

Marketplace and Digital Marketing Furniture Sales Solutions in the Contemporary Age

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ABSTRAK

Permasalahan dalam dunia bisnis sangat kompleks dan sulit diprediksi. Dalam kurun 3 tahun terakhir ini, muncul permasalahan berskala global, mulai dari pandemic, perang rusia dan ukraina, dan krisis energi di wilayah barat. Tidak hayal, banyak perusahaan yang mengalami gulung tikar, karena tidak mampu menghadapi terpaan badai ekonomi global. Belum lagi kondisi domestik yang juga tidak stabil, mulai dari suhu politik yang tinggi, tingkat persaingan bisnis kurang sehat, dan menurunnya daya beli masyarakat menjadi sejumlah masalah yang perlu diatasi. Oleh karena itu, hadirnya pasar online, yang disebut dengan marketplace, menjadi salah satu solusi atas kondisi tersebut. Namun, untuk dapat masuk ke dalam pasar online, diperlukan suatu ilmu pengetahuan, yakni pemasaran digital. Kegiatan pengabdian ini dilakukan sebagai salah satu upaya masyarakat kampus untuk dapat berkontribusi terhadap permasalahan di tengah-tengah masyarakat, yakni dengan memberikan pelatihan tentang marketplace dan pemasaran digital. Kegiatan ini dilakukan pada UMKM furnitur di wilayah Cirebon dengan jumlah peserta sebanyak 30 orang. Metode kegiatan dilakukan dengan cara pelatihan dalam membuat toko online di marketplace dan membuat iklan digital, baik di sosial media maupun marketplace. Kegiatan ini cukup diterima dengan baik dan para peserta mengikutinya dengan antusias. Para peserta mendapatkan ilmu pengetahuan tentang memasarkan produk furnitur nya ke seluruh wilayah Indonesia dengan membuat toko online. Kemudian para peserta mendapatkan pengetahuan tentang membuat iklan dan beriklan di media sosial, baik yang berbayar maupun gratis. Dengan pelatihan ini, maka diharapkan dapat meningkatkan penjualan dan pendapatan, sehingga meningkatnya kesejahteraan masyarakat pelaku usaha furnitur di wilayah Cirebon.

Kata Kunci: Furnitur, Marketplace, Pemasaran Digital, Pelatihan, Kewirausahaan Modern

ABSTRACT

Problems in the business world are very complex and difficult to predict. In the last 3 years, global scale problems have emerged, starting from the pandemic, the wars between Russia and Ukraine, and the energy crisis in the western region. It is not imaginable that many companies have gone out of business, because they were unable to face the global economic storm. Not to mention the unstable domestic conditions, starting from high political temperature, the level of unfair business competition, and declining people's purchasing power are a number of problems that need to be addressed. Therefore, the presence of an online market, which is called a marketplace, is one solution to this condition. However, to be able to enter the online market, knowledge is needed, namely digital marketing. This service activity is carried out as one of the efforts of the campus

community to be able to contribute to problems in society, namely by providing training on marketplaces and digital marketing. This activity was carried out at furniture SMEs in the Cirebon area with a total of 30 participants. The activity method is carried out by means of training in creating online stores in marketplaces and creating digital advertisements, both on social media and marketplaces. This activity was quite well received and the participants participated enthusiastically. The participants gained knowledge about marketing their furniture products throughout Indonesia by creating an online shop. Then the participants gained knowledge about making advertisements and advertising on social media, both paid and free. With this training, it is expected to increase sales and income, thereby increasing the welfare of the furniture business community in the Cirebon area.

Keywords: Furniture, Marketplace, Digital Marketing, Training, Modern Entrepreneurship

INTRODUCTION

During the Covid-19 Pandemic, many companies fell one after another because buyer interest fell, but there was one business entity that still survived, namely SMEs. According to Sasongko, et al. (2020) argues that the definition of Micro, Small and Medium Enterprises (MSMEs) is a business that has an important role in the Indonesian economy, both in terms of the jobs created and in terms of the number of businesses. In Chapter I article 1 of Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), what is meant by Micro, Small and Medium Enterprises are: 1) Micro Enterprises are productive businesses owned by individuals and/or business entities individuals who meet the criteria for Micro Enterprises as regulated in this Law. 2) Small Business is a productive economic enterprise that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of. Medium Enterprises or Large Enterprises that meet the criteria for Small Enterprises as referred to in this law. 3) Medium Enterprises are productive economic enterprises that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total assets net or annual sales proceeds as stipulated in this Law.

Small and medium enterprises (SMEs) have an important role in the Indonesian economy. However, with more and more SMEs popping up, they are required to be more creative in creating products and marketing products (Dwijayanti & Pramesti, 2021). Some of the problems that can be found in the SME business are marketing difficulties,

limited human resources, raw material difficulties, limited innovation and technology – how do SMEs build marketing strategies? Is the marketing strategy implemented appropriate and proven effective? It is on this basis that the Community Service team focuses on developing marketing for SMEs, specifically online marketing run by the Furniture SME Community in Cirebon City. The problems found in each member of the community tend to be the same, namely having limited expertise qualifications in the field of marketing, especially online promotions to reach a wider market share, causing promotions carried out by community members to be hampered (Wisataone, et, al., 2021). The implementation method used to overcome these problems is online marketing/promotion training and workshops, and an understanding of regulations in e-commerce, as well as business assistance in creating e-commerce accounts and other online media that will increase product branding and sales (Artaya & Purworusmiardi, 2019). The results that have been carried out in Community Service (PKM) include optimization through marketing activities through online media (websites and social media), active social media accounts, increasing production capacity.

Government policy in the wood processing industry, in the form of prohibiting restrictions on the export of logs, has encouraged rapid growth in the primary wood industry (sawwood and plywood). In the next stage, the government is also trying to support the growth of the processed wood industry (woodworking industry), which is a secondary wood industry. One of the processed wood industries is the wood furniture industry. Since the government allowed domestic investment (PMDN) and foreign investment (PMA) facilities, the wood furniture industry has developed from a home industry into a medium to large scale industry which, in addition to meeting domestic demand, is capable of developing into export products.

The wood furniture industry in Cirebon Regency is quite encouraging, starting with small scale production to large scale. However, after 2021 it experienced a decline due to Covid 19, so that many furniture industries produced only by order. In addition, several furniture industries or businesses have survived with simple business conditions, such as the furniture business community in Cirebon Regency, West Java. The average number of workers employed has only graduated from junior high school and has never received any carpentry skills training. Only self-taught learning and income earned based on work completed or known as wholesale. The business he runs also experiences ups and downs

due to the uncertain economy, but this business can survive because the materials used are generally local wood. The desire to develop their business is very large, this is according to the results of interviews conducted by the PKM Team.

This business partner in the Cirebon furniture community is experiencing problems, namely business management, production and marketing problems. The partner's business activities have been passed down from generation to generation, so the types of products that have been produced are doors, door frames, windows, trellises, tables, chairs and cupboards. When viewed from the production process, there are several stages that have been carried out, namely Wood raw materials have been sufficiently available considering that there are many timber entrepreneurs or timber trade for the needs of building houses and furniture. It's just that there is no standardization of wood quality for furniture, so that the guarantee of the quality/durability of the furniture produced is inadequate.

The production stage begins with making designs based on orders, an inaccurate design process can affect consumer interest so that it has an impact on sales, lack of expertise is caused by the absence of an education/generation transfer process for furniture manufacturing activities, so one day it can threaten the sustainability of the furniture business being carried out. In addition, the human resource carpentry skills are still low. Therefore design training is needed to improve designing skills and adequate carpentry skills, so that the sustainability of the partner's furniture business can take place continuously and even increase (Syaputra, 2021). The equipment that is owned is still simple, even cutting tools and wood screw tools or trellis making tools are very insecure from work safety. So it is necessary to repair or engineer the tool so that it is strong, safe and comfortable.

The finishing stage is in the form of smoothing to coating either with folitur or painting, according to the wishes of consumers. At the finishing stage, partner skills still need to be improved. Activities carried out by partners so far have been carried out in a traditional way. There is no good management activity, both from the procurement of raw materials, place of business, production process to marketing. This management factor has become commonplace due to the weakness of the existing system in every business, so it is very necessary to improve business management for partner business development.

Marketing is a social and managerial process in which individuals or groups get what they need and want by creating, offering and assigning products of value to other parties (Hadi & Khairi, 2020). Online marketing, also known as e-marketing or internet marketing, is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, databases, mobile/wireless and digital TV to increase target consumers and to find out profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals (Handajani, et, al., 2019). The purpose of online marketing is to facilitate sales or purchases so that they are more efficient and effective, because products/services can be sold on various internet sites (Faridah & Wulandari, 2020).

Digital marketing is an attempt to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner (Shiratina, et, al., 2020). This type of digital marketing includes many of the techniques and practices contained in the internet marketing category (Suswanto & Setiawati, 2020). With the dependence of marketing without the internet, the field of digital marketing combines other main elements such as mobile phones, SMS (text messages sent via mobile phones), display banner ads, and digital outside. Digital marketing also combines psychological, humanist, anthropological, and technological factors which will become a new media with large, interactive, and multimedia capacities (Susanto, et, al., 2020). The outcome of the new era is the interaction between producers, market intermediaries and consumers. Digital marketing is being expanded to support corporate services and consumer engagement.

In Indonesia, digital marketing has developed greatly considering that internet users in Indonesia are increasing (Fadly & Sutama, 2020). According to a survey conducted by the Association of Indonesian Internet Service Users (APJII) it shows that the penetration and behavior of internet users in Indonesia is always increasing by 10% each year. In 2017, there were 143.25 million people using the internet. It is not surprising that digital marketing can develop rapidly in marketing its products in Indonesia.

Talking about the development of digital marketing, especially next year it seems that this trend is increasing and everyone, even big companies, need to go digital and expand their marketing without eliminating old techniques which, although not very effective, can still contribute to revenue (Wasan & Sariningsih, 2021). With the presence of increasingly diverse digital platforms, in 2019 it is certain that digital marketing trends

will increase and many entrepreneurs or business people will optimize the use of this digital platform for doing business.

METHOD

In view of the problems faced, the steps taken to achieve the goals and objectives of this activity are held to approach relevant agencies, namely the community through workshops and outreach as well as training in the form of explaining the application of management science in the utilization of wood chip waste to be utilized which has an impact on the welfare of the people of Cirebon City . Community Service (PKM) will be held at the Santika Hotel, Cirebon City, West Java in December 2021.

The training is designed to develop marketing skills through online media. This Community Service Activity Program (PKM) has gone through several stages that have been implemented, which among others can be described in the following flow:

1. Observation and Licensing Activity Preparation

Observation is carried out by conducting surveys at locations that will be used as Community Service activities, namely the Furniture Craftsmen Community in Cirebon city. The survey was conducted once to determine the exact point to be used as the activity point. The participants who attended were 30 people consisting of members of the furniture craftsman community. In the licensing stage, the executive heads coordinate with related parties, namely the Director of Processing and Marketing of Forest Products, Ministry of Environment & KH, PKM activities will be carried out. Preparation of RAB, Budget and Expenditure Plans is prepared in terms of purchasing material expenditures such as: souvenirs/placards, consumption, certificates, materials, and some other equipment, namely: training areas, sound systems, laptops and LCD projectors.

2. Implementation

Program Socialization In the early stages of implementation, program socialization was carried out for SMEs in the city of Cirebon and its surroundings. Training/Assistance. In accordance with the next step is to provide training/assistance in the form of management training on how to increase business sales with a marketing strategy by utilizing digital media.

3. Evaluation

The evaluation phase is an assessment after a series of activities are carried out by the executor according to a predetermined schedule. This evaluation can be in the form of improvements or suggestions for better implementation of activities and continuation of being a campus mentor.

DISCUSSION

Micro, Small and Medium Enterprises (MSMEs) are productive economic enterprises owned by individuals or business entities run by individuals, households or business entities with micro, small and medium business scales whose criteria have been regulated and stipulated in Government Regulation of the Republic of Indonesia Number 7 Year 2021 Concerning Convenience, Protection and Empowerment of Cooperatives and Micro, Small and Medium Enterprises which is the implementing regulation for the Law of the Republic of Indonesia Number 11 of 2020 concerning Job Creation.

Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.19 million with a contribution to GDP of 61.97% or IDR 8,573.89 trillion. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can collect up to 60.4% of the total investment. The high number of MSMEs in Indonesia is inseparable from the various challenges and conditions of the Covid-19 pandemic which have driven changes in consumption patterns of goods and services to become a momentum to accelerate digital transformation.

Since long time ago, Cirebon Regency has been known as an exporter of processed rattan. Furniture, wicker, and various rattan handicrafts have become the mainstay of this area. Cirebon Regency is listed as the region that has the most rattan exporting villages. Almost every resident works as a craftsman. In the Lokadata Dashboard, it was noted that in 2018 there were 298 micro and small industries producing wood in this village.

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One of the communication media that can be used by business actors to promote their business is virtual media communication or internet media. Members of the Furniture UKM Community in Cirebon City, West Java Province can take advantage of e-commerce and marketplaces which provide great opportunities to be able to expand their product sales through digital media as well as increase furniture sales. Members of the furniture SME community need to take advantage of various ways to promote and increase sales of their products, one of which is by taking advantage of existing opportunities to create SMEs in the area. Social media has the potential to help SMEs in marketing their products (Stelzner, 2012). Social media applications are available ranging from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about the user's experience in consuming a product or brand, with the main goal of reaching (*engaging*) the community. In a business context, *people engagement* can lead to profit creation.

CONCLUSION

Conducting Community Service Continuation in assisting management in developing forest product marketing businesses for SMEs in Cirebon City. In Community Service, small group units will be formed that can accommodate SMEs using social media to market their products so that they can be seen by more consumers. In Community Service, then carrying out assistance so that UKM players are more able to compete and remain productive in the era of globalization.

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