

## Business Development and Product Branding at Ani Kebaya

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### *Abstract.*

Ani Kebaya is a small-scale business specializing in kebaya knitting and sales. As a newly established enterprise, it faces several challenges, including limited capital, insufficient knowledge of business development, and minimal promotional efforts primarily limited to personal Facebook usage. This prompted the authors to provide assistance in financial and operational management, as well as guidance on digital marketing strategies. The first phase of the program included management training, which increased partner understanding of financial management from 50% to 73%. The second phase focused on social media marketing, with partner comprehension improving from 40% to 70%.

**Keywords:** Product Branding, Social Media, Financial Management

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## I. INTRODUCTION

The kebaya, a traditional Indonesian garment, is proposed for UNESCO Intangible Cultural Heritage status through a single-country nomination by the Indonesian government (West Sumatra, 2023). In Bali, kebaya is integral to religious and ceremonial practices. Governor Regulation No. 79 of 2018 mandates its use in public institutions, thereby increasing demand and encouraging the growth of kebaya-related businesses.

Especially on the island of Bali, kebaya is a garment that must be used by women when worshipping temples and other events such as weddings, or other official activities. Even in the regulation of the governor of Bali number 79 of 2018

concerning the day of the use of Balinese traditional clothing, it aims to maintain and preserve Balinese culture, one of which is the use of Balinese traditional clothing. The use of Balinese traditional clothing for the government, the private sector and even the education sector is also obliged to use this Balinese traditional clothing. The traditional clothing in question is one of the kebaya used by women. The impact of this decree resulted in a surge in the need for kebaya by the Balinese people. Not only traded offline, kebaya is also crowded with online media. In addition, it also has an impact on the growth of this kebaya tailor business.

Ani Kebaya is a tailor business that is dominant in working on kebaya making orders, this business is owned by Ni Nyoman Subur Ardiani has been running for approximately 2 years and 6 months, his business was constrained by the covid-19 pandemic so that it had been vacant for 2 years, he began to reopen his business in the last 3 months because the pandemic has gradually improved. Before opening a kebaya knitting business, Mrs. Nyoman Subur previously worked as a trade worker and because she had been living and had two sons, she decided to work at home while taking care of her two sons by opening a kebaya knitting business.

In addition to kebaya, Mrs. Nyoman Subur's business also serves *vermak* clothes or pants, but the focus is on making kebaya, with a 4x3 meter workroom Mrs. Nyoman Subur can take advantage of the room to sew her subscription, on average in 1 month Mrs. Nyoman Subur can work approximately 15 to 20 kebaya orders with sewing costs varying between 45,000 to 75 thousand kebaya clothes that she completes, Nyoman Subur's mother does not know for sure how much net income she earns each month. In terms of work, it is not uncommon to experience delays because he also has to take care of his two sons, he wants to add 1 worker if later his business has received orders. of facilities and infrastructure, currently only has 2 sewing machines, one of which is a machine owned by Nyoman Subur's colleague because she no longer sews.



Figure 1. Partner Workplace

In running her business, Mrs. Nyoman Subur has used media such as Facebook but is not actively used and is more for personal matters, so it needs to be used to be more effective. In terms of business branding, Ani Kebaya also does not have an identity such as the nameplate or label of the kebaya products produced. This is actually an opportunity to introduce Ani Kebaya to the surrounding community and to the community at large.

Seeing the existing conditions, the proponent of service activities wants to plan to hold several activities with partners, including assistance in business development, namely financial management, improving business branding by making product labels, making nameplates for Ani Kebaya's business and also providing portable sewing machine assistance to increase the number of products produced by partners. Good financial knowledge subjectively and objectively affects financial behavior significantly and financial knowledge is the main predictor in shaping financial behavior (Putri, 2019).

## II. METHOD

The first phase of mentoring activities is carried out in accordance with the stages of activities outlined in the following figure.



Picture 1. Phase I Activities

The stages for business management are as follows:

a. Business Planning

Business planning is the process of formulating strategies, plans, and actions that must be taken to achieve business goals that have been set. Business planning is essential because it can help you minimize business risks and maximize potential profits. The basics of a business plan or business plan that must be present in a business plan are executive summary, company background, market and marketing analysis, production analysis, human resource analysis, financial analysis, business development plan, and business risk (Suprpto, 2019).

The following are the steps in business/business planning

1. Determine your business goals: Determine what you want to achieve with your business, both in the short and long term.
2. Market analysis: Study the market in which you will sell your product or service. Learn who your target customers are, what they need, and what's trending in the market.
3. Conduct a SWOT analysis: Identify your business's strengths, weaknesses, opportunities, and threats.
4. Determine a marketing strategy: Determine how you will market your product or service to your target customers.

5. Plan business operations: Plan how your business will operate. This includes site selection, raw material procurement, employee recruitment, and supply chain management.
6. Perform financial analysis: Perform financial projections to determine initial costs and expected revenue. This will help you determine whether or not your business is worth doing.
7. Create a business plan: Write down all the information you've gathered in a detailed business plan. This will help you follow your plan and ensure you achieve your business goals.
8. A good and detailed business plan will help you minimize business risks and maximize potential profits. Feel free to seek help from a business expert or consultant if you need help in crafting an effective business plan.

b. Planning Function

Planning has a big role in carrying out a business so it is important to make a plan. The management function consists of Planning, Organizing, Leading and Controlling. These four functions are known by the acronym POLC. POLC management functions are the latest management functions (Rahmayanti, 2019).

c. Benefits of Business Planning

Business planning is very important for business success because it has many benefits, including

1. Identify promising Business opportunities.
2. Determining short-term and long-term goals and objectives.
3. Create the right strategy to achieve Business goals.
4. Manage Business risks and opportunities.
5. Obtaining funding from investors or financial institutions.
6. Measure Business performance.

d. Marketing Media

Product marketing through social media in Indonesia has great potential. The number of internet and social media users in Indonesia continues to increase every year. At the beginning of 2022, the number of internet users in Indonesia reached

204.7 million people, an increase of 2.1 million from the previous year. Meanwhile, social media users in Indonesia reached 191.4 million people or equivalent to 68.9 percent of the total population of Indonesia. This number increased by 21 million or 12.6 percent from 2021 (Susanti, 2023).

e. Digital Marketing Goals

The main goal of digital marketing is to attract customers and allow marketers and customers to interact through the utilization of electronic media by marketers to promote products or services to the market. With a form of digital marketing that utilizes public knowledge of technology, it is hoped that it can increase the market share of product sales to be wider. One of the indicators of increasing the welfare of MSME actors is the increase in sales turnover, one of the ways to achieve this is to maximize digital marketing strategies (Dika, 2023).

f. Obstacles in Using Social Media

Some of the problems that often arise in the implementation of social media marketing include:

1. Failure to understand social media
2. Lack of understanding of social media marketing
3. Slow internet network
4. No one managing social media
5. Social Media for Marketing

While the second phase of activities was carried out at partner locations in Banjar Kebon, Sulahan Village, Susut District, the second phase of activities can be seen in the following figure:



Figure 3. Phase II Activities

### Evaluation Instruments

The evaluation instrument used in this activity is in the form of interview results with the following information:

1. Interview Statement

The interview statement will be divided into two sub-topics of interview material, namely:

- a. Partner's understanding of financial management
- b. Partners' understanding of the use of social media as a marketing medium
- c. Each topic consists of 5 questions/statements

2. Statement

The following is a list of interview questions:

Table. 1 List of Interview Questions

| It | Statement about understanding financial management                                   |
|----|--------------------------------------------------------------------------------------|
| 1  | What do you know about financial management?                                         |
| 2  | What are some simple financial documents that you know?                              |
| 3  | What are the ways that can be used to find out the financial position of a business? |
| 4  | What is the difference between debit and credit?                                     |
| 5  | Mention at least 2 ways to achieve maximum profit?                                   |
| It | Statement on the use of Social Media                                                 |
| 1  | Mention the benefits of Social Media!                                                |
| 2  | What are the negative factors of social media?                                       |
| 3  | What are some tips for social media to be effective?                                 |

|   |                                                              |
|---|--------------------------------------------------------------|
| 4 | What social media is suitable for small businesses?          |
| 5 | Is it mandatory for every organization to have social media? |

### 3. Calculation Techniques

The calculation by giving the weight of each map/statement with the following categories:

Table 2. Calculation of Value Weights

| Categories                 | Weight |
|----------------------------|--------|
| Very Lacking Understanding | 1      |
| Lack of Understanding      | 2      |
| Enough Understanding       | 3      |
| Good Understanding         | 4      |
| Excellent Understanding    | 5      |

The community service activities were conducted in two phases, using participatory action research (PAR) methods. Each phase involved needs assessment, mentoring, evaluation, and outcome measurement through pre- and post-intervention surveys and interviews.

## III. RESEARCH FINDINGS

### A. Implementation of Activities

#### 1. Implementation of Activity I

In the first activity at this stage, there are only 2 (two) things that can be carried out, including:

- Assistance regarding business management that forks business and financial management.
- The handover of assistance was in the form of *a signboard* in promoting Ani Kebaya's business in the surrounding environment.
- Activity evaluation

#### 2. Implementation of Activity II

In phase II activities, two main activities were carried out, namely:

- Assistance to partners on the use of social media
- Evaluation of the second phase of activities

## B. Activity Discussion

### 1. Phase I Activities

The activity was carried out with the concept of two-way discussion where in its implementation. To carry out this activity, it is carried out using presentation materials that have been prepared beforehand. The following is a photo of the first phase of mentoring activities in the following image.



Figure 2. Discussion Atmosphere

In the first phase of the activity, assistance was also distributed in the form of signboards to introduce Ani Kebaya to the surrounding community which is a potential market for Ani Kebaya. With the presence of this signboard, it is hoped that more local residents will know the whereabouts of Ani Kebaya. The *signboards* or signboards that have not been installed and have been installed can be seen in the following picture.



**Figure 3.** Signboard / Signboard of Ani Kebaya

## 2. Phase II Activities

The second phase of service activities carried out is assistance on the use of social media for marketing. This activity was carried out at the partner's house, Br. Kebon, Sulahan Village, Susut District, Bangli Regency. On the same occasion, support equipment in the form of a durable sewing machine was also handed over. The documentation of the second phase of service activities can be seen in the following figure:



**Figure 4.** Social Media Utilization Training



**Figure 5.** Submission of equipment assistance and signing of service minutes

### **C. Activity Outputs and Service Outputs**

The outputs of this activity are as follows:

1. Assistance has been carried out on the topics of business development management and financial management
2. Signboard/papanama assistance has been provided as a marketing medium for Ani Kebaya, especially for the surrounding community.
3. Assistance has been carried out in training on the use of social media for marketing,
4. It has been handed over equipment assistance in the form of a portable sewing machine to support Ani Kebaya's business.

### **D. Activity Evaluation**

The evaluation of service activities can be detailed as follows:

1. The evaluation was carried out by interviews with several questions as many as approximately 15 (fifteen) questions out of the 15 questions only 11 questions or around 73% could be answered properly and correctly. From the implementation of the first phase of activities, an increase in partners' understanding of business management and financial management was obtained, an increase of 23%, where before the first phase of mentoring

activities was carried out in the form of a questionnaire, a value of 50% was obtained.

2. There is an increase in partners' understanding of the use of social media to market their products through social media, where before the assistance the pre-test results were obtained by 40%, after the assistance with the post test method the value was obtained 70% so that there was an increase of 30%. The comparison of *pre test and post test* is as follows:

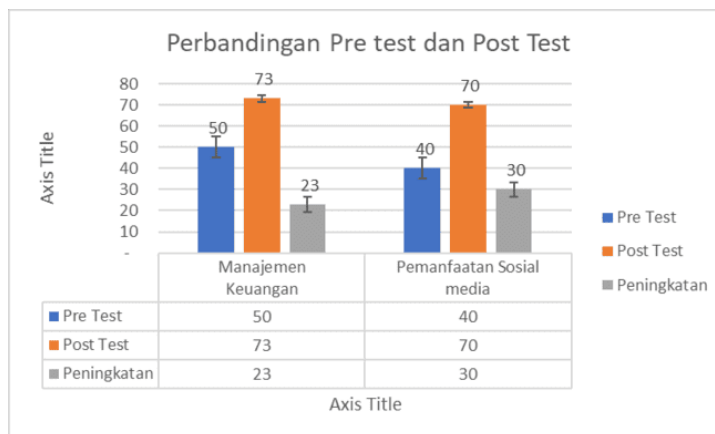


**Figure 6.** Comparative data of pre-test and post test

3. The signboard/nameplate of Ani kebaya's business has been accepted to increase brand awareness by the surrounding community in particular.
4. The existence of a tool assistance in the form of a portable sewing machine can help increase the productivity level of Ani Kebaya.
5. Mentoring material can be provided in the form of videos from youtube so that it can make partners more interested in watching and learning.

#### IV. CONCLUSION

The results indicate that structured mentoring significantly enhanced partner understanding in both financial management and social media marketing. The provision of promotional tools and equipment further contributed to business branding and operational capacity. This community service model can be replicated for similar small businesses seeking to strengthen digital marketing and management capabilities. Based on the analysis of the results above, the conclusion of this study is as follows:

1. Assistance has been carried out on the topics of business development management and financial management as well as training on the use of social media for marketing.
2. Signboard/papanama assistance has been provided as a marketing medium for Ani Kebaya, especially for the surrounding community and tools in the form of portable sewing machines to support Ani Kebaya's business.
3. The results of the evaluation of phase I activities resulted in an increase in partner knowledge by 23% about business management and financial management, so that the understanding of partners became 73% and the results of the evaluation of phase II activities resulted in an increase in partner knowledge about the use of social media by 30% so that the understanding of partners became 70%.

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