

**PROMOTION TRAINING THROUGH SOCIAL MEDIA and
KRETEK MACHINES FOR FLOWER HOUSE UMKM IN BANYURIP
VILLAGE, KEDAMAIAN DISTRICT, GRESIK REGENCY**

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Abstract

Community service is carried out for flower farmers in Banyu Urip Village, Kedamaian District, Gresik Regency. Mr. Faisal, one of the flower farmers in Banyu Urip Village, has a business making gardens and selling large trees. The problem faced by Mr. Faisal is not having a kretek machine that functions to transport large trees from Mr. Faisal's flower stand location to the buyer's place or the garden made by Mr. Faisal. The PKM method provided is to provide Ttg tools, namely kretek machines and provide training and promotional assistance via social media so that Mr. Faisal's garden making services are better known to consumers. Assistance is provided to Mr. Faisal so that he can upload videos to TikTok.

Key word: promotion , social media, tiktok

Introduction

Banyuurip Village, Kedamaian District, Gresik Regency is one of the villages whose residents are mostly farmers and flower traders. This village is located in the southern region of Gresik Regency, especially in Miru Hamlet and Pendem Hamlet, Banyuurip Village, Kedamean District, Gresik Regency. has the largest ornamental plants, has a wide open export market potential. Types of ornamental plants with thousands of varieties spread across Banyuurip Village. The location of this village is very strategic, and can also be developed as a tourist area (Education), because various types of plants have been developed in this area

so that the Banyuurip area has become a center for ornamental plants with various types of Anthurium plants, Chrysanthemum Orchids, Ferns, Cacti, Bonsai, and others. Until now, ornamental plant cultivation in the Miru Hamlet and Pendem Hamlet areas, Banyuurip Village is very prospective. Consumers buy ornamental plants because of trends, prestige, uniqueness variables, colors, plant sizes and prices of ornamental plants (anita noviana, yaktiworo indriani, 2014). Ornamental plants produced by flower farmers by buying flowers or trees that are still small and then cared for until they grow big and ready to be sold. Usually for trees that are ready to be sold after being cared for for approximately 6 months.

Ornamental plants are one of the jobs of the Banyuurip village community, many consumers are satisfied with the ornamental plant products sold so that consumers will buy again from flower farmers who are already regular customers and give recommendations to others to buy flower plants from flower farmers in Banyuurip village. For large trees, a kretrek machine is needed to move the tree to the pick-up until the tree planting process at the place ordered by the consumer. Mr. Faisal as a flower farmer does not have the kretrek machine so he has to borrow it from another flower farmer, this is an obstacle for Mr. Faisal because the kretrek machine is also used by its owner to plant trees in other cities. Mr. Faisal can only plant the tree if he has received a loan of the kretrek machine. Mr. Faisal must arrange a schedule for planting trees in the garden that the consumer wants so that his schedule does not clash with his friend. The completeness of flower products and ornamental plants as well as trees for the garden is a factor that needs to be considered for flower farmers in order to sell their products using a marketplace or e-commerce. Marketing strategy training is needed so that flower farmers can know the marketing strategies that can be applied by flower farmers (Kristanto et al., 2020), (Santoso, 2020), (Wardhana, 2015). (Suswanto & Setiawati, 2020)

Flower farmers in Banyuurip village sell flowers and trees using recommendations from consumers who have bought flowers and trees from farmers, flowers in Banyuurip and word of mouth marketing promotions so that marketing promotion training is needed using social media. (Prastiwi et al., 1945), (Fatkhurohman, 2018), (Irfani et al., 2020), (Mahacakri et al., 2020), (Yacub & Mustajab, 2020), (Reken et al., 2020). (Bajpai et al., 2012)

Methodology

Method used in this community service is by giving social media training to Mr Faizal as the owner of SME Rumah Bunga. Assistance is also provided in order to Mr Faisal will be able to promote his products in TIKTOK.

Results and Discussion

This social media and Appropriate Technology (TTG) training activity has been carried out for Rumah Bunga UMKM, until now the activities that have been carried out include the following activities:

1. This activity has provided Appropriate Technology (TTG) which has been submitted to partners, so that partners have received tools in the form of kretrek machines, making it easier for partners when they get tree purchases or make gardens that were originally done by waiting to borrow from friends who have kretrek machines so that the time is not flexible if at any time the kretrek machine is needed to move large trees.

The handover ceremony for the kretrek machine was held at the Rumah Bunga UMKM location.



Picture 4.2: The use of Kretek Mechine

2. Promotion management training has also been provided to the Rumah Bunga UMKM.



Picture 4.3. Training on promotion (marketing)

In addition to training, this activity also provides assistance in implementing promotions through social media to increase sales through the right marketing strategy. Sales promotion through social media using videos uploaded by tik tok. Sales promotion videos using social media tiktok can be seen on the following tiktok link <https://vt.tiktok.com/ZS2foHPUj/>

Conclusion

1. Providing assistance from TTG with kretek machines to help Rumah Bunga MSMEs in moving large trees to parks or buyers who need them and efficiency in garden work will have an impact on cost efficiency because Rumah Bunga does not need to pay for renting kretek machines.
2. Promotional training and assistance through videos of Rumah Bunga MSME products on TikTok, so that Rumah Bunga is better known to consumers through social media.

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