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Marketing Management Training and Guidance for Gempita Berkarya Group, Banua Rantau Village, Batang Alai District, HST District

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ABSTRACT

There are many types of traditional Indonesian cakes. Each traditional cake has its own characteristics. Now, traditional cakes are slowly starting to be replaced by the presence of modern cakes. Entrepreneurs, both individuals and groups of the traditional cake industry, still use traditional marketing management, such as just waiting for consumers to come, their products are less creative. Training and guidance on marketing of traditional cakes was carried out in Batang Alai Village, HST Regency for

BACKGROUND

Management is defined as the process of planning, organizing and using other organizational resources so that organizational goals can be achieved as determined. While business has a definition as an activity that aims to sell products in the form of goods or services. From the understanding of management and business understanding above, it can be concluded that business management is an activity to regulate the sale of products in the form of goods or services that can provide the maximum benefit to the business actor/business.

The importance of business management in business because business actors need effective and efficient arrangements to run their business. To process what is in their business, they must use management principles. If you do not use management principles, the business journey in the management system cannot run or operate properly. This also applies to micro, small and medium enterprises or MSMEs, all aspects of management are needed to run their business. Although unknowingly MSME actors have also applied these management principles, many of them still use traditional, familial, and simple methods.

Every organization is required to continuously innovate and update its processes and operational efficiency to collaborate with the expanding market and adapt to the ever-changing market behavior. Likewise, the tastes of consumers who use MSME products have changed from time to time, so MSMEs must also keep pace with changes in their strategy and organization. According to Kotter (2011), the art and science of choosing target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value.

Kotler (2013) states that Marketing is a process by which companies create value for customers and build strong customer relationships to recapture value from customers. Furthermore, Kotler and Keller (2013) The concept of socially oriented marketing states that generating customer satisfaction and long-term social welfare is the key to achieving company goals and fulfilling its responsibilities.

Efforts to Increase Family Income (UP2K) are all economic activities carried out by families, both individually and in groups whose capital comes from non-governmental organizations, which are expected to be able to encourage community members through various businesses such as making household products. One of the Gempita Berkarya Group, Banua Rantau Village, Batang Alai Selatan District, Hulu Sungai Tengah Regency, where they still make gagaduran wadai (cakes) which are traditional cakes from Hulu Sungai Tengah Regency which are almost no longer made by other residents. Competition with modern cakes that are more efficient in making, with better and more attractive packaging, even cheaper make this traditional cake increasingly marginalized, almost no demand, so that public interest is much reduced.

To become a serious business or to turn a home industry into a company seems far away and just wishful thinking because they do not know how to maintain and develop their business in the future. Therefore, it is necessary to pay attention that is not only technical in terms of production and packaging, but also needs to understand how to understand the wishes of the community or consumers. Besides that, they also need management development for processed or product creativity, modern marketing, human resource management, as well as financial management and business management

With the educational background of most of them being low and some even not attending school, it is difficult for the craftsmen of processed wadai gagaduran in Banua Rantau Village, Batang Alai Selatan District, Hulu Sungai Tengah Regency to get a steady and decent profit. Following are the problems faced by the object of activity;

- a. So far, the ingredients and manufacture are still done in a traditional way, making cakes expire quickly and get damaged quickly, where this is especially the case with almost no packaging.
- b. So far, the marketing done by the craftsmen is done independently by just waiting for buyers to come, so the amount of processing depends on the arrival of buyers who are uncertain every day.
- c. Financial records are almost not carried out so that the management of business finances and household needs becomes one, it is difficult to control, and it is known whether or not it is profitable.
- d. Lack of guidance from any party, especially regarding change management which makes them mentally continue to carry out production and marketing as well as financial administration in the old way with uncontrolled quality.

METHODS

As described previously, from the priority problems to be solved according to the expertise of the proposing team, the approach methods offered to support the realization of community service are as follows:

a. Provide training and guidance on the importance of management and marketing management for wadai gagaduran producing communities at the Banua Rantau Village Head Office, Batang Alai Selatan District, Hulu Sungai Tengah Regency.

b. This training and guidance method aims to provide understanding to MSME actors so that they are able to do business effectively and can make future marketing plans.

c. Together, SMEs identify opportunities for environmental threats, organizational ineffectiveness, group collaboration and individual weaknesses

d. Together with MSMEs, make a marketing plan based on the environmental, organizational, and work diagnoses above (b)

e. Showing examples of product ranges which include:

1) Size or zise

2) Taste(sweet, sour, neutral)

3) The packaging (compared to gagaduran cake packaging) is less varied and attractive

4) Branding/brand that doesn't exist yet

f. Q&A after presentation

This question and answer method aims to provide opportunities for participants so that they can ask things they do not understand about the material presented by asking directly.

RESULTS

In the initial stage of training and guidance, the team summarizes the expectations of the trainees after attending the training, as follows:

1. After attending this training, participants are expected to be able to:

2. The business is progressing

3. Marketing is getting wider

4. Business knowledge increases

5. Business insight is getting more open

6. Increase capital

7. Increase profits

8. Understand how to pack

From the results of the change management training and guidance, the following results are obtained:

Table 1 Comparison Before and After Training

No	Training Materials	Before	After
1	Business Threats	Not knowing and aware of business threats	Can identify the health, safety, and effectiveness of the product
2	Business Opportunities	Less understanding of business opportunities	More understanding of business opportunities
3	Business Development Planning	Don't know how to plan business development	Start identifying what needs to be developed such as packaging and market
4	Entrepreneurial spirit	Afraid to make a definite business plan	Realizing the need to get rid of negative thoughts that scares off making a business development plan

So far, the participants have paid little attention to the threat of business, they consider their business activities to make cakes unrelated to other people's business activities, including the presence of cakes from other regions, let alone from abroad. What they feel is a reduction in purchases according to them only as "not fortune", "it's fate", so that some of them continue to do business as usual, from generation to generation.

With the training provided, it was conveyed one by one the presence of cakes in their environment which caused the demand for their cakes to decrease, they began to realize but were still confused about what to do, in this case the team intervened to open the participants' awareness. Then participants began to associate the product with health, safety, and product effectiveness threats.



Figure 1 Team Delivers Training Materials



Figure 2 Discussion about the issue of Gagaduran cake marketing

There are many business opportunities to support the marketing of wadai gagaduran which together with the team and participants have succeeded in identifying such as the geographical location of the city of Barabai as district traffic from Hulu Sungai Selatan Regency to Amuntai or Tanjung, utilizing South Kalimantan Province as a buffer city for the new capital city of the Republic of Indonesia. which is in North Kalimantan where people who want to go to the capital via South Kalimantan either by sea or by air will pass through the city of Barabai.

CONCLUSIONS

1. Business development starts with what to sell, how it looks, tastes, smells and sizes, the participants have realized that the main obstacle is marketing.
2. Some participants have repaired the packaging for wadai gagaduran products, some have planned the same thing
3. Participants start planning marketing developments that don't just wait but take advantage of social media and networks
4. Participants realize the importance of managing finances well.

5. Participants have understood and realized the importance of having a gagaduran cake marketing strategy plan, and
6. The participants realized that the resulting product was still less attractive both in terms of product variety and in terms of packaging.
7. Participants have also realized that the current packaging is still very simple, and has not shown information about gagaduran cakes, especially about the composition of the ingredients used.
8. There is no attractive branding for Gagaduran cake products
9. Support from all parties is needed to help develop the traditional wadai Gagaduran

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