

REINTERPRETATION STRENGTHENING CATALOG SHARING USING WHATSAPP BUSINESS AS AN ONLINE MARKETING MEDIA AT PANDE BESI IN SUMBERPASIR VILLAGE

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Abstract:

This service aims to strengthen catalog sharing among micro, small, and medium enterprises (UMKM) in Pande Besi, Sumberpasir Village, using WhatsApp Business as an online marketing medium. The community service assists Pande Besi's UMKM in utilizing WhatsApp Business to promote their products online. The author teaches participants how to create a digital catalog and how to use WhatsApp Business features to facilitate the marketing process. The service is provided through direct training to Pande Besi's UMKM and communication and consultation through a WhatsApp group. This training includes an introduction to WhatsApp Business features, creating a digital catalog using the Canva application, and online marketing strategies through social media. After completing the training, Pande Besi's UMKM were given time to apply the skills learned. As a result, they were able to promote their products online, create digital catalogs, and expand their marketing reach through WhatsApp Business's broadcast and group features. Additionally, Pande Besi's UMKM experienced increased sales and developed new skills in product marketing. By utilizing WhatsApp Business, Pande Besi's UMKM can reach a wider range of consumers and increase their business profits. In conclusion, this community service provides positive benefits for Pande Besi's UMKM. The training helps them develop new skills and use modern technology to market their products. This activity aims to motivate other UMKM to take advantage of social media to promote their products online and improve the welfare of the local community.

Keyword: *Catalog Sharing, Online Marketing Media, Catalog Sharing*

INTRODUCTION

Pande Besi is one of the micro, small, and medium enterprises (UMKM) located in Sumberpasir Village. Like many other UMKM, Pande Besi faces challenges in effectively marketing its products, especially in today's digital era. Therefore, the use of social media as an online marketing tool is increasingly important for UMKM

such as Pande Besi. This article will discuss strengthening catalog sharing using WhatsApp Business as an online marketing medium that can help UMKM such as Pande Besi increase their product exposure and sales. Economic development is one indicator of social welfare. It is marked by high employment that can support the high per capita income of the population.¹ Employment opportunities in Krajan Hamlet, Sumberpasir Village, are divided into several fields, including agriculture, plantations, trade, and small and medium industries. The blacksmith craft industry dominates the small business sector in the industrial field of Krajan Hamlet community, Sumberpasir Village.

The blacksmith craft industry is a home-based industry that involves a workforce from the local villagers in its daily processes or activities. This industry produces various kinds of household tools, agricultural tools, and plantation tools such as knives, hoes, sickles, machetes, and others.² There are several blacksmith craft industries in Pande Besi Village, Sumberpasir Village, one of which is Pak Doli's blacksmith craft industry.

At Pande Besi Pak Doli's UMKM, marketing is still carried out using a direct selling strategy, which is only done through face-to-face interaction between the seller and the buyer. However, this strategy has several drawbacks, including limited marketing coverage, less effectiveness during the current Covid-19 pandemic, and difficulty for new buyers to know which products are available. Therefore, the students of KKN MBKM Build Villages took the initiative to hold training on creating catalogs using the WhatsApp Business application, with the hope of helping improve the online marketing process for Pande Besi UMKM.³

¹ I Maryani, S Aji, and S Linawati, "Whatsapp Business Optimization Training to Accelerate Micro, Small and Medium Enterprise Development (UMKM)," *Jurnal Abdimas Ekonomi Dan Bisnis*, 2022, <http://jurnal.bsi.ac.id/index.php/abdi-ekbis/article/view/1648>.

² C Indraswari et al., "Digital Marketing Psychoeducation and Making E-Catalog in Wisata Jaka Garong," *Psyche 165 ...*, 2021, <https://jpsy165.org/ojs/index.php/jpsy165/article/view/32>.

³ N Faizin, A Basid, and A M Nasih, "Transformation of Santri (Pious Individuals) Perception about Learning via Online Media," *International Seminar on ...*, 2021, <https://www.atlantispress.com/proceedings/isolec-21/125965753>.

Benefits for the implementers: Through this activity, students are expected to broaden their insights and skills in designing innovative online marketing media by utilizing the latest technology. In addition, students will also learn how to solve industry problems and apply the right solutions to improve business performance. Benefits for the industry: With the solutions provided by students, it is hoped that the blacksmith craft industry can increase the effectiveness of marketing its products through online media, thus reaching a wider market. This can improve industry competitiveness and increase business revenue. Benefits for the community: Through the development of online marketing media in the form of catalogs using WhatsApp Business, it is hoped that Pande Besi's UMKM can make it easier for consumers to choose and order products online. This will increase product accessibility and make it easier for the public to shop for blacksmith handicraft products online. In order to achieve the expected goals and benefits, this community service activity will be carried out using a collaborative approach between students, lecturers, and the industry. It is hoped that this activity can make a positive contribution to the development of the blacksmith craft industry and improve the quality of student education.⁴

This community service program has significant benefits. Firstly, for the executors and students involved in its implementation, this program provides an opportunity to develop innovative capabilities in the industrial sector. In this activity, students will learn about product marketing by utilizing technological advancements. Moreover, they will apply the knowledge they have acquired to help the community. Through this program, students can make a positive contribution and practice community service values. Additionally, this program also offers benefits to the target partners. During the implementation of this program, product catalogs will be created for target partners that can assist them

⁴ A Widodo, C Wijayangka, and ..., "Workshop and Training on Making E-Catalog as Online Sales Media and Cloud Application for MSMEs during WFH Covid-19," *Charity: Jurnal ...*, 2022, <https://journals.telkomuniversity.ac.id/charity/article/view/2991>.

in the online marketing process. With this catalog, target partners can promote their products more effectively and efficiently. Thus, this community service program will have a positive impact on all parties involved.

METHOD OF IMPLEMENTATION

One of the challenges faced by the Pande Besi UMKM in Krajan Hamlet, Sumberpasir Village is the lack of online marketing strategies in promoting their products, resulting in a relatively small market, limited to areas such as Singosari and Lawang Districts in Malang Regency. To address this issue, students have proposed a solution by conducting training on creating product catalogs using the WhatsApp Business application to support the online marketing process at Pande Besi UMKM. The objective of this online marketing training is to equip the students and implementers with the ability to innovate in the industrial sector, particularly in product marketing by utilizing technological advancements. They can then contribute to advancing home industries, especially in Sumberpasir Village. The target for partners is to create an effective and efficient product marketing process using the catalog that will be created. As a result of this activity, the UMKM will be able to increase their sales and market their blacksmith products through social media, in addition to the traditional face-to-face interaction with customers.

In this community service activity, two materials are provided to UMKM, namely exposure to online marketing media using the catalog feature on the WhatsApp Business application and practice using the catalog feature on the WhatsApp Business application. Exposure to online marketing media using the catalog feature on the WhatsApp Business application is provided through presentations and practical examples using media such as laptops, smartphones, and the WhatsApp Business application. The aim is to provide understanding to UMKM actors so they can learn about the catalog features on WhatsApp Business. On the other hand, practice using the catalog feature on the WhatsApp Business application involves direct practical assistance using smartphones and the WhatsApp Business application. The aim is to hone the ability of UMKM players to

operate the catalog feature on WhatsApp Business. Therefore, this service activity can help improve the skills and abilities of UMKM actors in marketing their products online through the catalog feature on the WhatsApp Business application.⁵

As a measure of success for this training, evaluation is needed. There are two types of evaluations that will be conducted, namely program evaluation and outcome evaluation. The program evaluation will determine the response of the training participants to this program. The method used to evaluate this program is by distributing questionnaires to the training participants. The evaluation of the results will be carried out to determine the extent to which the training participants have mastered the use of the catalog feature on the WhatsApp Business application.⁶ This evaluation will be done by monitoring the number of customers and the usage level of the WhatsApp Business catalog when placing product orders. This activity will be considered successful if there is an increase in the number of customers and the effectiveness of the WhatsApp Business catalog when ordering products.

This training was held in Krajan Hamlet, Sumberpasir Village, Pakis District, Malang Regency. The participants of this training were the owners and workers at the Pande Besi UMKM Mr. Doli. Even so, if there are participants from the community or other Pande Besi UMKM, they are also allowed to take part in this training. This training activity was carried out face to face which took place in Pande Besi Village, Krajan Hamlet, Sumberpasir Village.

RESULT AND DISCUSSION

This catalog making training is aimed at UMKM Blacksmiths in Krajan Hamlet, Sumberpasir Village, Pakis District, Malang Regency, especially for Mr. Doli's

⁵ A Basid, "Cultural Shifts Of Hajj And Umrah Culture In The Covid 19 Era (Fakhrudin Al-Razi's Thought Studies In Tafsir Mafatih Al-Ghaib)," Conference On The *Integration Of Islamic Interconnection And Science*, n.d., <http://ejournal.uin-suka.ac.id/saintek/kiiis/article/view/3152>.

⁶ R Jones, "Why Do Qualitative Research?," *Bmj*, 1995, <https://www.bmj.com/content/311/6996/2.full-text>.

blacksmith craft industry. This Pande Besi craft is a privately owned business that was established about 25 years ago. This UMKM produces various kinds of household tools, such as knives, hoes, sickles, machetes, machetes, and others with the majority of consumers or customers coming from Malang Regency, such as Singosari and Lawang Districts. The production system at Pande Besi UMKM still uses the traditional method, namely iron is heated and then forged until the desired tools are formed. This production process is carried out using a job order system (according to orders) and is carried out by Pak Doli alone, which in 1 day is able to produce 10 pieces of product. An overview of the production process is shown in the following figure:



The problem with Pande Besi UMKM generally lies in the marketing strategy of its products, which still relies on direct face-to-face interactions between sellers and buyers. As a result, it is considered that they are still unable to fully promote their products, and buyers are unable to find examples of products that have been produced by UMKM Pande Besi, owned by Pak Doli.

The problem with Pande Besi UMKM owned by Pak Doli lies in their marketing strategy. They still use direct selling, which involves face-to-face interactions

between the seller and buyer. This strategy is considered ineffective, especially during the Covid-19 pandemic when there are mobility restrictions. Moreover, it is not suitable for industries that use job order production systems as they only produce based on orders and do not keep finished goods in large quantities.⁷ When the order is ready, it is immediately delivered or picked up by the buyer, which makes it difficult for new prospective buyers to see examples of their products. This problem requires effective handling in the field of marketing or online marketing by utilizing technological advancements in the current era of globalization.

Marketing, commonly referred to as advertising, is one of the main activities carried out by companies to maintain continuity and development. Marketing activities must prioritize consumer satisfaction, as economic and social requirements are essential for a company's sustainability. There are several marketing methods that can be employed by businesses, including online marketing or e-marketing.⁸ This method involves utilizing social networks to market products. Essentially, this marketing method is the same as traditional methods, but it primarily relies on the internet, such as social media, websites, and other online trading forums.

The use of social media as a marketing medium aims to enhance the quality of industries, especially Micro, Small, and Medium Enterprises (UMKM). Innovation is required to keep up with the rapid development of the times, which has also influenced people's lifestyles, including purchasing and selling activities that have shifted from offline to online due to the convenience it offers. Hence, online

⁷ D Tandyonomanu, G G Aji, and ..., "Optimalization of Virtual Market Whatsapp Group for Economic Empowerment of Communities Affected by the Covid-19 Pandemic," *Dedication: Jurnal ...*, 2021, <http://www.jurnal.ikipjember.ac.id/index.php/dedication/article/view/448>.

⁸ A Basid, "Innovation of Islamic Education (Pai) Based on Multiple Intelligences," *Didaktika Religia*, 2017, <http://jurnalpascasarjana.iainkediri.ac.id/index.php/didaktika/article/view/864>.

marketing innovation is utilized as a middle ground to overcome existing problems.⁹

The online marketing process can run effectively and efficiently when supported by available media. In online marketing innovation, the catalog feature in WhatsApp Business application is utilized as a medium. The catalog displays products with attractive pictures, accompanied by the brand name and price of each product. The images are arranged in such a way that consumers can easily view the product being promoted. An example of a product catalog on the WhatsApp Business application is depicted in the following image:



⁹ A Basid, N Faizin, and B M B Ahmed, "The contribution of zakat verses in the Covid-19 era to economic development: A study of al-Tabari's thoughts in Jami'al-Bayan fi Ta'wil Al-Qur'an," *KACA (Karunia Cahaya Allah)* ..., 2021, <http://jurnal.alfithrah.ac.id/index.php/kaca/article/view/127>.

The intellectual property rights resulting from this service activity are in the form of a digital catalog of Pande Besi UMKM products created using the features of WhatsApp Business. This catalog is equipped with various information about products, photos, and prices that are presented in an attractive manner. Additionally, the catalog is also equipped with online order and payment features to make transactions easier for consumers. In developing this digital catalog, the service team also innovated by integrating the WhatsApp Business application with popular online payment applications in Indonesia. This makes it easier for consumers to make payments online and increases their confidence in UMKM Pande Besi as a trusted business actor. The intellectual property rights resulting from this service activity can be a significant asset for Pande Besi's UMKM in expanding their online product marketing. By having an attractive and innovative digital catalog, Pande Besi's UMKM can enhance their brand image in the market and increase their competitiveness in an increasingly tight market. It is hoped that the intellectual property rights resulting from this service activity can be utilized optimally by Pande Besi's UMKM to improve their business performance. Additionally, it is also hoped that this type of service activity can continue to be carried out to support the development of micro, small, and medium enterprises in Indonesia.¹⁰

CONCLUSION

¹⁰ Y S Khoeriyah, R N Indah, and ..., "Utilization of Whatsapp Gateway Service as a Loan Notification System (SINOPI) at the Archives and Library Office of Pekalongan City," *Pustabiblia: Journal of ...* (scholar.archive.org, 2021), <https://scholar.archive.org/work/uo2juyun75fyteqgsqca55an7q/access/wayback/https://pustabiblia.iainsalata.ac.id/index.php/pustabiblia/article/download/5507/pdf>.

This community service program uses a strengthening theme that has been implemented entitled "Catalog Making Training Using WhatsApp Business as an Online Marketing Media for Pande Besi UMKM in Sumberpasir Village". In the Pande Besi UMKM in Sumberpasir Village, it is known that there are problems in the marketing process which still uses interaction methods and still does not take advantage of current technological developments. This catalog making training is aimed at UMKM Blacksmiths in Krajan Hamlet, Sumberpasir Village, Pakis District, Malang Regency, especially for Mr. Doli's blacksmith craft industry. This Pande Besi craft is a privately owned business that was established about 25 years ago. This UMKM produces various kinds of household tools, such as knives, hoes, sickles, machetes, machetes, and others with the majority of consumers or customers coming from Malang Regency, such as Singosari and Lawang Districts. The production system at Pande Besi UMKM still uses the traditional method, namely iron is heated and then forged until the desired tools are formed. In an effort to support the digitalization of marketing, community service executors utilize the catalog feature on the WhatsApp Business application as an online marketing medium. Based on the results of community service conducted at Pande Besi UMKM in Sumberpasir Village, it can be concluded that the use of WhatsApp Business as an online marketing medium has significant benefits for the development of micro, small and medium enterprises. In this service activity, training and mentoring are carried out to help Pande Besi's UMKM take advantage of WhatsApp Business features in promoting their products online. The results of this service show that Pande Besi's UMKM can take advantage of the WhatsApp Business social media to increase sales and expand the reach of product marketing. In the process, they can create digital catalogs Acknowledgment that are more attractive and accessible to consumers. In addition, Pande Besi's UMKM also benefit in the form of new skills in product marketing and the use of modern technology.

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