



PROMOTIONAL STRATEGY TRAINING IN RESULTS MARKETING PRODUCTION AT MITRA MAJU FURNITURE TRADING BUSINESS IN BANDAR LABUHAN DISTRICT. TANJUNG MORAWA, DELI SERDANG REGENCY

Dewi Sundari¹, Rangga Salam², Ilfi Rahmi Putri³, Liza Widya Hasyim⁴, Anggi Pratiwi Sitoirus⁵, Rodi Syafrizal^{6*}

Universitas Al Washliyah Medan^{1,2,3}

Universitas haji Sumatera Utara⁴

Universitas Sari Mutiara Indonesia⁵

Sekolah Tinggi Ilmu Bina Karya⁶

*Correspondence: ¹⁾sundaritanjung94@gmail.com, ²⁾salamrangga14@gmail.com,
³⁾putriilfi@gmail.com, ⁴⁾lizawidyahasyim@gmail.com,
⁵⁾anggisitorus1@gmail.com, ⁶⁾rodisyafrizal@gmail.com*

Abstract

The purpose of this service is to get an overview of the purpose of the Aek Parombunan community's participation as workers processing anchovies and cassava into chili chips in the Sambal Chips business Jl. Sisingamanangaraja in Aek Prombunan Village, Sibolga City is to help increase the income of the people of Aek Parombunan Sibolga Village. The method of implementing this community service is carried out regularly and is divided into several activities starting from the survey stage in the form of socialization which is carried out by compiling programs that will be delivered when community service activities take place, including preparing materials and schedules and dividing the tasks of the community service team. The initial stage is in the form of friendly relations with business owners and their employees, namely the Aek Parombunan community consisting of high school graduates and also those who are still in school who live in the Aek Parombuna sub-district. The results of the community service activities were obtained in the form of in-depth study of several industrial centers in the Aek Parombunan Village, Sibolga City, by processing anchovies and cassava into chili chips, which are typical souvenirs from the city of Sibolga. Empowerment of the Aek Prombunan sub-district community includes social, educational and economic dimensions, community empowerment strategies should consider characteristics such as age, skill, gender and ability to work in centers that are in this trading business location, and to realize Aek Parombunan sub -district community empowerment integration support from both local agencies and civil society, private and educational institutions is needed.

Keywords: Empowerment, Community Workforce, MSMEs (UD. Bripka Chips)

1. INTRODUCTION

1.1 Situation Analysis

In increasing the economic growth of the MSME community, people in Indonesia need support from the government and academics by providing training and knowledge in running the MSMEs they currently own in addition to additional capital, but support in marketing their production results is very important in developing these businesses. In marketing their products, business owners need to carry out several promotional strategies to introduce their products to consumers so that their products can be sold (sold) on the market more quickly and in greater quantities so that they can get more profits. However, in carrying out promotions to promote production, there are several strategies that must be mastered by both owners, especially employees, who must have expertise in this field. For this reason, experts in the field of promotion are needed. However, as long as the business is running, the business owner does not have experts in promoting the production, so goods are often seen piling up in the warehouse because furniture is a seasonal need which is usually needed by consumers only on certain days, religious holidays, or special events, for example. weddings, Eid etc.

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According to the opinion of According to Kotler and Armstrong (2018:205) promotional objectives are:

1. Encourage short-term customer purchases or improve long-term customer relationships.
2. Encourage retailers to sell new items and stock more inventory.
3. Advertise the company's products and provide more wiggle room.
4. For salespeople, it is useful to get more salespeople's support for old or new products or encourage salespeople to acquire new customers.

According to Kotler and Armstrong (2019: 6), marketing is "the process by which businesses create value for customers and build strong relationships with them to capture value from them. Products will be easy to sell if marketers understand customer needs, develop products that provide superior value to customers, set prices, distribute and promote these products effectively." The marketing mix can be interpreted as internal elements that are very important for forming a marketing program (Hurriyati , 2018). Furthermore, the key for companies to gain profits is by deciding on the right marketing strategy to increase consumer purchasing decisions. According to Kotler and Armstrong (2019; 62) the marketing mix is "a series of marketing tools (marketing mix) used by a company to achieve company goals in the target market". Based on the opinion above, it can be concluded that "the marketing mix is a series of marketing tools that are interrelated in an effort to form an appropriate marketing program so that the company can achieve marketing objectives effectively and at the same time satisfy consumer needs and desires. According to Kotler and Armstrong (2019:58) the marketing mix elements consist of "price", product, place and promotion. From the monographic data obtained, the owner of a furniture business in Kec.

Tanjung Morawa does not yet have knowledge about promotional strategies and does not carry out promotions at all in marketing its products, only to customers who are already familiar with them or from one consumer to another, so the business experiences difficulties in marketing its production, which results in the furniture business not running. with professionals like other entrepreneurs who already have promotional skills in marketing the results of their products, both business owners and experts in their fields. Community Service Activities carried out in the form of training on promotional strategies in marketing furniture production to increase the income of UD owners. New Furniture Partner in Tanjung Morawa District, Deli Serdang Regency. The target of this activity is so that business owners can understand and understand the importance of promotion in marketing their business so they need to have knowledge about it and must have several employees who are experts in the field of promotion for business development so that it is more advanced and successful in the future.

2. METHOD

The method for implementing this community service is Promotion Strategy training in Marketing Production Results at the Mitra Maju Meubel Business in Bandar Labuhan District. Tanjung Morawa, Deli Serdang Regency.

Stages of Community Service

a. Preparation phase

The preparation stage is the initial stage before carrying out activities. In this stage there are several things to do, namely:

1. Pre Survey : Identification of Partner Problems and Needs.
2. Making Proposals : Making proposals that offer solutions for partner problems and needs.
3. Preparation for dedication : Namely preparing the ingredients that will be used in aaa service programs.

b. Implementation Stage

At the implementation stage, socialize business owners. Activities were carried out at UD. New Mitra Furniture Kec. Tanjung Morawa, Deli Serdang Regency.

c. Evaluation Stage

Evaluation training is carried out with questions and answers and questionnaires to find out the background regarding the marketing of UD Furniture products. New Mitar in District. Tanjung Morawa, Deli Serdang Regency by implementing promotional strategies.

d. Report Creation Stage

In the final stage, a report on Community Service activities was created regarding Training on Promotional Strategies in Marketing Production Results at the Mitra Maju Meubel Business in Bandar Labuhan District. Tanjung Morawa, Deli Serdang Regency.



3. RESULTS AND DISCUSSION

Service activities will be held on Friday, December 20 2023 starting at 15.00-17.00 WIB. This service activity was carried out at the Mitra Baru Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency. takes place with material providing staff training on promotional strategies in marketing furniture production. ie to business owners with employees Kec. Tanjung Morawa is involved in producing furniture both as craftsmen, especially as professional marketing midwives. Business owners and workers are given training and knowledge about promotional strategies in marketing production results which have never been carried out by both business owners and workers so that the furniture business experiences losses and cannot develop more quickly and advanced. The management also prepared material related to promotional strategies so that sales increase and the obstacles faced by the furniture business and also the workforce that joins it.

After the business owner and workers answered all the questions, it was continued with a session on how to market the products from UD. During the time this furniture business was opened, the furniture making process started from the basic materials to who it was marketed to. At the end of the session, participants were asked to make documentation in the form of photos together. The results of interviews and questions and answers are the background to the development of the furniture business in increasing sales and marketing of furniture production at UD. Mitra Meubel is still relatively low so the level of wages received by workers at UD. New Partner Furniture Trading Business Kec. Tanjung Morawa, Deli Serdang Regency. The company's progress is still relatively low, the company's progress is very slow, with workers who do not have skills in promoting or marketing furniture products because the education level is only limited to high school level and there is no direct training from the local government, for example from the Trade and Industry Department to boost company sales. and the addition of more workers.

New Partner Furniture Trading Business Kec. Tanjung Morawa, Deli Serdang Regency. So far, we still haven't had satisfactory income because of the low level of marketing, with the promotion method being carried out manually, the process taking longer than using digital promotion methods, such as promotion via social media, or placing employees with skills and expertise in the field of promotion and marketing. experienced enough in running this Neubel Trading Business that so far there have been no employees in place in promotional positions whose duties only focus outside or in the field and are not on site or in the process of making and producing furniture. With training on promotional strategies in marketing the production of Mitra Baru Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency can provide benefits from the company's progress, especially to the owner in improving his business and increasing employment which can reduce unemployment and poverty for the community, especially the community around the Mitra Baru Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency.

New Partner Furniture Trading Business Kec. Tanjung Morawa, Deli Serdang Regency. with this training, you can carefully understand the function of promotional strategies in marketing furniture production, start carrying out these activities and reorganize the workforce that is empowered in the company so that marketing strategy program activities can run well and be implemented so that the company's income can increase during this time. can be achieved quickly. From the observations of the service team there, the work carried out by employees consisting of the community in promoting is very minimal and only uses word of mouth and using existing customers but does not add other customers because the promotion has not been carried out through social media or digitally. The final result of this service activity, pewrites to draw the conclusion that human resources in a company must have personnel who have reliable skills in the field of promotion in marketing production results whose knowledge has been proven both in promotions on social media and in the field who are directly visited door-to-door to too-shops or Large warehouses distribute furniture on a large scale by allocating a larger workforce. In an effort to promote furniture products at the Mitra Baru Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency. running as expected by referring to the training carried out through community service so that it can increase company income and increase employee wages because there is a lot of demand for products on the market.

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4. CLOSING

Through community service activities that have been carried out at the Mitra Maju Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency. can be concluded:

1. New Partner Trading Business Background Furniture District. Tanjung Morawa, Deli Serdang Regency. in developing promotional strategies in marketing their products to increase the income of employees, especially companies, and reduce unemployment.
2. Specifications for the job section at Mitra Baru Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency. to expedite the marketing process of furniture production on the market, not only to reach the national market but also to penetrate the international market.
3. Obstacles faced by the Mitra Maju Meubel Trading Business, Kec. Tanjung Morawa, Deli Serdang Regency. Lack of guidance and training regarding promotional strategies in marketing production results and inadequate expert staff used by companies in marketing furniture products who have skills in promoting and marketing the products of their business.

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