

## DIGITAL TRANSFORMATION FOR MARKETING AND SALES OF SME CULINARY PRODUCT LAGSANA UMMY IN BOGOR REGENCY

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### Abstract

During the COVID-19 pandemic, which limits physical interactions, requires many Small and Medium Enterprises (SMEs) entrepreneurs to use digital media to help market products. For that we need a transformation activity from the use of conventional methods to the use of digital technology-based methods. Through this community service activity, we are helping the digital transformation of a culinary UKM in Bogor Regency, from initially still using conventional media, to now starting to use digital technology such as microsites, e-commerce, and social media platforms. The measure of the success of this activity can be measured by the increase in engagement with old social media visitors and the increased conversion rate of transactions since the transformation.

**Keywords:** e-commerce; kuliner; marketing digital; transformasi digital; ukm.

### I. INTRODUCTION

The culinary business is a type of business that is profitable and will always be in demand all the time, the reason is because food is a basic human need that cannot be separated from our lives [1]. This culinary business also has many categories, ranging from snacks (snacks), drinks, to staple foods [2]. All categories in this culinary business (snacks, drinks, staples) have great potential, depending on how we market them.

Why do so many people look to the culinary business as an option? One of the reasons is because running a business in the culinary field is not too difficult and the benefits offered are quite large [3]. All it takes is skills in processing delicious food or drinks. The initial capital to start a culinary business is relatively small, depending on the type of business concept that we are going to run [4]. A culinary business can be started with small or large capital. If you have certain skills (in this case cooking), of course it will be much better to support a culinary business. Businesses that are based on skill will grow faster than businesses that are not based on expertise [5]

The Lasagna Culinary Business "Umyy Hunny" was started in January 2019, the business owner chose a culinary business because of his expertise and culinary hobby. Starting from home made cooking and supported by family and people around them, business owners have begun to venture

into the world of entrepreneurship by starting with the distribution of product testers

Lasagna products were chosen because there are not many similar products that are widely marketed at affordable prices [6]. The ingredients used are guaranteed to be of fresh, natural and halal quality. In starting a business, of course, you need a precise marketing strategy and branding that is easy for consumers to remember [7].

Delay in delivery time will make consumers switch to other companies in making purchases. Information systems are important in an organization or company [8]. With the existence of an information system, an organization or company can guarantee the quality of the information presented and can make decisions based on that information [9]. Now information can be obtained more easily and quickly, thanks to information technology [10]. One of the expected uses of information technology is the inventory system.

The next problem is the COVID-19 pandemic that has hit the world, and for Indonesia itself, the negative impact on national economic growth began to be felt since the 1st quarter of 2020, when the first cases were discovered. In the second quarter, economic growth experienced a drastic decline,

One of the problems faced is the need for a new logo, banner, and promotion on social media. Inventory control must be carried out in a balanced manner. If the inventory is too large (over stock), the costs for storing

and maintaining inventory in the warehouse will be high, so this will cause waste. Conversely, if the inventory is too small or it can be said that the inventory is lacking (out of stock), the delivery time of the goods that has been agreed upon by the company and the consumer will be hampered. corrected to - 5.32%, and caused the Indonesian economy to be overshadowed by a recession. Indications that emerge of a recession can be seen from the increase in unemployment and poverty and the decline in people's purchasing power. This is due to several factors such as the Large-Scale Social Restriction (PSBB) policy and Termination of Employment (PHK).

The implementation of this PSBB and layoffs resulted in a decrease in purchasing power, a decrease in the level of public consumption, and automatically resulted in a decrease in the profitability of SMEs. The SME "Ummy Hunny" business is one that is affected by the decline in people's purchasing power. In the last three months of 2019, up to the first three months of 2020, according to the business owner, sales turnover of Lasagna products has experienced an upward trend, but after the announcement of the first case of COVID-19, sales turnover experienced a significant decline. For this reason, through this service activity, we try to help re-increase the sales trend of these culinary UKM products.

**II. METHODS**

Before providing solutions, we conduct observations and gap analyzes on the problems faced by the business owner. The first observation we made was to collect all data and information related to this Lasagna culinary business, starting from the products sold, sales transactions, capital issued, to the turnover obtained. Then we tried to do a gap analysis regarding the strategies used by the business owner, and tried to compare it with similar businesses that have used digital technology

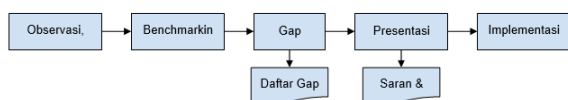


Figure 1. Community Service Methods

From the list of gaps, we try to formulate a number of suggestions so that SME partners can catch up on these gaps. In the end, we are helping to realize these proposals so that SME partners can truly transform using digital technology.

**III. RESULTS AND DISCUSSION**

In the socialization activities, Team and Partner activities are carried out as an introduction to team

members and explain what activities will be carried out later in community service activities. This socialization activity was carried out online through the zoom application due to the Covid-19 pandemic and the enactment of the PSBB in the Team and Partner area.

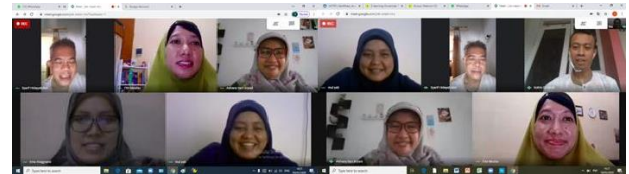


Figure 2. The socialization activity

The "Ummy Hunny" Lasagna Culinary Business is starting to attract consumers and has consumers who frequently repeat orders. So far, the marketing method has only been carried out by distributing brochures, placing digital flyers on Whatsapp Story. This method is deemed ineffective, because the reach of the two media is only limited to people around the business owner. In addition, there is no identity that describes the product being sold, so there is no branding power that makes the product easy for people to remember. For this reason, at this service, there are several solutions that can be offered to the "Ummy Hunny" Lasagna Culinary business, namely:

1. Encourage partners to promote on the social media platform Instagram

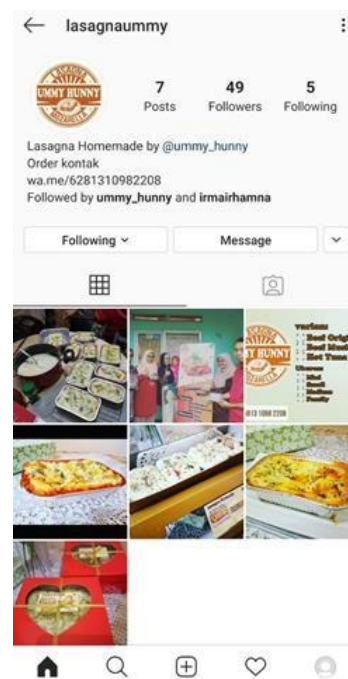


Figure 3. Promote on the social media platform Instagram

Reporting from Napoleon Cat through the Good News Indonesia portal, Instagram is one of the

most popular social media platforms in Indonesia today with around 65 million users per May 2020. This data is the reason why we propose to SME partners to create an Instagram account. to promote the product being sold.

## 2. Registering partner SMEs to the Go-Food application

Go-Jek is a digital platform that was originally based on ride hailing. However, over time, Go-Jek has transformed into a one-stop solution service provider, which provides dozens of services that are not only limited to transportation. Go-Food is one of Go-Jek's services that allows culinary entrepreneurs and restaurants to sell their products, without requiring customers to come to their outlets. UKM Mitra currently has a Go-Food account, where

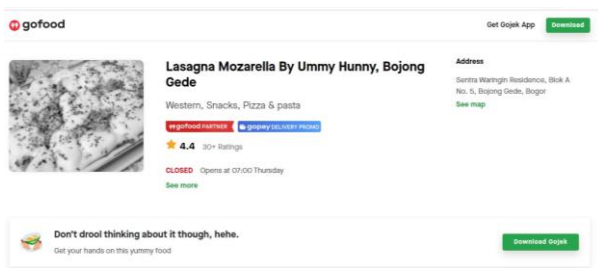


Figure 4. Go-Jek is a digital platform

## 3. Designing new logos, banners and brochures for partner products to make them more attractive

We also propose new designs to SME partners to be better known and have an identity for branding to consumers. This time, the design for partners is made using a flat and simple design philosophy.



Figure 5. Designing new logos, banners and brochures

The choice of color is also based on the preference of the business owner to reflect the

brownish color of the ready-to-consume Lasagna. The use of just one color for this logo is also based on the reason that it saves the cost of printing packaging, where the use of one color is generally cheaper than the use of more than one color.

## IV. CONCLUSION

Through this research we have helped SME partners "Lasagna Ummy" in carrying out digital transformation for their marketing and sales activities. Some of the changes that have been implemented include a new logo, flyer, Instagram account, and Go-Food account. Currently, sales of lasagna from "Ummy's Lasagna" have increased during the Covid-19 pandemic, by 5% compared to the beginning of the pandemic period in March 2020.

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