
Coaching Marketing Management Technology for Crackers Small Industry in Ujung Pangkah Village, Gresik Regency

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Abstract

The potential of marine resources in the coastal area of Ujung Pangkah is a potential in the field of fisheries which can be a processing industry for various products but has limited production equipment, thus making the production volume unable to reach the expected target when there are many orders. Marketing still applies the conventional method, just waiting for the middleman to come to pick up the goods, so there is no effort to develop the market area. The objectives of coaching or mentoring appropriate marketing management technology for small cracker industry managers are: 1) Increase production capacity, 2) Improve production quality, 3) Save labor costs, 4) Save time in the production process, 5) Increase production cost efficiency, 6) Implementing digital marketing, 7) Lowering product selling prices, 8) Increasing sales, 9) Increasing operating profit, 10) Increasing business assets. The results in this study were the small cracker industry community in Ujung Pangkah Village, Gresik Regency, able to compete in online e-commerce sales, able to operate production equipment as needed to increase production volume. This research has limitations, so it is recommended for further service activities in Pangkah Kulon Village, Ujung Pangkah, Gresik Regency to promote the place for making processed fish crackers, with this promotion it will attract visitors to buy the cracker product so that it will be increasingly known by the wider community and foreign countries.

Keywords: Coaching, Technology, Marketing Management.

INTRODUCTION

The potential of marine resources in the Ujung Pangkah coastal area is a potential in the fisheries sector which can become a processing industry for a variety of products, namely various crackers, paste, and processed fish, for example otak-otak. Based on the phenomenon that occurs, the price of raw fish purchased by traders is very cheap, some of the fish traded, namely milkfish, gourami and laosan, are only around IDR 4,000 per kg. Women who are fishermen's wives or children take the initiative to create a micro-scale cracker industry and then begin to develop and establish Empowerment of Fishery Product Processing or P2HP.

Based on the results of the initial interviews and situation analysis in the industrial environment, several problems were found as follows.

1. The production equipment in the form of blenders, stoves, pans for cooking rice cake-shaped cracker dough turned out to be no longer suitable for use
2. The marketing management implemented is not yet digital based so that the market reach is still only local

These production tools are urgently needed because this cracker business produces continuously and aims to increase production capacity and speed up the production process so as to increase sales and achieve production cost efficiency so that business profits or profits increase thereby increasing business assets or assets.

Assistance goals:

1. Increase production capacity
2. Improving the quality of production
3. Save labor cost
4. Save production process time
5. Increase production cost efficiency
6. Implementing digital marketing
7. Lowering the selling price of the product
8. Increase sales
9. Increase operating profit
10. Increase business assets

Assistance Benefits:

1. For cracker businesses that are members of the Fishery Product Processing Women's Fraternity or P3HP this assistance can improve production performance, marketing performance and sales performance

2. For the Government of the Gresik Regency Diskoperindag, the assistance results are used as a recommendation material in providing guidance for similar business fields
3. This mentoring activity can become a road map for further companions in carrying out the tri dharma of higher education

LITERATURE REVIEW

1. Marketing Management Assistance for Micro Enterprises

Marketing management assistance for micro-enterprises has its own method in which business owners also market their products, there is no special division that has a job description in the field of marketing so that the marketing design has not been implemented.

According to Philip Kotler marketing management includes

1. *Product*
2. *Price*
3. *place*
4. *Promotions*

Product is the result of the production process so that the quality of the production results depends on the production process carried out. The challenge for micro businesses is that the production process is carried out in a traditional way so that it affects production results and production results do not meet the Indonesian National Standard or SNI which results in not being able to export. The existence of product diversification also requires ideas and innovation and requires market research, this is difficult for micro businesses to do. Benchmarking for micro businesses is almost never done even though the benefits of benchmarking are for continuous improvement of their products.

Price is a fair price paid by the buyer, competitor data on prices for similar products is needed, especially local competitors. If micro-businesses can produce efficiently, micro-businesses can become cost leaders, thereby becoming price leaders. If it succeeds in becoming a price leader, then micro-enterprises will be able to expand their market share and will win to compete in terms of product prices.

place is a place for marketing micro business products, on average, place is an obstacle for micro businesses in marketing their products because they do not have a separate counter, generally goods are entrusted or if they have a marketing place, they are generally at their industrial location or at their home industry location.

Promotions carried out are still traditional, on average they have not implemented digital marketing, have not joined Shopee, Lazada or Tokopedia, do not understand marketing strategies in building networking, both B to C, B to B and even B to G.

2. Production Management

Business production still uses traditional technology so that the production process takes quite a long time. The supply of raw materials is the main element in the production process. Inventory control must continue to be carried out, especially the inventory of goods in process and finished goods inventory.

METHOD

The material or substance of the assistance is devoted to the field of marketing, especially digital marketing. Provided with advice related to product, packaging design, market reach to assistance for online marketing. The target group is fisherwomen who are members of the Empowerment of Fishery Product Processing Women or P3HP as many as 5 micro businesses that produce fish-based crackers. The P3HP group is domiciled in coastal areas Gresik Regency, to be precise, in Ujung Pangkah sub-district, Ujungpangkah Wetan village, Gresik Regency.

The stages of Assistance are as follows

1. The interview stage is to detect problems that occur in the marketing sector
2. Stages of digital marketing training
3. Marketing assistance stage
4. The practical stage of utilizing the new means of production
5. Monitoring and evaluation stage
6. The stage of preparing the final report and fulfilling the outputs of mentoring activities

ASSISTANCE PROCESS AND RESULTS

1. The results of interviews related to partners' problems in the field of production and marketing show that partner production is constrained by old production equipment where the capacity of the blender and the capacity of the pan for cooking the lontong-shaped cracker dough is small capacity including the old eye 1 stove often cannot turn on so a stove is also needed 1 eye.



Figure 1.1 Production Process carried out by Partners using new tools from PT Untag Surabaya grants



Figure 1.2 Acceptance of a New Tool in the Form of a Shelf

2. The results of the digital marketing training showed that as many as 5 people were present as micro business actors who were members of P3HP

and it appeared that these 5 people were very enthusiastic and actively asked questions.

3. The results of digital marketing assistance using Android mobile phones with media ranging from WA status, Instagram, YouTube and show that the 5 micro entrepreneurs can implement digital marketing.

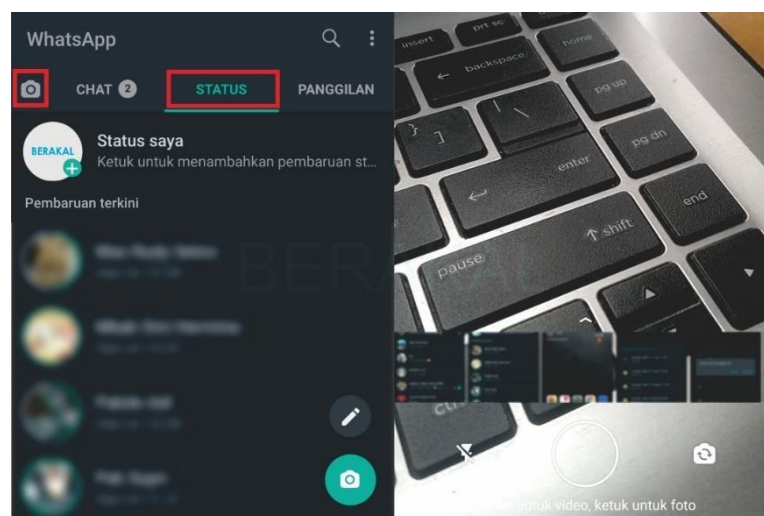


Figure 1.3 Assistance in carrying out digital marketing

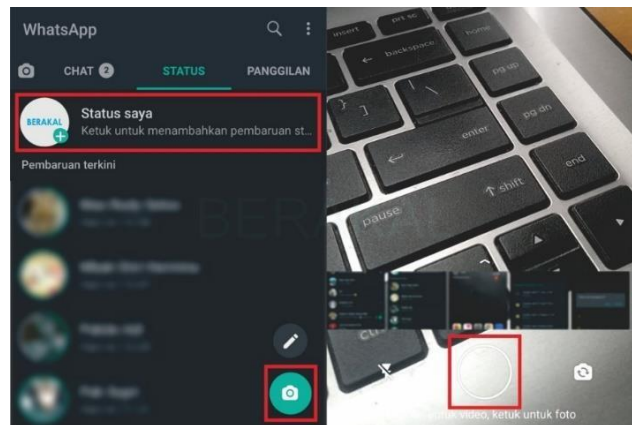
A. Using the WA Status Application for Marketing Media

Create Photo/Video Status

1. First, we run the WhatsApp application on our cellphone.
2. After that we open the Status tab. Or you can also press the camera button in the tab menu on the far left.



- Both options have the same function. However, for the camera icon, we can only create statuses in the form of photos, moving images and videos. Meanwhile, on the Status tab, we can create statuses, view the statuses we have created, and view other people's statuses.
- After we open the Status Tab. Select My Status/My status or the camera icon below to create a photo, gif or video status.
- After that the camera will automatically open. Here we can take photos directly with the camera by tapping the circle button.



- To create videos or GIFs directly with the camera. The trick is to press and hold the circle button. Besides that, there are also other options on this view. Namely we can turn off or turn on the flash.



- We can also take selfie photos or videos by pressing the camera button at the bottom right. That way the camera will turn into a front camera. To change it back to the rear camera, press the camera icon again.



8. Apart from that, we can also create status using photos or videos in our gallery. You do this by selecting a photo or video that appears on the page. We can swipe left to display more photos.
9. To display all photos and videos on our Android. We can press the up arrow key, or drag it up.



10. After the photo or video we take. Then a page will appear for editing the photo or video.

11. There are several editing options that we can use in this WA application.



- Crop: Serves to cut the photo or image that we will make as a status. This tool will not appear on video status.
- Stickers: Useful for adding stickers or emoticons provided by the WhatsApp application. We can use this tool on photo and video status.
- Text: Useful for adding captions on the photo directly. This tool can be used in video and photo status.
- Pencil: Useful for scribbling on photos or videos according to our wishes. We can also change the color of the stroke.
- Filters: Useful for adding various filter effects to the story that we will make to make it more interesting.

12. After we finish editing the status. Then we can add a caption for the story. You do this by selecting the Add a caption section at the bottom of the screen.



13. After finishing adding the next caption we post the status. You do this by pressing the arrow button at the bottom right of our smartphone screen.



14. Wait a few moments for the story to be successfully created. After our status is uploaded. We can check it by opening our own status.

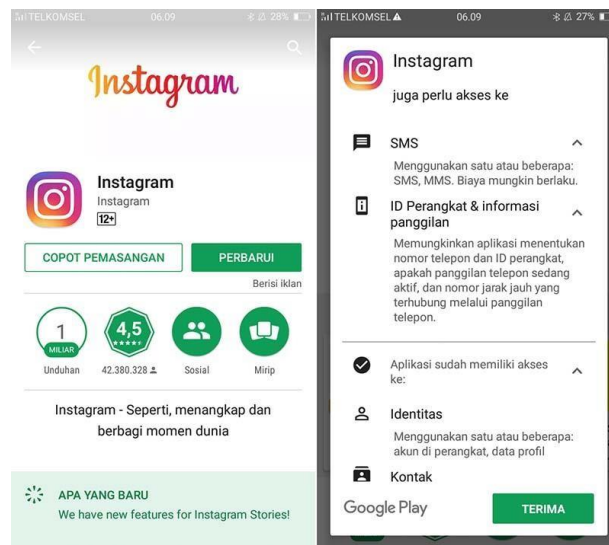
B. Register for the IG Application as a Marketing Media Place

How to Register Instagram

before registering, make sure you already have an active Facebook account, phone number, and active email (Gmail) to increase security. Creating an Instagram account can actually use a Facebook account as a link, but this time we will try to register or create an Instagram account using a telephone number. You can download the Instagram application first via [google play store](https://play.google.com/store/apps/details?id=com.instagram.android) for free.

STEP 1: Download and Install the Instagram Application

The first step you need to do is download and install the Instagram application directly from the Google Play Store. By downloading directly from the Google Play Store, the level of security is more guaranteed and viruses are avoided than having to download from third-party sites.



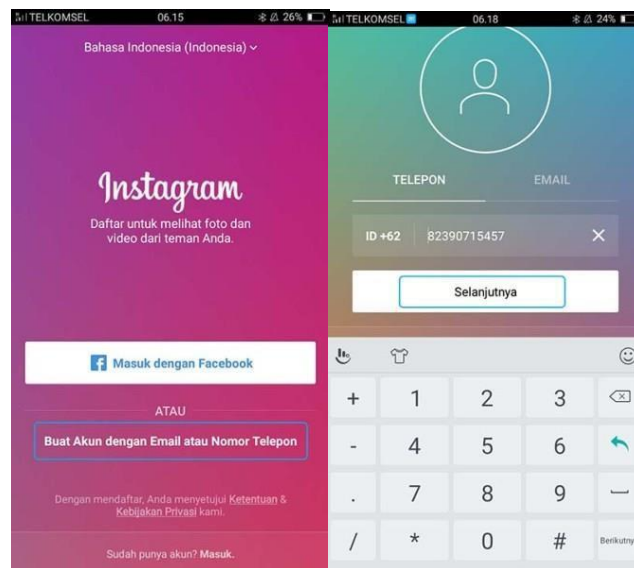
1. First, visit the Google Play Store to download and install the Instagram application. Click the following link to download: [Download Instagram Via Google Play Store](#)
2. From the Google Play Store, you can tap "INSTALL" to download and install the Instagram application, tap again "ACCEPT" to agree to all installation permissions. Wait until the download and installation process is 100% successful.
3. Done.

STEP 2: Register Or Create an Instagram Account on Android

After you have successfully downloaded and installed the Instagram application, the next step is to register with the Instagram application. As I said before, you need an active cellphone number, email (Gmail), or Facebook to be able to register on Instagram.

1. The first step, you open the Instagram application. The first time you open the Instagram application, two optional options will appear between "Log In With Facebook" or "Create an Account with an Email or Phone Number". Because I will register using a

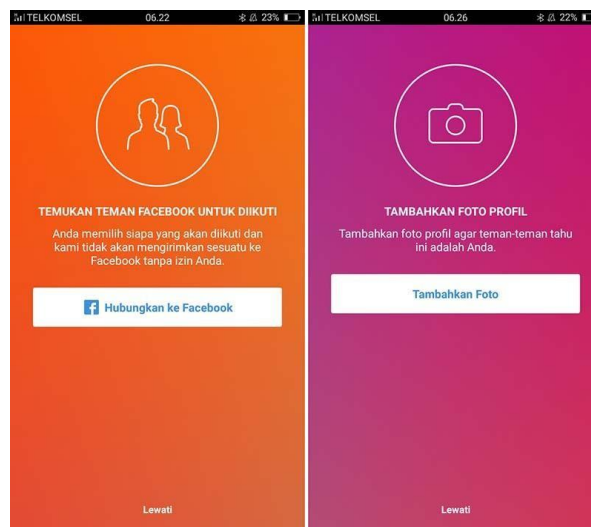
telephone number, I select (tap) "Create Account with Email or Phone Number".



2. Next, you will be asked to enter your phone number. Write down the existing number and make sure the number you write is still active, because this is used to verify the code as security. Tap "Next" to proceed to the next step. Wait a few moments then you will get a number verification code via SMS. And when you get it, you can immediately fill in the verification code.
3. The next step is to write your name and password to login Instagram. The name can be whatever you want, and the password can be a combination of symbols, letters and numbers. Tap "Next" to proceed to the next step.
4. Then you can create a username for your Instagram account, the username can be a combination of letters and numbers. Tap "Next" to proceed to the next step.



- Next, you can connect your Instagram account with a Facebook account. If you are not interested, you can tap the "Skip" button. And then you add your profile photo. Photos can be taken from the gallery or directly from the selfie camera. Tap "Next" to continue.



- And if it's successful, you can go directly to the Instagram homepage like the preview image below.
- After you have successfully entered Instagram, you can start trying out all the menus and features that you have. you can try to follow other people, and you can also upload your photos directly from the gallery.
- Done.

C. Make a Youtube Channel as a Marketing Means

Apart from personal YouTube channels, there are also business YouTube channels. The difference between a standard YouTube channel and a business YouTube channel is management. On business YouTube channels, have the option to change owners as well as managers.

Meanwhile, standard YouTube channels are only owned by certain people and registered email addresses. Here's how to create a YouTube channel with a business name or another name.

1. Enter the YouTube site.
2. Go to your channel list.
3. Choose between creating a new channel or using an existing Brand Account.
4. Click Create new channel to create a new YouTube channel.
5. Select Brand Account from the list to create a new YouTube channel.
6. If this Brand Account already has a channel, you can't create a new one.
7. When you select a Brand Account from the list, you will be redirected to that channel.
8. **Fill in the details** to name the new channel.
9. Then click the Create option to create a new Brand Account.

10. To add channel managers, follow the instructions for changing channel owners and managers.

The cost of producing 10kg crackers before receiving the tools:

No.	Name	Amount	Price
1.	Payus fish	10 kgs	IDR 270,000
2.	Tapioca Butter	10 kgs	IDR 120,000
3.	Garlic	300 gr	IDR 8,000
4.	Salt	300 gr	IDR 25.00
5.	Gas cylinders	2 Tubes	IDR 36,000
6.	Electricity for Blender		IDR 25,000
Total			IDR 459,025

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3.	Garlic	300 gr	IDR 8,000
4.	Salt	300 gr	IDR 25.00
5.	Gas cylinders	1 Tube	IDR 18,000
6.	Electricity for Blender		IDR 15,000
Total			IDR 431,025

After having a new tool provided by Grant PT Untag Surabaya, in the production process P3HP partners can produce 35 kg of crackers every day compared to before using the new tool which could only produce 20 kg per day. This of course can save production process time and increase production cost efficiency.

CONCLUSION

That there is assistance *couching* marketing management technology for the small cracker industry in Ujung Pangkah Village, Gresik Regency ongoing and smooth. Partners are very enthusiastic about digital marketing, but there are obstacles that remain, such as an uncertain network in the village to be able to sell online. Partners still need outlets or places to market their products outside the Ujung Pangkah area, namely in Gresik City.

The Empowerment of Fishery Product Processing Women or P3HP does not yet have a special production division. They sell or carry out production while

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taking care of their children, who are mostly toddlers. some elderly women with decreased productivity levels. P3HP advisors provide motivation and support for all activities to empower women processing fishery products.

Suggestion :

1. Request assistance from the local government to provide outlets/places to market their products.
2. Have employees specifically in the field of production.
3. Increasing the capacity of the internet network so that the online marketing process can be carried out optimally.

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