

Digital Marketing Empowerment in Traditional Herbal Medicine SMEs

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Abstract

The traditional herbal medicine production business owned by Mrs. Rusdianti is a home industry business located in Dalung Village, North Kuta District, Badung Regency. Mrs. Rus has been running a business making traditional herbal medicine for approximately 3 years. During the COVID-19 pandemic, Mrs. Rus' herbal medicine business was quite popular because many relatives, friends, and neighbors around her partner's house ordered the traditional herbal medicine she made as an herbal drink to increase the body's immune system. However, after the Covid-19 pandemic began to end, the partner's herbal medicine production results were uncertain every day, depending on orders from neighbors around the partner's residence. The partner's customers only come from the area where they live, so the marketing is not very broad. Partners also do not have packaging labels to identify the products produced and lack production equipment to speed up the process of making herbal medicine. Based on the description of the problem, activities were carried out through the Community Partnership Program (PKM) in the form of the first activity to help the process of increasing production by providing production equipment which could later increase partner turnover, and providing packaging labels as part of the partner's identity which could provide a distinctive characteristic of the partner's product. The second activity uses social media Facebook and Instagram to expand partner marketing reach. The result of this service is that overall the implementation of this service activity went well and smoothly, as can be seen from the enthusiasm of the partners in participating in the activity. And based on the results of the questionnaire analysis given to partners, it shows that this activity has gone well.

Keywords: *social media, Digital marketing, Traditional herbal medicine*

I. INTRODUCTION

Herbal medicine is a traditional herb that is processed using natural ingredients such as ingredients taken from plant parts such as rhizomes, leaves, stem bark, and so on. Traditional herbal medicine has been used for centuries by the Indonesian people. Herbal medicine developed in the community as an herb that is used to increase immunity, anticipate various diseases, and be used for beauty purposes. Along with technological advances and the development of modern medicine, herbal medicine has its own existence among people in the tendency to return to nature. The tendency to return to nature can be obtained by utilizing various natural ingredients that are available and then used as the main ingredient to be formulated into herbal medicine, so that herbal medicine is often used as an alternative treatment in the community (Option, 2017).

The traditional herbal medicine business owned by Mrs. Rusdianti is a household industry business located in Dalung Village, North Kuta District, Badung Regency. Mrs. Rus has been running a traditional herbal medicine making business for approximately 3 years since the Covid-19 pandemic. During the Covid-19 pandemic, Bu Rus's herbal medicine business was quite in demand, because many relatives, friends and neighbors around the partner's house ordered traditional herbal medicine made by her as an herbal drink to increase immunity. However, after the end of the Covid-19 pandemic, the production of jamu mitra is uncertain every day, depending on orders from neighbors around the partner's residence. The customers owned by the partners only come from the area where they live, so the marketing is not too wide.

Partners also do not have packaging labels to include the identity of the partner such as the business name and phone number of the partner and also the lack of production equipment to speed up the process of making herbal medicine. In addition, the profits obtained by partners are difficult to calculate considering the process of recording losses or losses that have never been done so far. So that partners do not know for sure the turnover of the business being run.

Based on the production conditions of the partners faced, the problems found in the partners are in terms of production, lack of production equipment to speed up the process of making herbal medicine, partners do not have packaging labeling to include the identity of the partner on their products such as the name and phone number of the partner, in terms of marketing, the partners do not have social media to be able to expand the marketing of the partner's business. Partners have also not recorded expenses and income from the business they run.

Based on the problems faced by partners, it is very important for partners to have marketing media to help partners to expand their business. São Paulo, Sã expresses the opinion on marketing that marketing is a management process that seeks to maximize profits for shareholders by way of relationships with key customers (*valued customers*) and will create such a competitive advantage (Sudaryono, 2016). Digital marketing is a marketing activity including branding that uses various website-based media, e-mail,

adwords or social networks (Tarigan & Sanjaya, 2009). PThe use of social media has begun to be often used in marketing, public communication, offices or departments that are directly related to consumers or stakeholders (Rizal & Lubis, 2014). By utilizing social media, the reach will be wider, the low cost of everything will be efficient (Retnosari, 2017).

Social media allows users to communicate with millions of other users (Williams, Crittenden, Keo, & McCarty, 2012). For marketers, this is a huge potential and opportunity to be used as one of the marketing communication tools. Social media makes it easier to share information between users (Akrimi & Khemakhem, 2012) 2012). The social media used in this service is *Instagram* and *Facebook*. Partners admitted that they are used to using social media such as *Instagram* and *Facebook* It's just that it has not been used as a marketing medium for the business that is being run.

Based on the above background, in this community service, additional production tools, packaging labeling, marketing media in the form of *Instagram*, *Facebook* and financial management training with cash books will be given. With the implementation of this service, it is hoped that it can help partners in developing the business they run.

II. RESEARCH METHODS

This research method uses the Asset Based Community Development (ABCD) approach, which prioritizes the use of assets and potentials that exist around and are owned by the community (Ahmad, 2007). The ABCD (Asset-Based Community Development) approach is a paradigm in community service, the principle of the ABCD approach is that everything leads to the context of understanding and internalizing assets, their potential, strength, and utilization independently and maximally. ABCD teaches the community that the welfare of an area does not depend on assistance from outside parties but is determined by the potential that is grown and developed by the community. The ABCD approach is used as an effort to improve the quality of human life with a development pattern that puts humans as the main actors (Green, 2010). The ABCD (Asset Based Community Development) method itself has five key steps to carry out the mentoring research process, including (Swasono, Sa'diyah, Niafitri, & Hidayanti, 2020):

1. *Discovery*

The Discovery stage is the first step taken through a conversation or interview process to find the individual's contribution in giving life or developing and managing an asset.

2. *Dream*

At this stage of research, it is required to look in a creative and collective way at the future that may be realized, associated with what is expected by business owners.

3. *Design*

This design is a process where the entire community is involved in the process of learning about their strengths or assets so that they can start using them in a constructive and collaborative way to achieve the goals that have been set.

4. *Define*

Changes are expected after the service program that the researcher implements.

5. *Refelction*

The last stage of service is to evaluate the activities that have been determined.

III. RESEARCH RESULTS

a) Introduction and Socialization of Activities

At the opening stage, an introduction was made from each service member with partners. Then continued by informing partners regarding the goals and benefits of implementing service in accordance with the initial goals that have been conveyed. In addition, it was also conveyed regarding the activity plan carried out during the training as well as the roles and responsibilities of each party involved in the service program both from service members and partners.

b) Partner Social Media Training

1. Introduction to Social Media

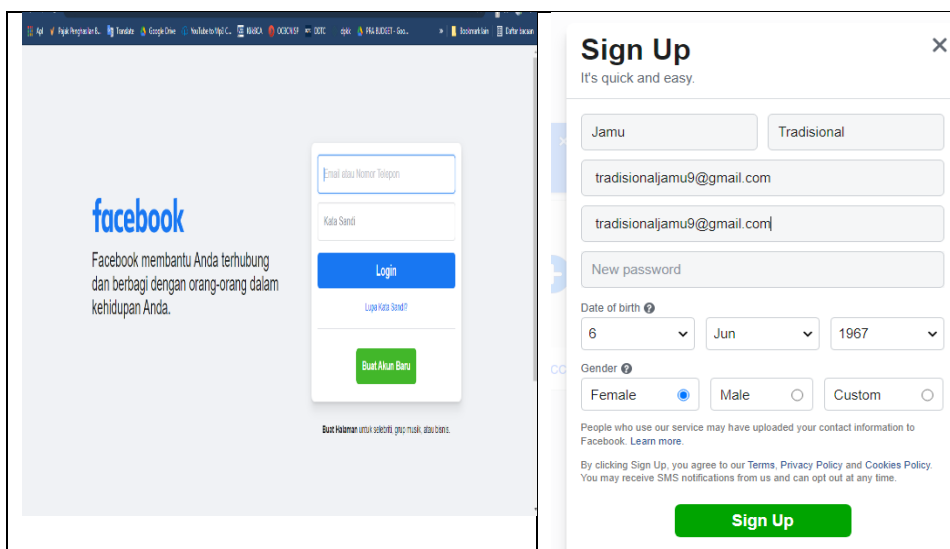
At this stage, partners are explained about material about social media that can be used to do marketing. The use of this social media can expand the scope of the marketing area which was initially only carried out among friends and relatives of the owner. The social media described in this service activity is Facebook and Instagram as social media is being loved by many people today.

2. Social Media Utilization Training

Instagram and Facebook are interesting social media choices because everyone can connect easily and can also easily share all products and businesses that business actors want to publish. On *the Instagram and Facebook pages*, Mrs. Rusdianti can share the types of Traditional Herbal Medicine production. Where this social media creation training is assisted by student members. The following are the stages of creating *Instagram and Facebook social media*:

a. Facebook Account Registration

On the first page of Facebook account registration , *the partner's identity will* be filled in starting from first name, last name, email address, date of birth, and also a password. Then there is data verification by entering the code from the registered email. The Facebook home page and registration page can be seen in Figure 1 below:



Picture 1. Facebook Home Page and Signup Page

After entering the code from the partner's email that the account has been confirmed, then you can then log in to your *Facebook* account. Partner *Facebook* accounts that have been successfully created can later be filled with profile pictures, backgrounds, and can be directly guided on how to edit profiles, upload product photos, so that the resulting product can be directly promoted. Here is the initial look of *Facebook* partners seen in Figure 2 below:

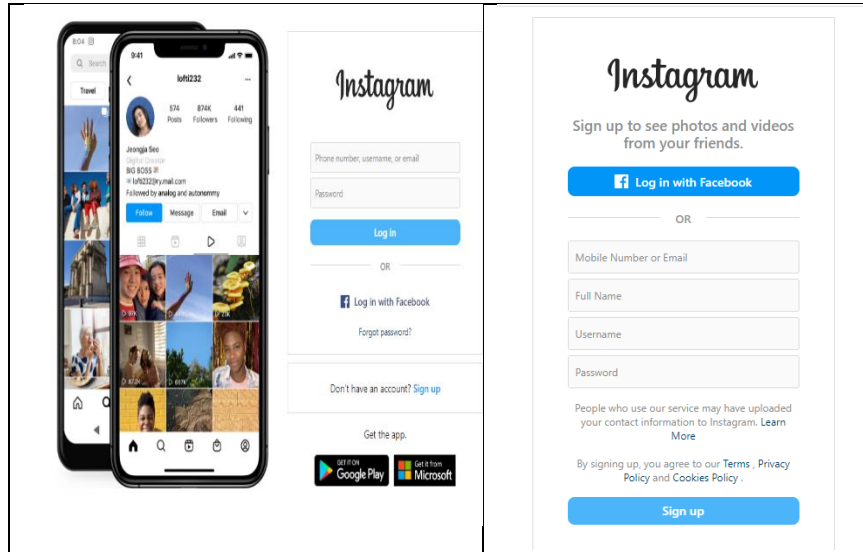


Picture 2. Account Views *Facebook* Friend

b. Instagram Account Registration

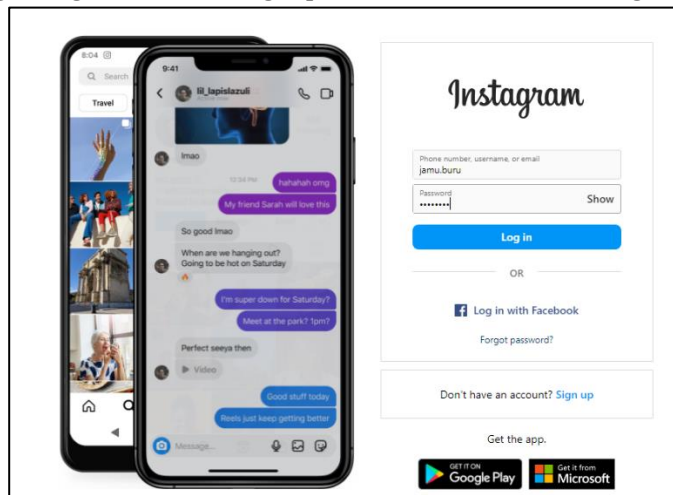
On the registration of the partner's *Intragram* account where the account name will be equated with the *Facebook* account. The initial registration process where the partner completes the cellphone number or email address,

full name, *username* and *password*. After that, select the *sign up* button for the next process. The following is an initial look at the Instagram account registration in Figure 3 below:



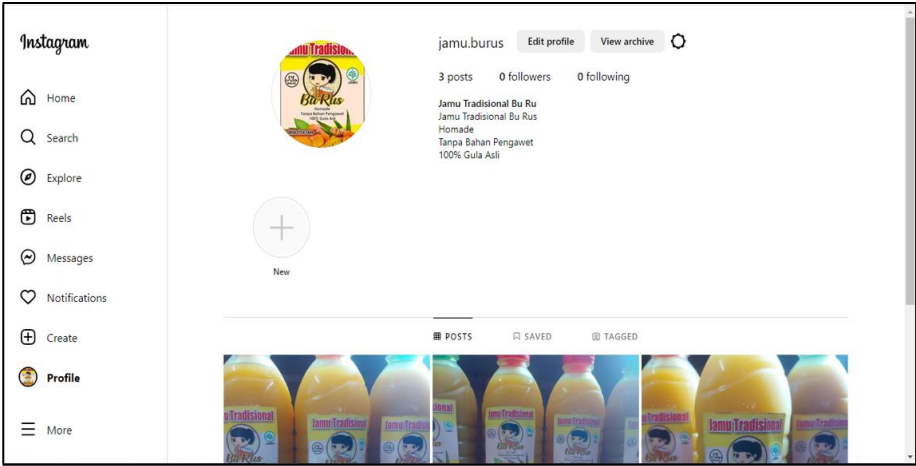
Picture 3. Instagram Account Registration Page

The next stage is to confirm the code from the partner's email, after entering the verification code, then continue by selecting *tobol Next*, to be able to log in by entering the username and password that has been determined at the beginning of registration, the login process can be seen as in Figure 4 below:



Picture 4. Instagram Login Page

In Figure 5 is a partner's Instagram account with the name "Mahalaksmi_Jajanbali" that is already active and can be used in the process of promoting Balinese snacks produced by partners.



Picture 5. Partner's Instagram Account View

c. Discussion and Closing of the Activity

Closing the activity with documentation and question and answer sessions as well as filling out the service activity documents. The discussion with the Partner was carried out for approximately 15 minutes, the Partner looked happy and satisfied with the service activities that had been carried out. The discussion was carried out from the beginning of the activity, namely the provision of production equipment, labeling of packaging and packaging training to social media training, all of which were well done by partners.

d. Evaluation of Activities

The evaluation of the activity was carried out by giving a questionnaire to 1 participant, namely Mrs. Ayu Sutari as the owner of the Mahalaksmi Jajan Bali business. The following are the results of the questionnaire calculation using the likert scale given to the participants.

$$\text{Rumus Index \%} = \left(\frac{\text{Total Skor}}{Y} \right) \times 100$$

bell 1 Questionnaire Table Index Calculation Results

Yes	Question	Index
1	What do you think about Community Service Programs for business partners/SMEs, such as Jajan Bali Mahalaksmi?	100%
2	What do you think of the activity plan and socialization of the community service program that was delivered before the training activities took place?	80%
3	How is the material delivered by instructors in the Community Service Program in partnership with the Balinese Mahalaksmi Snack business?	85%

Yes	Question	Index
4	Does the material provided in this Community Service Program provide many benefits to you?	100%
5	What do you think of marketing media through social media such as <i>Facebook and Instagram</i> , which are used by instructors as marketing technique material given?	100%
6	What do you think is the method of delivering marketing media materials and training used by instructors?	100%
7	How can you understand the provision of marketing media materials provided by the instructors in this Community Service Program?	80%
8	Does the implementation of this Community Program help you to develop marketing media such as <i>Facebook and Instagram</i> , in the materials provided to increase product sales results?	100%
9	Does the implementation of this Community Service Program help you to introduce your business to the community?	100%
10	Can the implementation of this Community Service Program help you expand the marketing area of the Balinese Mahalaksmi Snack business?	100%
Average Index (%)		94,5%

Category Intervals can be calculated as follows.

$$I = 100/4 = 25 \text{ (range range category)}$$

Category:

0 – 24.9 % = Less

25 – 44.9% = Sufficient

45 – 74.9% = Good

75 – 100% = Excellent

So the results of the calculation of the Index % can be obtained in the category of evaluation results related to the implementation of the Community Service Program which is classified **as Very Good** with an index value **of 94.5%**.

IV. CONCLUSION

Based on the description of the presentation above, the conclusions of this study are:

1. The existence of this community service activity can help partners in increasing their knowledge in understanding the importance of marketing with social media.
2. Through this service activity, partners already have marketing media in the form of *Facebook and Instagram* , specifically that can be used as marketing media.

3. From the results of the evaluation in the form of filling out questionnaires by partners, the results of the Very Good index category were obtained with an index value of 94.5%, which means that this service activity has gone well.

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