



WhatsApp Usage Training in Marketing Home-Based Products for Benzo Amanah Cooperative Members Bandung Indonesia

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Abstract

Currently, WhatsApp has become one of the categories of social networking that has been widely used by most people in Indonesia to share information. WhatsApp is believed not only to benefit online shops, retailers, restaurants, travel companies, and e-commerce but also to be one of the most effective tools in building a business brand. WhatsApp is not only in demand by men and women who are young entrepreneurs but also for communities who have a passion for developing businesses from home (home business). Community Service Activities that have been held on Tuesday, January 11, 2020, are carried out to socialize the use of the WhatsApp social network for members of the Bandung Indonesia Benzo Amanah Cooperative. The training was carried out using a 2-hour classical method in the form of making WhatsApp Group, delivering core material by expert speakers, and sharing experiences to further motivate Members of the Benzo Amanah Cooperative Bandung Indonesia to become a home entrepreneur.

Keywords: WhatsApp, cooperative members, entrepreneur, Benzo Amanah Cooperative.

1. Introduction

Along with the times, the human need for information and technology is growing rapidly (Eseonu and Egbue, 2014). One technology that allows everyone to access information in everyday life is the internet and WhatsApp. Using the internet and WhatsApp, people from various ages, gender, social classes, economics, and culture can find out various developments that occur in their surroundings and can interact with one another without being limited by space and time, one of which is by utilizing WhatsApp social networks (Jothi et al., 2011).

The term social networking was introduced by Professor Barnes in 1954. Social networking is defined as a system of social structures consisting of individual or organizational elements. Social networking is a social structure or social order in which individuals or organizations involved in it have a specific relationship (Edosomwan et al., 2011). The existence of social networks, humans with similarity in sociality can be interconnected. Based on the understanding of social networking there is one important thing that must exist in a social structure on various social networks, namely individuals or organizations that are interconnected, and there are certain goals in the relationship (Patil et al., 2015).

Social networking allows people from all over the world to share text, images, audio, and information through WhatsApp and even become a media for a marketer in promoting, building an image to sell their products. Social networks can be used to build communities for users of products or services to build relationships and creating two-way communication, so marketers can hear and know firsthand what their customers' needs and desires are (Icha and Edwin, 2016).

Today, WhatsApp has become one of the most common social networking categories used by most people in Indonesia to introduce and promote their products. This is considering that at this time, the WhatsApp messaging application is one of the most widely used platforms in Indonesia. Almost 83 percent more Internet users in Indonesia are using WhatsApp (Icha and Edwin, 2016). Besides, based on data from kominfo.go.id (2016), WhatsApp is claimed to be more popular than other Social Networking media, having millions of active users, with users mostly using the menus in this application to search for product information online shop, meme, and upload photos of holidays and tours (Chaffey et al., 2000).

From these figures, it is not surprising that many people are interested in making WhatsApp one of the effective marketing strategies in reaching targets and reaching markets, or known as Instagram marketing (Icha and Edwin, 2016). WhatsApp is believed not only to benefit online shops, retailers, restaurants, travel companies, and e-commerce but also to be one of the most effective tools in building a business brand (Oseni et al., 2018). WhatsApp is not only in demand by men and women who are young entrepreneurs, but also housewives who have a passion for developing business from home (home business) (Carragher et al., 2010).

These mothers will usually think of opening their own business, which allows them to work to earn extra income while taking care of the family. They can run a handicraft business, open catering, sell fashion products and household appliances online, event organizers for children's birthday parties, make-up artist businesses, and become tutors (Stel et al., 2014).

Based on the description above, in this time Community Service activities, socialization of the use of social networks, especially WhatsApp, is in promoting goods, targeting the Benzo Amanah Cooperative Members of Bandung Indonesia. Through this training, it is expected that Members of the Benzo Amanah Bandung Indonesia Cooperative who are partly housewives can be more familiar with using WhatsApp Group and can inspire these mothers to build a small business/online business at their home (Dennis, 2011).

The formulation of the problems that exist in this activity, namely as follows: 1) Are the women Members of the Cooperative Benzo Amanah Bandung Indonesia familiar with using WhatsApp social networking in everyday life?; 2) how is the Technique in marketing goods through social networks, for the Members of the Cooperative Benzo Amanah Bandung Indonesia who already have a business?; 3) can the training activities also inspire business opportunities that can be carried out by utilizing social networking, for women Members of the Benzo Amanah Cooperative Bandung Indonesia who do not yet have a business? While the purpose of holding this Community Service activity, namely: 1) giving an introduction to the mothers of the Members of the Cooperative Benzo Amanah Bandung Indonesia about WhatsApp social networking and procedures for its use in everyday life; 2) provide guidance and consultation regarding the benefits of the WhatsApp social network as a means of marketing or promoting goods; and 3) provide knowledge and entrepreneurial spirit, so that non-working housewives of Benzo Amanah Bandung Indonesia Cooperative Members (Housewives) can utilize WhatsApp social networking to help improve the family economy (Kumari and Mittal, 2017; Nardo et al., 2016).

Besides, this activity is expected to provide benefits, which are related to 1) the members of the Benzo Amanah Cooperative Bandung Indonesia have practical and simple knowledge about social networks, especially WhatsApp and the procedures for their use; 2) increase knowledge while providing other perspectives on techniques that can be used in marketing goods for business purposes; 3) fostering enthusiasm for mothers in exploring the knowledge and expertise that have been owned but have not been used or only applied in the household environment. Interest in entrepreneurship mothers is expected to grow, optimize the time they have as a housewife by trying to market or promote goods using the social network WhatsApp, to help improve the family economy (Soegoto and Utomo, 2019; Chaffey 2003).

2. Method of Implementation

This Community Service activity is carried out to socialize the use of the WhatsApp social network among the Members of the Benzo Amanah Cooperative Bandung Indonesia. Not only that, but this activity also seeks to direct the women members of the Bandung Indonesia Benzo Amanah Cooperative who are mostly housewives to businesses/online businesses that can be done from home. Through training that focuses on the procedures for marketing goods through social networks, it is hoped that this activity can provide inspiration and input to the Members of the Benzo Amanah Bandung Indonesia Cooperative to think creatively, both creating their items to be marketed (self-exploration) and seeking the opportunity to become a reseller.

The framework or stages carried out in WhatsApp Social Network Usage Training in Marketing Goods to the Members of the Benzo Amanah Bandung Indonesia Cooperative include needs analysis, namely: a) there are still many Members of the Benzo Amanah Bandung Indonesia Cooperative who have not been able to operate the network application WhatsApp social in everyday life. Generally, these women only use applications such as WhatsApp Messenger which are used only for communication purposes; b) there are some Members of the Benzo Amanah Bandung Indonesia Cooperative who already have a home-based, but they still run their business conventionally and need other methods (especially methods of marketing via the internet and WhatsApp) to further enhance the competitiveness of their businesses; c) Members of the Benzo Amanah Bandung Indonesia Cooperative who experience the conditions above (point b) desperately need knowledge about the procedures for utilizing WhatsApp social networks to support business, for example in creating a bio/profile of their WhatsApp account (home), posting photos and writing a caption that appeals to the goods that they want to sell, respond and interact with potential customers through photo comments and direct messages, and so on.

The second stage is the instructional design by considering aspects of the content of the training program material that is made relevant to the needs of the participants. By the needs analysis previously explained, the implementation team did the material mapping, which was divided into a) material which contained the procedures for creating a WhatsApp account; and b) the use of Instagram in promoting and selling goods. The last stage is the development stage that seeks to build training by not only presenting the stages in creating a WhatsApp account or the methods that can be done in utilizing WhatsApp for business purposes. The implementation team is trying to bring in a guest speaker who is a young entrepreneur who has succeeded in running a business through the social network WhatsApp. The implementation team hopes that the women members of the Benzo Amanah Cooperative Bandung Indonesia will not only listen to the material during the training but can also directly consult and learn from the sharing of experiences expressed by the speakers.

Problem-solving is carried out in various stages, which include: a) coordinating with the Bandung Indonesia Benzo Amanah Cooperative, to analyze the needs and ascertain the possibility of the implementation team to hold activities together with the Members of the Benzo Amanah Bandung Indonesia Cooperative, as well as determining the time and the duration of the activity; b) identifying and recruiting participants; and c) contacting several parties who are considered to be experts, until finally getting confirmation from someone who is a young entrepreneur who has been active in running a business through the social network WhatsApp.

Community service activities were carried out on Saturday, January 11, 2020, starting at 14:00 until 16:00 WIB, attended by 20 participants. Participants in this training consisted of administrators and women Members of the Bandung Indonesia Benzo Amanah Cooperative. Whereas the evaluation is carried out by looking at the achievement indicators as follows: a) all training participants who are Members of the Benzo Amanah Cooperative Bandung Indonesia already have a WhatsApp account and understand the menus on the WhatsApp social network, along with the procedures for their use; b) Members of the Benzo Amanah Bandung Indonesia Cooperative understand the techniques that can be used if they want to start trying to promote and / or market goods through the WhatsApp social network; and c) Members of the Benzo Amanah Bandung Indonesia Cooperative who do not yet have a business start exploring various business possibilities that they can do, to be further marketed through the WhatsApp social network.

The target of the socialization activities of using WhatsApp social network in promoting goods is the members of the Bandung Indonesia Benzo Amanah Cooperative. The women members of the Bandung Indonesia Benzo Amanah Cooperative are housewives (women who do not work) with varying family economic levels (middle to lower-middle). Members of the Benzo Amanah Bandung Indonesia Cooperative are mothers who are actively socializing and still take the time to participate in various activities within the Benzo Amanah Bandung Indonesia Cooperative Members, in the midst of busy taking care of the household. They usually gather to attend various activities coordinated by the Bandung Indonesia Benzo Amanah Cooperative Office. From this situation, the women members of the Bandung Indonesia Benzo Amanah Cooperative are considered relevant as targets in this activity.

The training will be conducted using classical methods, where the resource persons will explain and create simulations in the form of procedures for creating a WhatsApp account for 30 minutes, followed by the delivery of core material in the form of techniques that can be used by mothers in utilizing WhatsApp social networking for business needs, as long as 45 minutes. Furthermore, in the last 45 minutes, there will be discussion and sharing of experiences between expert speakers and mothers about the knowledge and expertise possessed by the Members of the Benzo Amanah Cooperative Bandung Indonesia, which may not be explored in depth because of household activities, which can be further developed in the form of a business that will be marketed online through WhatsApp.

3. Results and Discussion

Community service activities in the form of training on the use of Instagram social networks in marketing goods to mothers of the Members of the Benzo Amanah Cooperative Bandung Indonesia have produced the following.

- a. Based on the results of the needs analysis carried out by the implementation team before the community service activities were conducted, it was found that there are still many Members of the Benzo Amanah Bandung Indonesia Cooperative who do not have an Instagram account and are not yet familiar in using the menus in the WhatsApp application.
- b. The implementation team also found that many mothers were members of the Benzo Amanah Bandung Indonesia Cooperative who already had a business but still ran it conventionally. However, the members of the Benzo Amanah Bandung Indonesia Cooperative became very enthusiastic if there were experts and/or expert sources who could share their experiences in doing business online, so they could further develop their business.

In community service activities, the delivery of material by the resource person begins with a simulation of how to create a WhatsApp account with a complete explanation of the functions of the menus on WhatsApp. Members of the Benzo Amanah Bandung Indonesia Cooperative who already have a business also get knowledge about the techniques/methods of marketing goods online, starting from creating a bio/profile of their WhatsApp account (home), posting photos and writing attractive captions for goods want to be sold, respond and interact with potential customers through photo comments and direct messages, and so on. For women Members of the Benzo Amanah Bandung Indonesia Cooperative who do not yet have a side business, the existence of this training activity ultimately motivates them to look for business opportunities that can also be marketed through social networks, especially WhatsApp.

4. Conclusion

These community service activities produce the following conclusions.

- a. This training activity is a follow up of the development of technology and the use of various social networks in promoting and marketing goods in the business world.
- b. The use of WhatsApp social networking for business purposes is also being socialized among the Members of the Benzo Amanah Bandung Indonesia Cooperative with the aim that these women can be inspired to become a mompreneur, explore their abilities, be able to run a home-based business/business online to further improve his family's economy.

The suggestions that can be given by the implementation team for the improvement of the quality of training activities in the future include:

- a. Conducting post-training monitoring to see the progress of the activities that have been carried out, namely whether the members of the Benzo Amanah Cooperative Bandung Indonesia have succeeded in utilizing Instagram social networks in marketing the goods.
- b. Conduct training similar to the target of Members of the Indonesian Benzo Amanah Cooperative and housewives in other regions or communities, to further increase the possibility of creating a mompreneur.

Involving other young entrepreneurs, especially among women or mothers to further increase the motivation of mothers in running a business.

Explain what has been done, and conclude by the objectives of the research that has been determined. The conclusions are delivered narratively, do not contain equations, tables, and figures.

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