

AA MICRO BUSINESS EMPOWERMENT BY USING SOCIAL MEDIA

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ABSTRACT

Since the enactment of the Asean Economic Community (MEA) at the end of 2015 should encourage all economic actors, including SMEs and Micro Enterprises, to improve themselves in order to improve the quality of production of both goods and services. If this is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population (population size) in Asean, which is no less than 270 million people. SMEs and Micro Enterprises, which are the embodiment of the people's economic democracy, will be very hit when the flow of goods and services from various Asean countries invades the Indonesian market. Realizing this, empowering SMEs and Micro Enterprises is a must and a necessity to be able to find a national identity that has a comparative advantage and a competitive advantage. This activity begins with identifying the existing problems and then looking for a solution method, the method used is to provide training and assistance. The result that has been achieved is the ability of AA's business to optimize its sales by using social media. Thus, the AA Micro Enterprises can improve their capabilities in the field of simple bookkeeping and business management. The existence of these outputs is an indication of increasing business empowerment.

Keywords: *Empowerment; Social Media*

A. INTRODUCTION.

Since the enactment of the Asean Economic Community (MEA) at the end of 2015 should encourage all economic actors, including SMEs and Micro Enterprises, to improve themselves in order to improve the quality of production of both goods and services. If this is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population (population size) in Asean, which is approximately 270 million people.

SMEs and Micro Enterprises, which are the embodiment of the people's economic democracy, will be very hit when the flow of goods and services from various Asean countries invades the Indonesian market. Realizing this,

empowering SMEs and Micro Enterprises is a must and a necessity to be able to find a national identity that has a comparative advantage and a competitive advantage.

IbM is one of the media in the context of strengthening SMEs and Micro Enterprises. For this reason, in the proposed IbM (Science and Technology for the community) Cake Business Group in Kampung Kue Penjaringan Sari Surabaya, we chose AA Micro Enterprises with the ADFUN brand. The owner of the AA Micro Business with the brand "ADFUN" is Mrs. Anik Pudjiati, which is located in the Penjaringan Sari Flat, FB 215 Surabaya. This business was founded in 2001 and is engaged in the business of making cakes. The types of cakes produced include:

1. Nastar
2. Kue semprit
3. Kue kacang
4. Kue keju
5. Kue coklat
6. Kue mangkok
7. Aneka macam roti tart
8. Aneka macam puding

AA's Micro Business which produces cake products has the brand "ADFUN", having its address at Penjaringan Sari Flat FB 215 Surabaya, where this business has a business license which includes:

- Trading business license (micro) from the Surabaya City Trade and Commerce Office no: 503/0071A/436.11/2010 issued on December 10, 2010.
- Individual Company Registration Certificate from the Trade and Trade Office of the City of Surabaya no: 503/10310.D/436.6.11/2013 dated 24 October 2013. Certificate of Home Industry Food Production from the Surabaya City Health Office dated 13 January 2012
- Halal certificate from the Indonesian Ulema Council (MUI) East Java no: 07200022611114

The business is also in the process of taking care of the IPR licensing which is currently still being processed at the Ministry of Law and Human Rights in Jakarta.

Every day, AA Micro Enterprises need approximately 20 kg of wheat flour, with details for the pastries as much as 7 kg and 13 kg for wet cakes such as (brownies, lemper, pastels, pukis, cupcakes, etc.) (Source: *result of interview with Mrs. Anik Pudjiati, owner of Micro Business AA dated March 17, 20015*).

Pastries and cakes have been marketed in Surabaya only, where they are marketed: MERR UKM Center Surabaya, Surabaya Industry and Trade Office Canteen, Surabaya Cooperative Service Canteen, Undaan Eye Hospital Canteen, Unair Surabaya, Muhammadiyah Pucang Elementary School, ITS Sakinah Store d Market Sopyono Surabaya.

The demand for cake production for AA Micro Enterprises is increasing from year to year, but due to limited production equipment such as mixers and

developer tools, it is difficult for these Micro Enterprises to increase their production.

Furthermore, based on the results of interviews with the proposer with partners (Usaha Mikro AA) said that the products of pastries and cakes of Micro Business AA can be developed and marketed throughout the Sidoarjo area and its surroundings. To pioneer in that direction, according to Mrs. Anik Pudjiati, owner of AA's Micro Business: "Besides the need for additional production machines, additional cake-making skills are also needed. Because so far the types and types of cakes produced are limited.

B. OUTCOME TARGETS.

The micro-enterprise output target is the aspect of increasing marketing. (social media). Social media marketing is a powerful way for digital businesses of all sizes to reach prospects and customers. Customers will interact with various brands through social media, and if they don't interact directly with audiences through social platforms such as Facebook, Twitter, Instagram, and Pinterest, they will be left behind by business competitors. Great marketing through social media can bring tremendous success to a business, create brand loyalty, and even drive leads and sales. Social media marketing is one of the best ways to market a business online. However, most people do not know what exactly this form of marketing is. To be able to adapt to consumer habits, it is important to know what social media marketing is, why it is important for small businesses.

Table 2.1 Production Process
Existing Conditions and Targets/Expectations

| Existing/Actual Condition | Target/Hope |
|---|--|
| 1. Do not understand Facebook in the use of product marketing | 1. It is hoped that after training and mentoring can understand marketing via facebook |
| 2. Don't understand Instagram in the use of product marketing | 2. Expected after training and mentoring can understand marketing |
| 3. Do not understand twitter in the use of product marketing | 3. it is hoped that after the training and mentoring can understand marketing through twitter. |

C. IMPLEMENTATION METHOD

The solutions offered to address partner priority issues specifically, concretely agreed upon between the proposer and partners are as follows:

To improve the production process that is environmentally friendly, activities are carried out which include:

1. Lecture
2. Discussion
3. Simulation
4. Video show
5. Mentoring

D. IMPLEMENTATION OF EMPOWERMENT ACTIVITIES.

The effect of using social media on AA's Micro Enterprises.

The use of social media in AA's Micro Enterprises provides benefits including as a means of social contact with consumers, a means of promotion, recording consumer needs, delivering responses to consumers and as a basis for making business decisions. Besides that, social media too useful as an online discussion forum, monitoring customers online, surveying customers, collecting data on dealer needs, listing supplier needs and displaying product galleries.

Social media is one of the media that facilitates interactive communication between entrepreneurs and anyone, including consumers, distributors, suppliers, and various interested parties whenever and wherever they are. Social media is very helpful as a medium for connecting information and communication from producers to consumers wherever they are and whatever the distance. Social media is a very potential medium to find consumers and build an image about a brand or product.

Not only that, the development of information from all over the world can be accessed anywhere and by anyone. Therefore, the use of information technology and social media can help SMEs to continue to develop their products and can assist in business decision making. And the most important benefit of this social media is that it is not paid and does not require special software.

Benefits felt by AA Micro Enterprises.

1. As an effective communication medium with consumers and suppliers.
 - “Effective means of communicating with my customers”
 - “For contact with customers and suppliers”
 - “Communicate more smoothly and efficiently”
 - “Knowing consumer needs and wants”
 - “Business relations with consumers are better established”
2. Improve marketing and expand market share.
 - “Faster product promotion”
 - “My business is easier and faster to be recognized by the market”
 - "more consumers, expand the market"
3. Increased knowledge in making business decisions.
 - “Increased knowledge in making business decisions”
 - “Knowing more about who the competitors are, and being able to learn about what to do next.
 - “Can update products because they can learn about other products through the media”

TABLE 4.1
AA MICRO BUSINESS EMPOWERMENT THROUGH SOCIAL MEDIA

| BEFORE EMPOWERMENT | AFTER EMPOWERMENT |
|--|--|
| 1. Do not understand the existence of Facebook well, use or utilize it in business. | 2. Already understand the existence of facebook well, use and utilize it in business. |
| 3. Do not understand the existence of Instagram well, use or utilize it in business. | 4. Already understand the existence of Instagram well, use it or take advantage of it in business. |
| 5. Haven't understood the existence of twitter well, using or utilizing it in business | 6. Already understand the existence of twitter well, use and use it in business. |

From the results of empowerment, it turns out that there are significant changes in the use of AA Micro Enterprises social media, these changes can be seen from the:

1. The use of social media in the form of Facebook in business.
2. The use of social media in the form of Instagram in business.
3. The use of social media in the form of twitter in business.

The Importance of Micro Businesses AA utilizes social media to improve the sales performance of its products. By using social media, the barriers of distance, space and time as well as the price of goods can be attached.

With the use of social media, AA Micro Enterprises no longer need a large space to display their products. At home, you can open an online shop. Unlimited time can be anytime and anywhere. Distance is also not an obstacle to sending goods, because there are many courier service companies to deliver goods at cheap and fast prices to consumers, promote and sell their products through social media so as not to be eroded by the times. "It's just that social media is just a tool. We must still have strong knowledge in business.

There are several things that must be owned by AA Micro Enterprises in living the world of social services. For this reason, it is necessary to maintain the attitude and behavior of the Social Minister, "don't lie about the product, say it's good quality but bad, say it takes one hour but in fact it only takes 5 hours to arrive, and you have to partner with a reliable courier.

E. CONCLUSION.

From the results of the empowerment of AA Micro Enterprises, it can be concluded as follows:

1. Maintain attitudes and behavior in social services” don't lie about the product, say it's good quality but bad, say it's one hour to arrive but in fact it's only 5 hours until it arrives, and must partner with a reliable courier.
2. Using social media is able to create a business network or network.
3. Using social media is able to read better business opportunities.
4. Social media will increase skills in business such as marketing, product quality, and so on so that they are able to attract consumers.

5. With social media, you will be able to create brands and product brands that are easy to remember and must maintain consumer trust, even a little mistake can destroy everything.

F. SUGGESTIONS.

1. It is necessary to continue to encourage efforts to change behavior for the better in the use of social media.
2. Always update technological changes in the field of social media to find accurate information in developing business especially in developing its market share.
3. Social Minister is not the only tool to develop business, but needs to be supported by others, for example: developing human resources, developing production, developing finances and others.

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