

CHAPTER 1

INTRODUCTION

1.1. Background of Project

1.1.1. Background MSMEs Yuk Angkut

MSMEs Yuk Angkut is one of the hereditary family businesses that was established in 1996. This business was continued and run by her son named Mrs. Transport. This business is located at Jl. Rokan BY Duri Permai Blok E No.7 RT 004 RW 021 Kel. Water Latrines, Mandau district, Bengkalis, Riau. This Yuk Angkut business is one of the businesses engaged in food. The Yuk Angkut business is also a home-based business engaged in cracker food. The main ingredient needed is snakehead fish that is dried and then made into crackers.

At this time, MSMEs are an economic sector for the economic growth of a region. Which, if managed well, is able to create new jobs, increase regional and community income, and support the development of other sectors. The city of Duri is also rich in abundant natural products, such as petroleum and natural gas, as well as abundant natural products. However, currently the potential of Duri City is still not being utilized to its full potential.

Many MSMEs do not yet understand how to develop their products and only a few know the potential of Duri City in the economic sector. Based on these obstacles, it is necessary to have a sustainable development program as a form of rebranding of MSMEs to maximize the local economic potential in Duri City. Through branding assistance, MSMEs will provide a product identity, so that Duri City MSMEs can be recognized by the public because they have their own characteristics.

There are several important elements in rebranding, including logo, design, name, description and packaging. Another effort that can be made is to build brand awareness with digital marketing (Suryadinatha Gorda et al., 2022). Based on this background, it is necessary to build efforts to revive the creative economy sector in Duri City by providing assistance and training as an effort to improve existing MSMEs. Through assistance with the rebranding of Duri City

MSMEs, it is hoped that it can create sustainable city development and can be used as a reference in developing other sectors.

This digital marketing activity is supported by the extraordinary development of smartphone products where cellphones are now equipped with internet facilities adding to these internet features. Nowadays, almost all Indonesians have cell phones. This really supports the occurrence of trade transactions.

With high human mobility, the world of commerce demands that it be able to provide services and goods instantly according to consumer demand. One of the forms of technological development in the field of trade is the emergence of transactions in the form of e-Commerce.

E-Commerce is where a website provides or can carry out online transactions or direct selling which utilizes internet facilities which can provide "get and deliver" services. E-Commerce will change all marketing activities and also cut operational costs for trading activities.

The opinion regarding the meaning of E-Commerce is that E-Commerce refers to the internet for online shopping and has a narrower scope where E-Commerce is a sub-tool of E-Business (Putra, 2019). Currently, the development of E-Commerce in Indonesia is very rapid along with developments in technology and lifestyle. Social networking or commonly known as social media is one of the marketing media used for online sales and business promotion which is very common among internet business people. Some social media that have market place facilities include Instagram, Facebook, Twitter, YouTube and others.

This social media was originally created for friendship only. However, as time goes by, many people don't want to waste the opportunity to sell via social media. Moreover, all sales activities on social media are almost free. If additional capital is spent, if not for advertising then for the production of goods. Therefore, several social media platforms such as Facebook provide marketplace features.

Slightly different from existing marketplace platforms that are popular or already exist in Indonesia such as Shopee, Bukalapak, Lazada, and others. So

there is a potential opportunity when you decide to maximize your friendship even if it ends up doing business.

Among the social media that have complete marketplace features is Facebook, so it is easy for MSMEs to access to market their products. Apart from that, Facebook has special facilities for creating certain business groups. This can also make it easier for marketers to place their products as accurately as possible so they can focus more on finding buyers.

1.2. Background Rumah Jahit Lestari

MSMEs Rumah Jahit Lestari is one of the MSMEs that was established in May 2021. This MSME is engaged in sewing clothes, not just ordinary sewing but this MSME is engaged in sewing coverall clothes which is PPE (Personal Protective Equipment).

PT RJL is a business owned by the holy mother located in the city of Duri, Mandau District, Bengkalis, Riau. This business was founded by the holy mother since her husband had retired from his job. Ibu Suci is determined to buy a shophouse for the beginning of this business to continue living and improve the family's finances.

Mother Suci and her husband established this business for the sake of future life. Not only to continue living in the future, but they also open job opportunities for mothers who do not work. Even though they don't have sewing skills, Suci's mother and her husband continue to learn to see tutorial videos on youtube.

Ibu Suci and her husband are also self-taught and also did not have employees when they first opened this business. After opening this business, Mrs. Suci and her husband received an order to make coveralls from one of the companies in Duri. That way, Suci's mother and her husband were confused to start it.

For this reason, Mrs. Suci and her husband were assisted by Mrs. Zetrianis who is one of the tailors in the city of Duri. Therefore, Suci's mother and her husband and colleagues managed to complete the order within 1 week. That way,

Mrs. Suci and her husband and colleagues feel happy and satisfied with their results so that they are excited to be even more active to advance this business.

Day by day run by Suci's mother and husband, the business has received so many orders that they open jobs and open sewing classes for free. Until now, Mrs. Suci has had employees who can help to develop this business. Although initially the employee was obtained by Mrs. Suci through training and local residents.

When it first developed, PHR through its TJSL program conducted massive coaching to improve competence and empower the community around the area of operation. Through this program, RJJ also tries to convince PHR leaders to get the fostering.

Through the program held by PHR, RJJ is now given 5 units of sewing machines to develop this business. Thanks to the fostering assistance provided by PHR, RJJ has now grown rapidly and also changed the lives of Mrs. Suci's family. Not only with Mrs. Suci's family that has changed, but for employees who work are also happy and help them to get financial.

At this time, RJJ has achieved a turnover of hundreds of millions every month so that RJJ opens sewing classes for children of Islamic boarding schools and orphanages for free. Even though it is open for free, for Ibu Suci this is a form of alms and a place of gratitude for RJJ. Not only opening sewing classes for free, but RJJ also provides free clothing assistance to children of Islamic boarding schools and orphanages.

On the other hand, RJJ is PT Pertamina Hulu Rokan's TJSL program in the field of community economic empowerment. In addition to these fields, TJSL also focuses on education, environment, health, and post-disaster assistance. RJJ has now grown rapidly after receiving guidance carried out by PT PHR.

1.3. Identification of the Projects

How to conduct digital marketing activities at the Yuk Angkut MSMEs and Rumah Jahit Lestari MSMEs in Duri, Mandau district.

The purpose of this project is divided into 2 (two), namely the main purpose and specific purpose. The purpose of the project is as follows:

1.3.1. General Purpose of Project

Conducting digital marketing activities at Yuk Angkut MSMEs and Rumah Jahit Lestari in Duri, Mandau district.

1.3.2. Specific Purpose of the Project

1. Provide assistance to Yuk Angkut MSMEs and Rumah Jahit Lestari in Duri, Mandau district.
2. Conducting digital marketing to Yuk Angkut MSMEs and Rumah Jahit Lestari in Duri, Mandau district.
3. Create a product catalog for Yuk Angkut MSMEs and Rumah Jahit Lestari in Duri, Mandau district.
4. Create a digital marketing logbook for Yuk Angkut MSMEs and Rumah Jahit Lestari in Duri, Mandau district.

1.4. Significance of the Project

This project is significant in several aspects:

1. For MSMEs
Providing practical guidance and strategies that MSMEs can implement to improve their digital marketing effectiveness.
2. For PHR Polbeng
Providing useful data and feedback to enhance their mentorship and digital marketing training programs.
3. For Academics
Adding to the literature and research on the implementation of digital marketing in MSMEs in Indonesia, particularly within the Indonesian culinary sector.

4. For Author

Contributing to professional development and establishing expertise in the field of MSMEs digital marketing, particularly in the Indonesian culinary sector.

1.5. Time and Place of Project Implementation

The place and time of this research project was carried out in the city of Duri, Mandau district, Bengkalis district, Riau. Mandau conduct the research will start in July – September 2024.

1.6. Systematic research

The systematic writing of this Digital Marketing Assistance project (Case Study of Yuk Angkut MSMEs and Rumah Jahit Lestari MSMEs) is as follows:

CHAPTER 1: INTRODUCTION

This chapter explains the overall background of Yuk Angkut and Rumah Jahit Lestari MSMEs. And this section also explains the important role of digital marketing and explains what E-Commerce is. This chapter also mentions applications that play an important role in the marketing field.

CHAPTER 2: LITERATURE REVIEW

This chapter describes the background of the project, project formulation, project objectives, project benefits, time and place of project implementation and the systematic writing of the report.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

This chapter outlines the research approach and techniques used in the study. It explains the research design and details the participants involved. It describes the data collection methods and the tools used to gather information. Finally, it explains how the data will be analyzed to derive insights and conclusions

CHAPTER 4: RESULTS AND DISCUSSION

This chapter describes the profile of business activities, reports on the implementation of project activities including project preparation, project implementation, project completion, project reporting and marketing reports

CHAPTER 5: CONCLUSION AND SUGGESTIONS

This chapter outlines the conclusions and suggestions following the project.

REFERENCES

APPENDICES

WRITTEN BIOGRAPHY