



Increasing Competitiveness of Chicken and Fillet Entrepreneurs in Lampung Through Marketing & Financial Digitalization Assistance

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Abstract. The Covid-19 pandemic has dealt a hard blow to many businessmen, especially SMEs. Restrictions on individual mobility have caused many traditional SMEs to leave because they cannot adapt to existing changes. The Service Team took the initiative to assist affected SME partners by providing digital marketing assistance to increase business turnover and profit as well as an introduction to financial management. Frozen Food is one type of business popular among the public, especially in Bandar Lampung City. It is hoped that through digital marketing assistance, SMEs can adapt and be more agile in capturing the magnitude of business opportunities in the digital world, so that they are no longer limited to the environment around the location. Furthermore, financial management aims to make SMEs partner wiser in controlling the company's operational financial flows. We will also introduce SMEs partner to digital wallet channels and funding channels from financial institutions and banks.

Keywords: Frozen Food, SMEs, Digital Marketing, Financial Management

1. Introduction

The COVID-19 pandemic has been going on for two years and its effects can still be felt today. The COVID-19 pandemic has not only attacked the health sector but also various sectors of human life, one of which is greatly affected by economic activity [1]. With a very dominant composition of Small and Medium-Sized Enterprises (SMEs) reaching 64.13 million (99.92%) of the entire business sector, it is this business group that will feel the most significant negative impact of the COVID-19 pandemic [2].

The government's efforts to slow the transmission of COVID-19 have been carried out in various ways, including quoting from the www.covid19.go.id page, large-scale Social Restrictions (PSBB), which have been in place since April 10, 2020, and the Enforcement of Restrictions on Community Activities (PPKM) in 2021. 2021 is set by the government to control this pandemic. Both policies enforce that all community activities are carried out online. Changes in the order of life in the New Normal era force business actors to change their perspective in business activities [3].

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Many SMEs entrepreneurs have changed the way they sell by utilizing digital marketing, offering their products online through social media or on existing marketplaces [4]. After the COVID-19 pandemic has been running for two years, the bright spot for the end of the pandemic is increasingly visible. This shows that the Covid-19 pandemic is transitioning into a Covid-19 endemic period. For example, the habit of people doing online activities continues, especially in terms of buying and selling because there are several advantages for both business actors and customers. These advantages include more flexible times, reduced transportation costs to the place of business, and a more diverse product diversification [5].



Figure 2. Photo of Location and banner of Business Partners of chicken pieces and fillets.

Trimo Joyo is one of the SMEs that sells chicken pieces and fillets in Lampung, located at the address Jl. Bumimanti II Labuhan Ratu, Bandar Lampung. Based on the picture on the banner at the place of business, it can be seen that the product innovations of the business are not so diverse and product sales are carried out only offline and online, limited to ordering via Whatsapp.

Monotonous business activities without any changes following the times and the lack of business innovation tend to erode SMEs entrepreneurs. Therefore, this service will be carried out in the form of business assistance to get to know digital marketing and open up the insight of business actors to innovation and changing times so that SMEs entrepreneurs can develop with the times and increase business turnover. The service team from Faculty of Economics and Business, Unila hopes to contribute to the sustainability of SMEs businesses so that they can improve the living standards of business actors and have an effect on better Indonesian economic growth after the COVID-19 pandemic.

2. Methods

To overcome the problems faced by SMEs, it is necessary to carry out several stages or intensive steps. Including the following:

a. Observing the conditions and needs of SMEs

In this method, the proposer team observes how the development of SMEs through literature studies and also interviews with SME owners. This aims to determine the needs of SMEs related to digital marketing and accounting records.

b. Coordination

At this stage coordination will be carried out with SMEs and the local community regarding the planned activities to be carried out.

c. Training methods for making digital marketing

At this stage, education and training will be conducted on digital marketing strategies that are suitable for SMEs. This is done to improve the ability and skills of business actors in marketing their products online.

d. Training methods for preparing financial reports

At this stage, training will be given on how to compile simple financial reports that are suitable for the conditions of SMEs.

3. Results

This community service activity was carried out on Friday, July 22, 2022 at Café Maharindu Line 2 Unila, Jl. Prof. Dr. Ir. Sumantri Brojonegoro, Gedong Meneng, Kec. Rajabasa, Bandar Lampung City which invited partners and all members of the service team. This activity is held in a place that is compatible with the theme of service, not crowding by presenting too many participants, and in order to maintain health protocols and maintain distance.

The following are the stages in this Community Service activity:

- a. Study and discussion related to situation analysis attended by all members of the service team.
- b. Meetings related to the planning of mentoring activities attended by all members of the service team.
- c. Conducted discussions with partners regarding the preparation for the implementation of mentoring, which was finally agreed to be carried out in a compatible place, namely Café Maharindu Line 2 Unila, Jl. Prof. Dr. Ir. Sumantri Brojonegoro, Gedong Meneng, Kec. Rajabasa, Bandar Lampung City.
- d. Implementation of marketing and financial digitalization assistance activities.
- e. Report Preparation.

Table 1. Schedule Program

Time	Program	PIC
09.00-10.00	Service Team Briefing	Chairman
	a. Opening by the chairman	
	b. Reconciliation of perceptions related to the purpose of mentoring activities with the service team	
	c. Double-checking required inventory and supplies	
10.00-10.30	Participant registration	Service Team
10.30-10.45	<i>Coffee-break</i>	
10.45-11.00	Opening of mentoring activities	Service Team
11.00-12.00	Implementation of marketing digitalization assistance (I)	Service Team
12.00-13.00	ISHOMA	Service Team
13.00-14.30	Implementation of marketing digitalization assistance (II)	Service Team
14.30-16.30	Implementation of financial digitization assistance	Service Team
16.30-17.00	Evaluation of mentoring results	Chairman

Source: Service results, 2022

The problem with the lack of partner knowledge regarding the use of internet technology related to digital marketing and professional financial management has been solved through marketing and financial digitalization assistance. This activity is carried out in the following steps:

- a. Presentation of material on internet usage related to digitalization of marketing and finance.
- b. Assistance in creating an account on an online platform as a marketing and financial digitalization medium until it can be used.
- c. Assistance in the use of features as a seller on the online platform.
- d. Provide solutions to partner questions regarding the use of online platforms.

Furthermore, for the problem of the lack of innovation carried out by partners, several related solutions have been given to increase the competitiveness and marketability of partner products. One of them is packaging chicken fillet with a vacuum device to make it more durable and can be sent to places more than 25km away (on the same day). In addition, the service team has also inspired partners to innovate processed food products, such as seasoned chicken fillet and chicken skin chips. This product innovation is supported by the service team for partners by facilitating vacuum equipment to partners.

The final condition that occurs is based on the evaluation results that have been carried out by partners who already have a seller account on the online platform for marketing and financial digitization. Partners will continue to be facilitated with assistance for three months after the assistance is carried out on July 22, 2022.



Figure 2. Community Service Activities: Marketing and Financial Digitalization Assistance with Partner.

4. Conclusion

The conclusion from the results of the implementation of community service in the form of assistance is carried out as a whole. This activity produces contributions to the community in the form of:

- a. Increased awareness of partners on internet technology and digital marketing and finance.
- b. Increasing the selling power of partners' businesses by marketing their products more broadly through online platforms.
- c. Increase selling power and competitiveness by facilitating partners with vacuum sealers, so that product diversification is expected to be implemented.

Suggestions given for the next activity is the provision of literacy related to product innovation that is more diverse and has high selling power. Furthermore, financial literacy related to capital loans with low interest rates in order to enlarge owned MSMEs.

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