

PKM IMPROVING THE COMPETITIVENESS OF LOTENG CHIPS UMKM THROUGH DIGITAL MARKETING IN CEPIK VILLAGE, TABANAN, BALI

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Abstract:

Micro, Small and Medium Enterprises (MSMEs) are increasingly popular in Indonesia and involve mothers, adults, and students. In Cepik Village, Tabanan-Bali, MSMEs sell attic chips, a crunchy and savory snack. The stages of program implementation are as follows : (1) Socialization regarding the importance of attractive and hygienic packaging; (2) Socialization of digital marketing strategies and assistance in creating social media for partner businesses; (3) Socialization of the creation of digital financial reports and training in creating digital financial reports in excel format. Loft chips are fried foods from grated cassava seasoned with salt, garlic, coriander, galangal, and typical fillers such as peanuts or soybeans. This MSME is a typical complementary food to rice in the village. Warmadewa University has the potential to contribute to preserving and developing attic chips MSMEs in Cepik Village by providing facilities, attractive packaging, digital marketing, and training in making digital financial reports. These MSMEs face a lack of understanding of packaging, digital marketing, and digital financial reports.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are some businesses that are starting to interest people in Indonesia. MSME business actors are mothers or adults, as well as students and college students who participate in this business. The products sold also vary, ranging from handicrafts, food, drinks, fashions, beauty tools, and many more. The growth rate of the MSME sector in Bali in 2023 is 129,881, or 41.50 percent, compared to 2019. The increasingly advanced development of technology requires MSME actors to use and utilize these technological developments, one of which is the use of Information Technology (IT) to develop MSME actors' businesses.

Cepik Village, Tabanan-Bali, has a characteristic of UMKM that produces attic chips. Attic chips are a type of snack that is crispy and has a savory taste. Attic chips have become a typical food to accompany rice in Cepik Village, Tabanan-Bali, like the UMKM owned by Mr. Gusti Indrawan, who has been producing since 1960. Depending on market demand or distributors, attic chip prices range from IDR 1,000 to IDR 10,000. According to Mr. Gusti Indrawan, the initial capital issued to start this attic chips business is IDR 1,000,000, with a daily turnover of IDR 2,000,000. Although the profit obtained is twice the capital issued, this is still a problem when paying workers' wages and meeting production costs. The problems that occur in UMKM partners of attic chips in Cepik Village, Tabanan-Bali are packaging that has not been made hygienic and as attractive as possible to increase consumer interest and low knowledge about the use of technology as a means of digital marketing (Jayawarsa et al., 2019). In addition, the expenses and income received from the results of the attic



chips business should be recorded in the digital financial report. Hence, knowing the profit and loss from its business activities is difficult.

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Outputs include services, products/goods, and other targeted outputs such as articles that can be accepted and published in the Sinta community service journal, broadcasts on YouTube, social media accounts, magazines, posters, books, and IPR.

METHODS

The implementation method in this service is socialization and training so that partners understand the problems being faced. The stages of program implementation are as follows :(1) Socialization regarding the importance of attractive and hygienic packaging; (2) Socialization of digital marketing strategies and assistance in creating social media for partner businesses; (3) Socialization of the creation of digital financial reports and training in creating digital financial reports in excel format.

RESULTS AND DISCUSSION

The work program provided in this service is socialization regarding the importance of product packaging, socialization and assistance in digital marketing strategies, and socialization and training regarding digital financial records in Excel. The results of this work program are as follows: after the pretest and posttest, there was a gap in the results before the socialization was carried out and after the socialization, assistance and training were carried out. Regarding product packaging, our service team provided socialization regarding the importance of attractive and hygienic packaging so that partners understand how to replace their packaging with plastic clips to make it more hygienic. In addition, the service team also found other problems in the form of inadequate product marketing (online/offline), and we provided a solution, namely creating social media such as Instagram, TikTok and Facebook and helping to create photo content that will be posted on social media (online). Another problem found by this partner is that they need bookkeeping or records related to income, expenses, and financial reports, so our service team provides training and assistance in doing digital bookkeeping in the form of Excel. In addition, the service team assists in procuring raw materials for UMKM attic chips.

The obstacles or barriers to implementing this program are that, in the production process, partners still need more human resources (HR). The process of making attic chips also takes a very long time, so there is a decrease in the product quantity, and the production tools used are not



adequate or complete, so the work is still manual. The community in Cepik Village, Tabanan-Bali, is a supporting factor in this community service activity. With the support of the village community, the attic chips UMKM, although not as active as before, can still survive in current conditions.

The solutions and follow-ups that can be provided are by assisting production equipment units, assisting in marketing, monitoring and re-evaluating the increase in sales of these attic chips as a side dish typical of Cepik Village produced by the UMKM attic chips, Tabanan-Bali. The next plan will be to find human resources and increase the production and marketing of products from the UMKM attic chips of Cepik Village, Tabanan-Bali. Strategic steps for further realization are to provide innovation to marketing strategies, re-increase attic chip products, and use Excel in financial records.

CONCLUSION

The conclusions obtained from this community service are that UMKM Keripik Loteng Desa Cepik, Tabanan-Bali, has used plastic clips for its product packaging, can apply simple accounting reports and can use digital marketing to market its products. Economically, the impact has yet to be seen and will continue to be monitored in terms of promotion and the target of this community service activity, namely the implementation of marketing strategies and bookkeeping training, which has been given to training participants.

Suggestions. This community service suggests that continuous coaching is needed so that training participants can sustainably carry out business activities.

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