

IMPROVEMENT OF MARKETING STRATEGY WITH TRAINING OF GAYO ARABICA COFFEE PROMOTION VIDEO DESIGN

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Abstract

The pandemic of Corona Virus Disease (COVID-19) has been giving a considerable impact on various sectors in Indonesia, especially in the trade sector. The corona epidemic which has become increasing massive lately has ultimately disrupted the marketing process to a significant point. World Trade is currently facing a big challenge, namely economic recession for almost all countries in the world. To deal with this problem, Indonesia must be able to design a strategy so that it can survive the threat of an economic recession. The solution that can be implemented is to increase export potential for superior commodities. One of the export commodities that will be able to maintain Indonesia's economic position is Gayo Arabica coffee. Gayo coffee is one of the most popular types of Arabica coffee in the international market. This opportunity can be the main basis for avoiding economic recession conditions. Gayo coffee has been recognized as one of the best coffee beans in the world. During The pandemic of COVID-19, hygiene was the most important issue in all process. Many kinds of perspectives about the processing of Gayo Arabica coffee are considered not qualified with international quality in terms of hygiene / food safety which can be the main obstacles in the process of the Gayo Arabica coffee trade itself. Promotion strategy is one of the best solutions in dealing with these food safety issues. The promotional strategy is directed at designing a promotional video that explains how the Gayo Arabica coffee processing happens in accordance with the health protocol during the COVID-19 pandemic. This activity can improve the marketing strategy with training on the design of the Gayo Arabica coffee promotion video which aims to: provide knowledge about the design of the Gayo Arabica coffee promotion video, to become a forum for training the skills of young farmers in product marketing strategies, as a reference for the next community service activities. Activities were carried out in Central Aceh District from July to December.

Keywords: Corona Virus (COVID-19) pandemic, Gayo Arabica Coffee, Marketing Strategy.

1. INTRODUCTION

The Corona Virus Disease (COVID-19) pandemic has had a considerable impact on various sectors in Indonesia, especially in the trade sector. The corona outbreak that has become increasingly massive lately has finally disrupted the marketing process to a significant point.

The world of trade is currently facing a big challenge, namely an economic recession for almost all countries in the world. To deal with this problem, Indonesia must be able to design a strategy in order to survive the threat of an economic recession. One solution that

can be implemented is to increase export potential for superior commodities. One of the product commodities that will be able to maintain Indonesia's economic position is coffee.

Indonesia is classified as the fourth largest coffee exporting country in the world after Brazil, Vietnam and Colombia. Brazil is the country that produces the highest coffee during the period 2008 to 2019. Based on USDA data, among ASEAN countries, Indonesia is known as the second largest coffee producer and exporter after Vietnam. However, Indonesia is the fourth largest coffee importer in ASEAN after the Philippines, Malaysia and Thailand. (AEKI, 2019).

Aceh is the largest coffee producing area in Indonesia. BPS data shows that there are six districts that are centers of coffee production in Aceh Province. Central Aceh and Bener Meriah districts are the main production centers among the six districts. Planted area, coffee production and productivity over the last five years have shown an increasing trend in the two districts. During the last five years the development of planted area in Central Aceh Regency was only 4.56 percent per year (BPS Aceh Tengah, 2019).

Gayo coffee is one of the most popular types of Arabica coffee in the international market. This opportunity can certainly be the main basis for avoiding economic recession conditions. Gayo coffee has been known as one of the best coffee beans in the world. During the COVID pandemic, the issue of hygiene is the most important issue in every process of its activities. Various points of view regarding the processing of Gayo Arabica coffee which are considered not to meet international quality in terms of hygiene/food safety will be the main obstacle in the trade process of Gayo Arabica coffee itself.

The problems that underlie the formation of activities to improve marketing strategies with training in the design of this gayo arabica coffee promotion video are as follows:

1. The COVID pandemic condition requires industry players/producers of Gayo Arabica coffee to change the coffee processing process in accordance with the COVID handling protocol.
2. The difficulty of disseminating information offline is due to limitations for face-to-face/meeting with potential customers during the COVID pandemic.

2. IMPLEMENTATION METHOD

The target to be achieved in the marketing strategy improvement activity with training on the design of this gayo arabica coffee promotion video is that coffee farmer groups and entrepreneurs engaged in coffee sales can make attractive and effective promotional videos to promote their coffee products. It is hoped that every coffee farmer and entrepreneur will produce a promotional video to promote their business results.

This service implementation method is designed for mentoring in the form of a participatory approach and refers to the adult learning process (adult-learning) which consists of: (1) Presentation of material equipped with Power Point presentations and simulation materials, (2) discussion: limited according to the protocol health to prevent the

spread of COVID, (3) the assignment or practice of designing a promotional video for Gayo Arabica coffee in accordance with health protocols to prevent the spread of COVID.

At the initial stage, namely the presentation of the material equipped with Power Point presentations and simulation materials, the design scheme in making the video is generally divided into three, namely, Pre-Production, Production, and Post-Production. Each of these stages has its own role, in each stage there is a list of needs and what must be done. These stages are a workflow that keeps each process continuously monitored and evaluated, from start to finish. After the video creation process is complete, the output produced is in the form of a promotional video.

In the second stage, limited discussions will be held in accordance with health protocols to prevent the spread of COVID. Furthermore, in the third stage, namely the assignment or practice of designing a promotional video for Gayo Arabica coffee, it will also be carried out in accordance with health protocols to prevent the spread of COVID. In the third stage, you will be taught how to design a promotional video for Gayo Arabica coffee products in Central Aceh Regency.

The location of community service is taken in the center of coffee production in Aceh province, namely Central Aceh Regency. This district is one of the main coffee agroindustry locations in Aceh Province. The object of this activity is the KBQ Baburayan Farmer Group.

3. RESULTS AND DISCUSSION

Given the COVID-19 pandemic conditions that limit the scope of face-to-face meetings between producers and consumers, the promotion strategy can be categorized as the most appropriate marketing strategy to implement at this time. (Rahayu, 2020). Marketing is a process related to creating, offering and exchanging products of value to others (Febriani, 2017). Promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Kotler and Armstrong, 2012). Based on this understanding, promotion is a communication activity that comes from the right information.

Promotion, especially in the form of advertising, is a very good and influential factor in increasing sales of a product. Promotion using digital media during the covid pandemic is very good for increasing sales of a product, the higher the use of digital media for product promotion, the higher the level of sales for the product.

The design scheme in making videos is generally divided into three, namely, Pre-Production, Production, and Post-Production. Each of these stages has its own role, in each stage there is a list of needs and what must be done. In general, the design of a promotional video contains the design concept and the plot/synopsis of the story. The design concept that will be applied is lowered into design criteria, such as:

1. Video Duration

In this section, it is explained that the duration of the video must be considered because it relates to the ease of editing and uploading videos to online media. The duration of the video does not need to be long but must be full of meaning. A good video is a video that can display a series of stories even in a short duration. In this section, participants are asked to take a short video about the conditions in the training room.

2. Video Speed

Kecepatan video harus diperhatikan dengan seksama. Pengambilan video yang sangat cepat akan membuat gambar yang diambil tidak terlalu fokus/ shaking. Kecepatan pengambilan video harus disesuaikan dengan kecepatan objek. Pada bagian ini, peserta akan diminta untuk memperhatikan video yang sudah di ambil pada bagian pertama. Beberapa dari peserta masih mengambil video dengan kecepatan yang menghasilkan gambar kurang fokus. Setelah di beri penjelasan, peserta diminta kembali mengambil gambar dengan objek yang sama. Hasilnya banyak dari peserta yang sudah bisa mengambil video dengan kecepatan yang baik dan kualitas gambar yang tajam.

3. Tone, Warna Video, dan Pencahayaan Video

In this section, participants are given an explanation of the importance of paying attention to Tone, Video Color, and Video Lighting. These three things really determine whether or not a video is good. If the lighting at the location where the video was taken is not good, it will make the color of the video gray, gloomy or even blurry. Participants were explained that if the video was taken outside, it would be better if it was taken at 10.00-11.30 in the morning or 15.00-16.00 in the afternoon. This is because at that time, the lighting outside the room will be optimal for video capture.

4. Video Narrative

In this section, participants are given an explanation of the importance of compiling a narrative/story concept before taking a video. The plot/synopsis of the story is a description of the story about the life-circle of the product to be promoted. The concept of this story/narrative is the main point in every video shoot. Videos with narration able to tell a story will be more interesting than videos without narration. For the case of gayo arabica coffee, the speaker suggested to describe the life/culture of the coffee farmers in Aceh Tengah/Takengon.

5. Talent/Video Object

The last part then pays attention to the object of taking the video. The thing to note is the angle of placing the object and the distance between the camera and the object. The distance between the camera and the object should not be too far and not too close. Make sure the object is recorded perfectly. If the object is a person, don't cut off the hands or

feet. In this section, participants are asked to go around to practice all the parts that have been explained in class. Participants are asked to record the loading and unloading activities that are currently being carried out by Baburayan employees.

4. CONCLUSION

Promotion, especially in the form of advertising, is a very good and influential factor in increasing sales of a product. Promotion using digital media during the covid pandemic is very good for increasing sales of a product, the higher the use of digital media for product promotion, the higher the level of sales for the product. The design scheme in making videos is generally divided into three, namely, Pre-Production, Production, and Post-Production. The design concept that will be applied is lowered into design criteria, such as:

1. Video duration
2. Video speed
3. Video Tone, Color, and Video Lighting
4. Video narration
5. Telent/video object

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