



INCREASING PRODUCTION AND MARKETING OF HOME CULINARY BUSINESSES AT PINTU AIR I MEDAN BY USING SOCIAL MEDIA

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Abstract

Micro, small and medium enterprises are one of the driving factors of the Indonesian economy. This is because this business can be carried out by all levels of Indonesian society. One of the MSME sectors that is widely used is the home catering business. This is because the food business is a business that is always in demand by consumers. The obstacles that many home businesses face are a lack of production equipment and marketing processes that are still very traditional. This activity is expected to be able to improve the production process to be more optimal and in line with consumer needs. Apart from that, this activity is also expected to be able to help partners in their marketing by using social media so that they can be better known to the wider community so that demand for products will increase.

Keywords: *production, marketing, social media, and MSMEs*

1. INTRODUCTION

Currently, Micro, Small and Medium Enterprises (MSMEs) are regulated in Law no. 20/2008, where in the Law MSMEs are described as: "small companies owned and managed by someone or owned by a small group of people with a certain amount of wealth and income." The following are the criteria for wealth and income in the law. The definition of MSME itself can also be seen from the assets and turnover of a business. Micro businesses are businesses with maximum assets of IDR 50 million and turnover of IDR 300 million per year. Small businesses have assets between IDR 50 – 500 million with a turnover of between IDR 300 million – 2.5 billion per year. Meanwhile, medium businesses have assets between IDR 500 million to 10 billion and a turnover of IDR 2.5 – 10 billion per year.

The development of MSMEs in Indonesia can first be seen from the number of growth. From year to year, the total number of MSME units in Indonesia and its GDP continue to increase. From 2010 to 2017, the GDP of MSMEs increased more than 2 times. The total number of MSME units in Indonesia has now reached around 62.9 million units spread across various sectors. Around 99.9% of businesses in Indonesia are MSMEs. Apart from GDP and business units, the investment value of MSMEs from 1999 to 2013 also increased rapidly, to be precise by 963%. As of 2018, MSMEs contributed 58.18% of total investment. These figures show the rapid growth of MSMEs in Indonesia. The development of MSMEs in Indonesia is considered quite rapid when seen from the large number of MSMEs, so it is not surprising that MSMEs are the support for the country's economic growth. In the last 5 years, the contribution of MSMEs in Indonesia to Gross Domestic Product (GDP) increased from 57.8% to 61%.

This makes MSMEs a safety net as well as a driver of the economy. This is because the development of MSMEs in Indonesia has a fast transaction cycle and their products tend to be directly related to the main needs of the community. One of the MSMEs that is in great demand by business people is the home catering business and also the sale of food and drinks. This is because this sector is a primary sector that is always in demand and needed by consumers. Home catering businesses and food and beverage sales are increasingly diverse. Many business actors have this sector because of the extensive business opportunities and also the large target market. Even though there is a lot of competition in the culinary business, this business is still running well. Currently the culinary business is still carried out at home and has become a household industry. However, there

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are still many business actors who have not been able to develop in a better direction. There is a need for guidance for culinary and food business actors. So the development team will develop culinary and food business actors as development partners. This service program, together with cooperation contracts with partners, seeks to develop partner production optimally and also seeks to expand marketing of partner products by selling offline and marketing products using social media to increase partner potential and also increase partner income. Apart from that, improving the production process is also expected to be able to absorb more workers around partner locations.

2. METHOD

The entire service team carried out outreach to the community located on Jl Pintu Air 1 GG Peace No 3 Lk III Medan and received a warm welcome during the outreach activities and the community actively asked questions during the discussion. This Community Service takes place in four stages of activities, namely:

1. Production process training regarding knowledge of production processes that should be carried out, especially hygienic production activities
2. Education and socialization on making frozen food
3. Good packaging training so that product packaging becomes better and more attractive
4. Sales skills training through promotions via social media.

3. RESULTS AND DISCUSSION



Figure 1. Socialization of the Use of Social Media

The socialization regarding improving the management of the main tourist village was carried out by Prof. Dr. Prihatin Lumbanraja, SE., M.Si, represented by Prof. Dr. Arlina Nurbaity Lubis, SE., MBA and Beby Kendida Hasibuan, SE., M.Sc. On this occasion, the speaker conveyed the importance of marketing using social media for culinary businesses to reach customers. By utilizing social media in product marketing through online sales applications such as Gofood, Grabfood and ShopeeFood to optimize product marketing.

Furthermore, socialization regarding financial management was carried out by Beby Kendida Hasibuan, SE., M.Sc. In this case, financial management takes the form of planning, organizing, directing and controlling financial activities. Financial management for partners will encourage partners to develop with correct management.



Figure 2. Socialization of financial management

4. CONCLUSION

From the socialization carried out, it can be concluded that partners understand marketing through social media and financial management in developing home businesses.

5. THANK-YOU NOTE

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