

DIGITAL MARKETING STRATEGY USING THE "SHOPEE" MARKETPLACE FOR HOME INDUSTRIES IN KLAMBIR LIMA KEBUN VILLAGE

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Abstract: Secanggih The results of a survey conducted in Klambir Lima Kebun Village show that there is still low knowledge of housewives who have products in marketing them on the marketplace. All of this is due to the lack of special training they received in marketing products using marketplace applications. This phenomenon causes them to only sell their products conventionally or directly to buyers. The results of our discussions from the service team with the youth group are that they need several skills that they can use to fill their free time as well as having more economic value. From our observations, they need training on how to use the marketplace to market their products. With the training they receive, it is hoped that they will be more skilled in selling their products using marketplace applications, for example Shopee. The form of training that will be provided is: training on how to create an account on the Shopee marketplace and how to register products on the application and how the goods delivery system reaches consumers/buyers. The training is carried out from the start of designing the business that will be run, followed by marketing it using technology that is currently trending, namely marketing products using the online Shopee application. It is hoped that this training will increase housewives' knowledge in marketing products using the Shopee marketplace so that in the end product marketing will not only be done directly but also online.

INTRODUCTION

Klambir Lima Kebun Village is in Hamptan Perak District, Deli Serdang Regency, North Sumatra Province. Geographically, this village is directly bordered by Klumpang Kebun Village in the north, Tanjung Gusta Village in the south, Helvetia Village in the west and Klambir Lima Kampung Village in the east (Mesra, Wahyuni, Sari, & Pane, 2021). The area of Klambir Lima Kebun Village is : 2,558 Ha, consisting of 21 hamlets, with a population of 16,355 people, consisting of 2,895 families. This village is one of the villages supported by the Universitas Pembangunan Panca Budi. The results of the research show that there is an influence of housewives' skills on the income of housewives in Klambir Lima Kebun Village. Housewives have a dual role, namely as a housewife and as a breadwinner. The businesses run by housewives to help their family's economy

are mostly as household assistants. The income is not much but it provides great meaning to his family. This community service is an application of previous research and service. Most of these housewives are from lower middle class economic conditions. Finding work has become increasingly difficult for them, while the need to meet their daily needs continues to increase. However, the team is very confident that the housewife has a lot of abilities to improve the welfare of her family. Having guidance for housewives, especially in producing a product that has economic value, is of course every one's dream, but with the product, the problems faced by them have been resolved. The products they produce need to be sold and marketed in various ways, both directly and online (Wahyuni, Mesra, Lubis, & Batubara, 2019)(Sebayang, Nuzuliati, & Wahyuni, 2021). So far, housewives sell their products directly with the results not being what they expected because access to direct product sales is very limited. Technological advances have changed human thinking patterns as well as sales aspects. So product sales are also carried out online. Even several large companies have used technology such as text mining (Wahyuni, Sitompul, Nababan, & Sihombing, 2021) to use intelligent business to analyze the market (Wahyuni, Suherman, & Harahap, 2018).

Selling products online apart from having to use the technological equipment used also requires skills in using existing technology (Siregar, 2018)(Oroh, Mananeke, & Sangkaeng, 2015). One of the technologies needed is how to use that technology, such as using Android smartphones to market their products (Mumtahana, Hani Atun, Nita & Tito, 2017) (Wahyuni, Sari, Hernawaty, & Afifah, 2023)(Supiyandi, Hariyanto, Rizal, Zen, & Pasaribu, 2022)(Akbar, Sulistianingsih, Kurniawan, & Putri, 2022)(Khaliq & Sari, 2022)(Mutaqin, Fadilah, & Nugroho, 2021).



Picture 1. the office of the head of the village of Klambir lima Kebun

RESEARCH METHODS

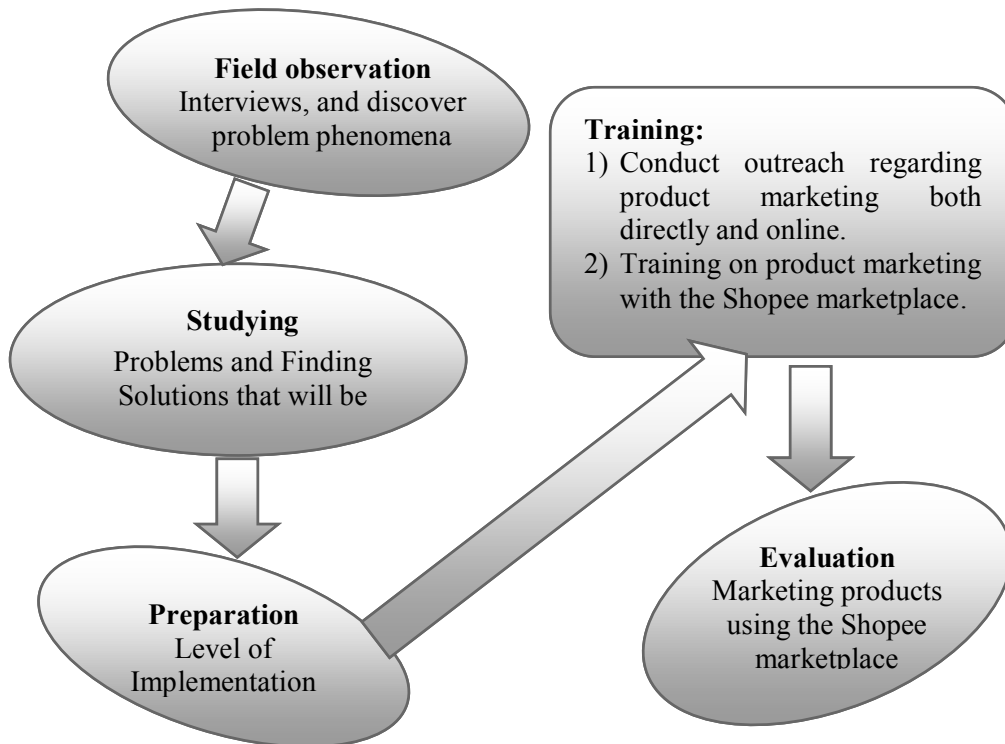
There is a need to increase human resources through skills improvement training in improving human resources (Wahyuni et al., 2020)(Hariyanto & Wahyuni, 2020)(Lubis, Nababan, & Wahyuni, 2022). This service activity was carried out in Klambir Lima Kebun Village, Hamparan Perak District, Deli Serdang Regency. This activity is intended to help solve the problems faced by groups of housewives in helping the family economy. To facilitate the implementation of this service activity, the team carries out activities according to their respective division of tasks using equipment that has been prepared according to training needs. The implementation of this activity program takes 6 months, with the following details:

1. Approach housewives by providing an understanding of the planned community service program.
2. Providing counseling to housewives on how to market products.
3. Providing skills training to housewives in marketing products using marketplace applications such as Shopee.
4. Assistance with outreach and training activities that have been carried out.
5. Evaluation of the activities that have been carried out

The work procedure to support the realization of the solutions offered is to first carry out initial observations in the field using an interview approach and find problem

phenomena. After observation and socialization, an assessment of the problem is carried out and finding a solution to be offered, then prioritizing the implementation stages and then carrying out service, namely:

1. Conduct outreach regarding product marketing both directly and online.
2. Training on product marketing using the Shopee marketplace.



Picture 2. Program Display

The type of activity planned is an activity that provides counseling about product marketing using the Shopee marketplace. Starting with creating an account on Shopee, registering it, selling products, payment systems and delivery of goods so that they reach the hands of consumers. For this activity, the team has prepared an activity plan that will be implemented in accordance with the plans in the PKM program.

From the activity plan above, each team member has their own duties in providing training. The team's duties include:

1. Counseling on using the Shopee marketplace application

Counseling using the lecture method will be led directly by Mesra B, SE, MM, this material is considered very important for participants because of the use of the Shopee marketplace application in marketing products online. Here we will explain how to use the Shopee application to market products, starting with creating an

account, registering the product and selling it so that it reaches consumers and how the payment system applies so that both sellers and consumers are satisfied.

2. Training on how to calculate cost of goods sold

The training takes the form of calculating the cost of goods sold so that the selling price can be determined for participants which will be led directly by Hernawaty, SE, MSi. Here the role of participants is expected to be more active so that they can calculate the cost of goods sold and in the end can determine the selling price that will provide a profit for sellers.

3. Training Content

Training on how to edit attractive product image videos so that they attract customer interest, which was directly delivered by Sri Wahyuni, S.Kom., M.Kom, lecturer at the computer engineering study program at Universitas Pembangunan Panca Budi.

RESULTS AND DISCUSSION

The Klambir Village with five gardens located in Deli Serdang is a village with traditional people who predominantly work as oil palm farmers. Kelambi Lima Kesanggul Village has many natural landscapes that are very beautiful, because they have not been touched by humans. Klambir Lima Kebun has very good views to become a potential tourist attraction that can be visited in Klambir Lima Kebun Village. The natural landscape in question includes landscapes containing sugar cane, palm oil, rice fields and ponds in the area. This program was able to run successfully due to the support of various parties including the five plantation Village officials. In this program, assisting housewives in training in marketing with the Shopee marketplace and assisting in preparing the equipment needed during the training.

Table 1. Impact before and after activities

No.	Related parties	Impact Before the Program Existed	Impact After the Program
1.	Housewives who have products	Housewives who have products still find it difficult to market products, especially with the covid-19 pandemic.	They started marketing their products using the online marketplace Shopee application.

		The use of technology is still very minimal.	The use of existing technology is starting to be maximized, such as Android on smart phones.
2.	Related Department (Trade and Industry)	There are still limited sales of housewife products online using the Shopee marketplace.	Housewife products began to be marketed using the Shopee application.

CONCLUSION

The conclusion of the PKM program activities in Klambir Lima Kebun Village, Hamparan Perak District, Deli Serdang Regency, is that housewives who have products are starting to market their products on the Shopee application. Using the Shopee application can make it easier for housewives to market their products online. Marketplace applications such as Shopee are also a promotional method that is effective, efficient and relatively cheap in terms of price because all housewives now have Android smartphones so implementing programs can be carried out more easily.

Apart from the conclusions, there are also suggestions that this PKM program can be continued in the future so that it has a greater impact on increasing people's income. The group of housewives in Kelambir Lima Kebun village still needs further guidance, such as using other marketplace applications such as Tokopedia, Bukalapak and the most popular, namely TikTok Shop, because the TikTok application algorithm is very good at comparing products.

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