

DEVELOPMENT OF DIGITAL MARKETING MANAGEMENT IN HOME INDUSTRY BUSINESS ACEH SOUVENIR ARTICLES IN MUARA BATU DISTRICT, ACEH UTARA DISTRICT

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ABSTRACT

The souvenir business is a business that has been running in the Muara Batu sub-district, North Aceh district for several decades. Tourist interest in merchandise and souvenirs when visiting Aceh province, especially cross-coastal areas, is a special attraction when shopping. North Aceh is an administrative area with a district administration, Muara Batu sub-district is right in the middle of the eastern route of Sumatra. Located between Banda Aceh and Medan, this district is a vital distribution and trade route in Aceh. Unfortunately this has not been supported by the use of technology in fostering digital marketing management. The solution to partner problems is to develop business management, develop human resources, provide guidance on partner product promotion, motivating employees and mastery of technology. The program monitoring and evaluation system as well as seeing the impact of implementing the program was tested using the CIPP method. The outputs in this service are: 1. Draft Scientific Publications in Community Service Journals 2. Indonesian Serambi Mass Media Articles 3. Partner Capacity Building with Digital Marketing Optimization.

Keywords: Digital; Marketing; Souvenirs; aceh;

1. INTRODUCTION

Muara Batu is a sub-district in North Aceh district, Aceh, Indonesia. Muara Batu District, which was formed in 1945 under North Aceh Regency and was previously included in Zelfbesluder Sawang, a State in the Dutch Age led by Ulee Balang. From the number of small industries and households in the woven section or better known as Acehnese souvenirs, there are Keude Bungkah Village with 25 craftsmen, Ulee Madon 11 craftsmen, Meunasah Aron 10 craftsmen, Cot Trueng 17 craftsmen, Dakota 12 craftsmen. The journey from the Bukit Indah campus of Malikussaleh University to Muara Batu District is around 14.9 km from Lhokseumawe and takes 26 minutes by car. So it is very easy to do Community Partnership service. In general, service locations have heterogeneous populations and very varied residents. Because it is a middle point for tourists who are traveling to Banda Aceh or Medan, so it becomes a stopover place to buy Acehnese souvenirs when stopping to rest. The Putroena Souvenir Home Industry has 5 workers with changing working hours, the service at this home industry is still selling goods as usual, from the confession of a worker named Zuhairi only a few customers shop through contact numbers using phone calls and placing orders through the WhatsApp application, and even then for those who have shopped at the workshop several times.

When our team made initial observations at the store, they still felt confused about the online marketing system, because the workers were used to selling traditionally so they were at a safe point by doing work like that, while the merchandise also did not show any significant demand. especially during this pandemic, the public's interest in buying souvenirs was quite low, this was also because the space for travel and homecoming on several religious holidays during the pandemic was very limited. Because the Putroena Souvenir Home Industry as a micro, small and medium business has been affected by the ongoing pandemic, Before this proposal is made, an initial survey and interviews are carried out to find out the conditions of the partners and what things need to be improved or done to empower the partner's business. Theoretical and practical training is an activity proposed by partners and planned to be carried out at the partner's location. The problems currently faced by partners are,

- a. Sales are less than optimal because the marketing system that is implemented is still very simple.
- b. Partners cannot sell online because of their lack of knowledge in digital marketing.
- c. Partners still have minimal knowledge in boosting on social media related to merchandise or souvenir products.
- d. Partners still do not understand regarding the distribution of profits from the services of entrusted goods that are traded in their shops according to Islamic economic law.
- e. Partners are invited to become more familiar with making good business bookkeeping that is digital and easily stored in a cloud computing system.

2. METHOD OF IMPLEMENTATION

Methods of Implementation in the Field of Marketing

- a. Coordinate with partners for the process of using online markets and their future marketing prospects.
- b. Teach partners to seek insights related to digital marketing, influencers on social media, user experience (UX) on data scientist systems.
- c. Providing great tricks in boosting digital marketing and increasing marketing through digital advertising.

Implementation Methods in the Field of Business Management.

- a. Coordinate with partners by sharing knowledge in terms of halal-certified products and ministry of health permits in implementing the green economy.
- b. Monitoring and evaluating the implementation of community service programs.
- c. Partners will be given teaching and training on how to do good cooperation in the Islamic economy.

Implementation Methods in the Field of Application Usage.

- a. Partners will be taught and created several social media to market products digitally.
- b. Partners are trained to be able to operate applications related to product updates and maintain stock of goods online.
- c. Partners are taught to see product opportunities in the future that are most in demand by buyers and predict several spikes in demand for goods according to the season and long holidays with the user experience (UX) system.

3. RESULTS AND DISCUSSION

At the initial observation stage, it must be acknowledged that the partners cannot really be invited to work together because the partner's acknowledgment of experience of working together in the past did not result in a clear agreement. Many partners confessed that they wanted to work together, but in the end they only wanted to know about the product being worked on, so they allegedly stole the design they were working on. The community empowerment service team here provides input and understanding of the cooperation scheme that will be implemented in this community service program, far from uncertainty and ends in fraud, the team will work with partners regarding digital marketing who will be guided the next day in implementing this program carefully and directly involve partners in technical matters.

After a lengthy discussion, we agreed to provide assistance in terms of digital marketing regarding products made by them which are loaded with the spirit of local wisdom to be marketed in e-commerce which is known nationally, in this case Ichsan as the head of the direct service program provides direction and discussion with the service team related to the Tokopedia application to become the first container in terms of marketing places, while related to the initial bookkeeping held by Mr. Arliansyah as an accountant who directs later related to sound financial bookkeeping in an UKM. Fauzul Hakim explained that related to several descriptions of the contract which would later be found online and still justified according to the Shari'a such as the salam contract for products that had been ordered at Putroena Souvenir Aceh, and Istisihna' contract for pre-order sales. The meeting minutes and the finalization of journal writing in English were done by Hanif as an English lecturer at the Faculty of Economics and Business, and Reza Juanda as a person who documented the activities and would later render them in the form of a video profile.



Figure 1. Development of Digital Marketing Management



Figure 2. Document of Our Event



Figure 3 Opening and Closing Speech

The students involved are field assistants who will carry out technical tasks related to the running of the community service program activities to provide early stage education to them regarding community empowerment programs. and Reza Juanda as a person who documents activities and will later render them in the form of a video profile. The students involved are field assistants who will carry out technical tasks related to the running of the community service program activities to provide early stage education to them regarding community empowerment programs. and Reza Juanda as a person who documents activities and will later render them in the form of a video profile. The students involved are field assistants who will carry out technical tasks related to the running of the community service program activities to provide early stage education to them regarding community empowerment programs.

The industrial revolution 4.0 and the COVID-19 pandemic have changed the selling paradigm for most of our society. Local superior products such as knitted souvenirs typical of Aceh motifs are a combination of local wisdom creations of the local community in the Ulee Madon area and its surroundings, the development of digital marketing has greatly contributed to increasing the production and distribution of these local souvenirs. Malikussaleh University as an institution that always protects the surrounding area greatly influences the development of the surrounding community in general, moreover the application of science and technology to be applied from academics to practitioners who still lack knowledge and experience related to digital marketing is needed.

4. CONCLUSIONS AND SUGGESTIONS

The community service program was held on November 3 and 4 2022 in Ulee Madon Village, Muara Batu District, the process from initial data observation to data collection and the implementation of the community service program ran smoothly. The enthusiasm of the participants in learning and participating in the digital marketing development program was highly appreciated by the implementing team, and the monitoring and evaluation process by the reviewers and the LPPM staff was very solemn and ran smoothly.

The results of the FGD with Acehese souvenir business partners and village apparatus at Ulee Madon recommended several points:

1. It is time for all stakeholders in this circle of home industry locations to take pride in using local products for this Aceh motif souvenir. There is an attempt by the local government to oblige its employees on one day a week to use aceh motif products, in any form, however small and as much as possible.
2. The potential of Malikussaleh Airport as an entry point to the North Aceh area from the outside world is an opportunity to introduce our regional icon to the outside world, both in the form of merchandise that a special gallery has created at the airport so that it can be marketed.
3. In order to sustain a more comprehensive program, there is a need for further assistance in the development of digital marketing techniques. The implementing team agreed that to go to the next stage, a website is needed for independent product marketing. With a website related to this Aceh motif souvenir product, it can be marketed even more broadly, such as in foreign markets.

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