afonso, 2019; Andria, et al., 2021).

4. Conclusion

The implementation of activities for the establishment of the new normal Bogor batik village in Tegal Village through optimizing conventional marketing patterns and facilitating collaboration, as well as implementing digital marketing is directed at 2 newly formed MSME business groups. This marketing strategy training for MSMEs and digital marketing training is intended so that target partners are able to develop various alternative marketing strategies that currently exist. The entry of the era of modern technology requires even MSMEs to improve themselves and adjust their business patterns. The newly formed new normal batik business is required not only to develop the conventional market. Namely, through the establishment of facilitation of collaboration between stakeholders (local governments) through policies that can regulate the use of Bogor's new normal batik as an regional icon that can be used as school uniforms, employees and even work clothes for certain agencies.

In addition, market development that can be applied in the current era is the use of various platforms and social media that have been loved by the community. Considering that almost all people, especially in big cities in Indonesia, are now aware of the use of gadgets, online marketing strategies must also be worked on by the Bogor New Normal Batik MSMEs group. Various platforms such as e-commerce, marketplace and social media can be used as the new normal Batik MSME group to boost the market and attract consumers to come and shop directly to Tegal Village, or visit the online store that will be developed.

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