

## **Training on Digital Marketing and Redesign of Ecoenzyme Product Packaging Enhances the Productivity of ‘Sri Tanjung SMEs’**

**<sup>1</sup>Faishal Hilmy Maulida\*, <sup>2</sup>Yudhistya Ayu Kusuma, <sup>3</sup>Mardhatillah Shanti**

<sup>1</sup>Character Building Development Center, Public Relations Department, Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University, Jakarta, Indonesia 11480

<sup>2</sup>Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

<sup>3</sup>Entrepreneurship Business Creation Department, Binus Business School, Bina Nusantara University, Jakarta, Indonesia 11480

\*faishal.maulida@binus.ac.id

### **Abstract**

Sri Tanjung is one of the Small & Medium-Sized Enterprises (*SMEs*) operating in a green economy in Sukosari Village, Kasembon District, Malang Regency. The *SMEs* make a variety of eco-enzyme-based soaps. This community service aims to address the production and marketing-related issues that Sri Tanjung *SMEs* deal with. Observation and training tailored to the requirements of Sri Tanjung *SMEs* constitute the method adopted. Among the conclusions reached are the necessity to enhance manufacturing capacity, which is still constrained by a shortage of human resources; the fact that sales of soap only satisfy local demands using traditional techniques; and the fact that human resources still lack marketing technology skills. Conclusions and suggestions that can be made include training on the usage of Google Business and Google Ads, as well as training on the production and marketing aspects of digital marketing through social media (marketing aspect).

**Keywords:** Digital Marketing, Redesign, Ecoenzym, Packaging, *SMEs*.

### **INTRODUCTION**

In the previous two years, the Covid-19 pandemic has substantially influenced the Malang Regency's economy, particularly the MSME sector (Susilawati, Falefi, and Purwoko 2020). The sector of micro, small, and medium-sized enterprises (MSME) is a crucial contributor to the national economy (Kompas 2020). East Java's micro, small, and medium-sized enterprise sector has significant potential. The MSME sector saw a significant impact in the middle of the pandemic because of the Covid-19 pandemic. In the Malang district, one of the top tourist sites in East Java,

this pandemic has resulted in a severe fall in turnover. This has temporarily caused several small business actors to suspend operations Field (Anam 2020).

Even though it is currently in the thick of the Covid-19 pandemic, the Malang Regency Government continues to make all kinds of efforts to ensure that the MSME sector remains productive and to inspire the community to become enthused once more. The government's efforts target all sectors of MSMEs, including those that have implemented the green economy. Green Economy or green economy is a concept of economic activity that tries to improve the social welfare of a community while lowering the risk of environmental damage (PPDSMA 2021).

This Green Economy can also be understood as an economy that emits no carbon dioxide into the atmosphere and maximizes using natural resources. The direct valuation of natural capital and ecological services as economic value and cost accounting where the prices realized to society can be traced back and treated as liabilities, entities that do not injure or neglect assets, distinguish a green economy from other economic concepts. This activity is anticipated to contribute to initiatives to enhance human resource capability to foster a more inclusive and sustainable economic development in Indonesia (Rany et al. 2020).

A green economy has become a standard in international trade and investment. The government expects that present MSME products can implement a green economy to add value to their products and get greater market access (Antasari 2019). Green economy-labeled products will have an impact on deciding better and more competitive pricing. Not only will pricing be affected, but also company and product branding.

According to the findings of a survey performed in 2021 by the Ministry of Cooperatives and SMEs, UNDP, and Indosat Ooredoo, as much as 95% of MSMEs are interested in implementing green economy concepts (Ayu Multika Sari, Andy Fefta Wijaya 2014). However,

expenses and product production and distribution knowledge continue to limit MSMEs. To attain Sustainable Development Goals, it is necessary to provide continuous education on the green economy so that businesses may operate efficiently (SDGs). According to a press release issued by the Ministry of Energy and Mineral Resources on September 20, 2021, the distinction between a green economy and other economic concepts is the direct assessment of natural capital and ecological services as monetary value and cost accounting, where the expenses realized to society can be traced back and counted as liabilities and an entity that does not jeopardize or neglect assets.

Since the initiative was launched at UNFCCC COP 23, the Indonesian government has been progressively preparing the Low Carbon Development Initiative (CRP) to build a green economy. The CRP project intends to incorporate environmental factors, such as greenhouse gas reduction targets and energy support, into the framework for development planning. The first phase of the CRP project in Indonesia has been incorporated into the National Medium-Term Development Plan (RPJMN) for 2020-2024. Currently, phase 2 of the CRP effort in Indonesia has begun, which is the implementation phase.

In the context of implementing PRK, the Ministry of National Development Planning/BAPPENAS, with the support of the UN Partnership for Action on Green Economy (UNPAGE) Indonesia and the United Nations Institute for Research and Training (UNITAR), assessed Indonesia's green economy learning (GELA). This study aims to develop a comprehensive and nationally implementable training program on the green economy, particularly within the framework of Low Carbon Development (PRK), for state civil servants and development planners/decision makers in various related ministries/institutions, regional governments, and other vital stakeholders (Noviarita, Kurniawan, and Nurmalia 2022).

Dr. Rosukon Poompanvong, the Thai Organic Agriculture Association founder, initially introduced Ecoenzym. The primary objective of this initiative is to transform enzymes extracted from organic waste into organic cleansers (Septiani et al. 2021). Eco enzyme is produced by fermenting organic kitchen waste such as fruit and vegetable scraps, sugar, and water in a 3:1:10 ratio. This fermentation was conducted for three months to generate a dark brown liquid with a powerful sweet and sour aroma (Megah, Dewi, and Wilany 2018).

The procedure for producing coenzyme is like the process for making compost. Still, water is added as a growth medium, resulting in a favoured liquid product since it is easier to use. This eco enzyme is unique in that the fermentation process, such as composting, does not require enormous tracts of land, nor does it even need a composter tub with specific dimensions. Used bottles of mineral water or other discarded products can be repurposed as fermentation tanks, (Harahap et al. 2021). It also supports recycling as a means of preserving the environment. Eco enzyme has several uses, such as a plant growth factor, a blend of detergents for cleaning floors, pesticide residue removal, descaling, and temperature reduction (Mohammad Rifqi Junaidi et al. 2021).

## **RESEARCH METHOD**

Based on the previously formulated situation analysis, the problems faced by the partners have been identified. They must be resolved through this community service program for the partners' welfare to improve. Training methods, lectures, and discussions, as well as simulations, are employed.

## **1. Discussion Method**

This community service activity begins with lecturing and advising administrators involved. The information presented will pertain to the following topics, counselling on the processing of household organic waste to produce high-value eco enzyme products, counselling on the marketing potential of coenzyme soap products as a means of bolstering business motivation, counselling on the significance of branding on an MSME product, counselling on the use of social media platforms such as Instagram and YouTube to promote the product, advising on the usage of marketing applications/websites to expand the marketing network. This activity's discussion technique is employed to comprehend better the challenges experienced by partners, aiming for solutions to be developed jointly.

## **2. Training Method**

Demonstration and training activities are follow-up activities performed by community service executors about the introductory lectures and discussions. The following learning and training materials are included in this activity: instruction in the use of a simple design program to create brand visuals and packaging designs, training, and support in promoting economy soap products via social media platforms, including the creation of Instagram feeds, the compilation of captions and hashtags, and the determination of the posting schedule for Instagram stories and feeds to promote consumer knowledge of the product, training on the creation of video material that will be announced on YouTube, assistance in engaging in creative product events as a marketing technique to encourage sales through publicity programs, governance management training, specifically for accounting and supply chain management, to improve the quality and consistency of

product raw material usage, google Business and Google Ads usage instruction, product marketing training utilizing an application/website that is the result of the proposed team's study from the previous year.

## RESULT AND DISCUSSION

The outcome of training and mentoring in community service activities is the implementation of digital branding that promotes digital marketing activities. As part of a digitalization initiative, these activities include incorporating social media, creating content, developing applications/websites, and raising awareness of the green economy concept. The green economy has become a global economic norm in trade and investment, and its implementation for SME products can boost the product's added value. It is envisaged that this community service activity would increase the productivity of micro, small, and medium-sized enterprises SMEs, raise knowledge of products and their benefits, and digitalize promotions so that partners can attain economic independence.



Figure 1.  
Training and Discussion with Sri Tanjung SMEs in Kasembon District, Malang Regency

As a community service partner, UMKM Sri Tanjung is actively involved in community service. From the stage of preparation through the level of preparing the progress report, the engagement of partners is maintained regularly. Partners also make constructive remarks and recommendations for additional community service programs. Partners are also involved in determining training objectives based on prospective participants' backgrounds, conditions, and potential, completing data and materials supporting training materials, and implementing training.

From May until November 2022, this community service activity will be performed continuously. This community service activity is conducted in stages, involving FGDs between the service team and partners, the outcomes of which necessitate a training and mentorship agenda comprising:

- a. guidance on household organic waste management to develop high-value eco enzyme products. This guidance is essential because the partners still need to identify a viable solution for organic waste.
- b. Training and support in promoting economy soap goods via social media platforms in the form of Instagram feeds, assembling captions or hashtags, and defining the publishing schedule for Instagram stories and feeds to raise customer knowledge of the product.
- c. Training in creating video material that will be promoted via the YouTube platform.
- d. Production-related assistance to boost monthly output to 400 bars of soap

Considering the results of the FGD, we provide the following Green Economy-related training: (1) Logo and packaging skills training; (2) Digital marketing training through social

media; and (3) Google Business and Google Ads training. Relevant Binus Malang University professors delivered the training personally.



(a)



(b)

Figure 2. The old packaging design for Eco Enzym UMKM Sri Tanjung soap is depicted in image (a), whereas the result of the new packaging design is shown in picture (b).

In addition, to maximize product marketing outcomes, the packaging for Sri Tanjung's eco-enzyme soap products must be redesigned. Through these steps, the packaging redesign can be implemented.

## CONCLUSION

In conclusion, in community service activities for the Sri Tanjung SMEs community, partners' participation in program implementation and evaluation of program sustainability is crucial for the success of the given training program.

### 1. Participation of Partners in Program Implementation

Consistent participation by partners is maintained from the planning to the evaluation stages. Partners also make constructive remarks and recommendations for more community service programs if they can be implemented. Forms of partner participation include active partners communicating their obstacles to the extent that two-way dialogue develops with the community service team.



In addition, partners determine training objectives based on the background, conditions, limitations, and potential of potential participants, completing data and supporting materials for training materials, evaluating community service activities, and conveying suggestions and recommendations during the evaluation stage.

## **2. Evaluation and Sustainability of Programs**

This activity's execution is evaluated to determine the participants' knowledge of the training material, the implementation of the activities, and the impact of the activities on partners. Program evaluation will be conducted from both an internal and external perspective. Internally, the team will use surveys to determine whether the activity objective has been met. Then, on the outer side, the service team will employ a questionnaire comprising partners' thoughts regarding the quality of activities, the utility of activities, and partner satisfaction throughout this community service activity.

The plan to continue this program is that Sri Tanjung's micro, small, and medium-sized enterprises (MSME) will be able to compile promotional content on social media and other marketing channels, create economic independence for families, and productive businesses for developing residents. This relationship will continue in the shape of different programs, such as training in HR development, financial reporting, and supply chain and product distribution. Therefore, it is believed that Bina Nusantara University's community service team will be able to carry out the community service program in Sukosari Village for UMKM Sri Tanjung in a sustainable manner.

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