

## Business Strategy Training for "Yuni Phea" Sewing Business Housewives Group in South Siantar District, Pematang Siantar City

Marisi Butarbutar<sup>1\*</sup>, Acai Sudirman<sup>2</sup>, Erbin Chandra<sup>3\*</sup>, Onita Sari Sinaga<sup>4</sup>, Agus Perdana Windarto<sup>5</sup>

<sup>1-4</sup>Sekolah Tinggi Ilmu Ekonomi Sultan Agung, <sup>5</sup>STIKOM Tunas Bangsa

\*Korespondensi

E-mail: marisibutarbutar@stiesultanagung.ac.id

### Article History:

Sent: 26-09-2022

Revised: 25-10-2022

Received: 01-11-2022

**Abstract:** *The substance of the problems faced by partners, one of which relates to aspects of human resource communication. The group of housewives who are members of the community group "YUNI PHEA" still holds on to their own egos and finds it difficult to work as an effective team, participants still prioritize individual interests (super man) and sometimes ignore the importance of working as a team (super team). In addition, the production capacity produced by the group of housewives is still limited due to production equipment such as sewing machines which are still inadequate in terms of quantity and quality and members still use the machines owned by their fellow members and are old enough to cause limitations in terms of production and market. share that has not been clearly identified and promotional efforts that have not been optimal. Indicators of the success of this service activity include increased production capacity by 90%, production results are neater and have quality variations, increased partner turnover of at least 90%, and increased business competitiveness of at least 90%.*

### Keywords:

*Competitiveness, Business Strategy, Turnover*

## Introduction

One of the efforts to overcome the economic impact is through the empowerment of MSMEs (Butarbutar, Sofiyani, et al., 2021). The contribution of MSMEs in the national economy certainly has implications for developing business sectors that are considered strategic to boost economic growth and employment. (Kusdiana & Gunardi, 2014). Pematangsiantar City consists of eight sub-districts and 53 urban villages with an area of 79.9706 km<sup>2</sup>. These sub-districts include West Siantar District, East Siantar District, North Siantar District, South Siantar District, Siantar Marihat District, Siantar Martoba District, Siantar Sitalasari District, and Siantar Marimbun District. Business actors in Pematangsiantar City consist of micro, small and medium enterprises spread

over eight sub-districts.

It is known that the condition of MSMEs in Pematangsiantar City is also not optimal in terms of quantity and quality. PKMS partners in this study are one of the MSME groups in Pematangsiantar City, namely a group of housewives who learn sewing, which are members of the "YUNI PHEA" Community Group. This community group produces several products related to clothing, masks, accessories, and others. These housewives have the opportunity to produce various kinds of products related to clothing and accessories because clothing is the main need (clothing). This group of housewives who are members of the "YUNI PHEA" Community Group is one of the Tailor Community Groups consisting of 14 people.

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 her family's welfare. This condition indicates that the management function in the group of housewives has not run optimally. In summary, a description of the current condition of partners based on interviews with partners can be explained in the following table:

*Table 1. Partners Based On Interviews With Partners*

No	Description	Partner Description
1.	Product Results	Clothing products, masks, and accessories
2.	Product Characteristics	Smooth and durable
3.	Net profit	Only sufficient operational costs, no retained earnings for community group development
4.	Production capacity	Depending on order quantity
5.	Marketing	Still conventional and still waiting for buyers to place an order for the product
6.	Number of Active Members	14 members
7.	Financial Management	Not yet structured and still using the approximate income measurement method
8.	Marketing Area	Pematangsiantar and Simalungun

Figure 1. Produced Products and Production Tools Used (Doc. Field January 28, 2022)



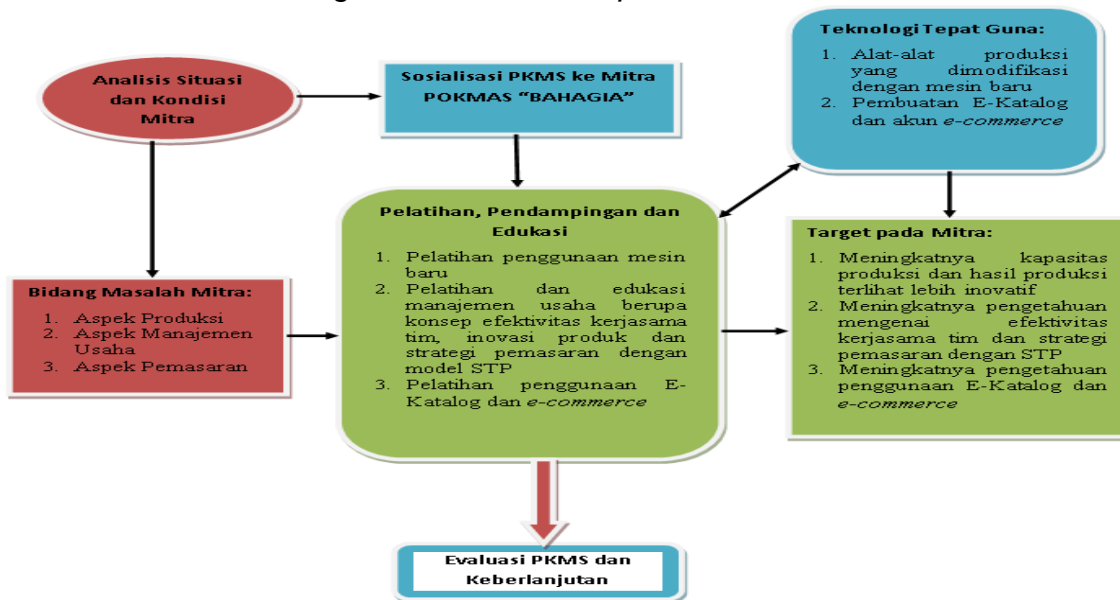
The group of housewives who are members of the community group "YUNI PHEA" still holds on to their egos and finds it difficult to work as an effective team, participants still prioritize individual interests (super man) and sometimes ignore the importance of working as a team (super team). In addition, the production capacity produced by the group of housewives is still limited due to production equipment such as sewing machines which are inadequate in quantity and quality, and members still use machines owned by their fellow members and are old enough to cause limitations in terms of production.

Likewise, consumables for practice, such as fabric, thread, buttons, and needles, are limited for practical learning activities whose impact on the resulting product is not yet maximized. (Halim et al., 2021). Then the ability to design marketing strategies with the STP (Segmentation, Targeting, Positioning) model is still weak, which has implications for decreasing the sales volume of handicraft products. Furthermore, the lack of understanding of managing social media-based digital marketing is because most homemakers do not have basic knowledge regarding the effectiveness of using digital-based promotional channels through E-Catalog and e-commerce.

**Method**

Work procedures to support the realization of the methods offered in the form of activity plans with the Participatory Rural Appraisal (PRA) approach model, which emphasizes community involvement in all activities, starting from planning, implementing, and evaluating activity programs arranged in the schedule for implementing community service for the program. This is following Figure 4 of the PKMS work procedure flow chart. The stages in its implementation are as follows: Situation and Condition Analysis of Partners Stage, PKMS Socialization Stage, Training and mentoring stage (Business Management Training in the form of education on the concept of teamwork and product innovation, Marketing strategy training with STP, training on the use of marketing media with E-commerce). Catalogs and e-commerce) and the PKMS Evaluation stage.

Figure 2. PKMS work procedure flow chart



The implementing mechanism is a description of the activity plan that shows the solution steps to problems in both aspects, namely:

1. Partner Situation and Condition Analysis Stage  
 At this stage, the implementing team conducts a pre-survey, collects data, identifies problems with partners, and conducts Focus Group Discussions (FGD) with partners to schedule PKMS implementation. In addition, at this early stage, coordination with the implementation team will also be carried out, and the preparation of correspondence is needed in implementing PKMS activities.
2. PKMS Socialization Stage  
 At this stage, the PKMS implementation team will provide an understanding of the importance of the success of this PKMS activity and its impact on partner businesses.

### 3. Stage of Training and Mentoring

#### a. Training on production aspects

This training focused on how to use production tools that the service team has modified through the procurement of sewing machines or embroidery machines and the procurement of consumables to improve the tidiness and enrich the display motifs on the products produced by partners.

#### b. Training on business management aspects

Training and education on effective teamwork management. This training provides knowledge and skills on managing a good business by optimizing teamwork. With module guidance, training, and education regarding implementing marketing strategies using the STP (segmentation, targeting, and positioning) model. In addition, there will also be training on the use of social media and e-commerce. This training will be guided by modules and trainers from the implementing team, where women who are members of the "YUNI PHEA" Community Group will be trained to use social media and e-commerce effectively so that they are expected to expand their market share.

### 4. PKMS Evaluation

At this stage, the implementation of activities is evaluated by the team with partners and the LPPM of the Sultan Agung School of Economics to see what obstacles and problems arise in the field. Monitoring and Evaluation are carried out to determine the level of success of activities based on the targets that have been achieved. Then an evaluation is carried out if there are obstacles and problems to find solutions further so that activities continue to run well as expected.

## Results

### 1. Production Aspect Training

This training focused on how to use production tools that the service team has modified through the procurement of sewing machines or embroidery machines and the procurement of consumables to improve the tidiness and enrich the display motifs on the products produced by partners. In producing a product or service, it is done through the transformation of input into output. In producing the desired output, measuring each implementation process is necessary. The more efficient the transformation process carried out on an input, the higher the productivity and value produced (Slamet et al., 2016). Productivity is the ratio between input and output. By increasing productivity, partners will increase their efficiency. Productivity can be increased by decreasing input when output is constant or vice versa and by increasing output when input is constant. Measuring partners' productivity is a way to evaluate their abilities and correct

errors that occur, as well as control the implementation of activities. Calculation of productivity for partners is very difficult to implement in the service sector, this is because partners do not understand how to increase the productivity of handicrafts effectively and efficiently using existing resources. (Dellia Mila Vernia et al., 2020). Increases in productivity at partners depend on productivity variables, including:

a. Labor

The contribution given by the workforce in increasing productivity is an effective basic education, employment rate, and social costs. We are overcoming the low quality of the workforce through training, motivation, team formation, and human resource strategies.

b. Capital

It is related to the amount of investment to increase partners' productivity. The lack of capital causes the production factors to be limited and unable to compete competitively with existing competitors.

c. Management

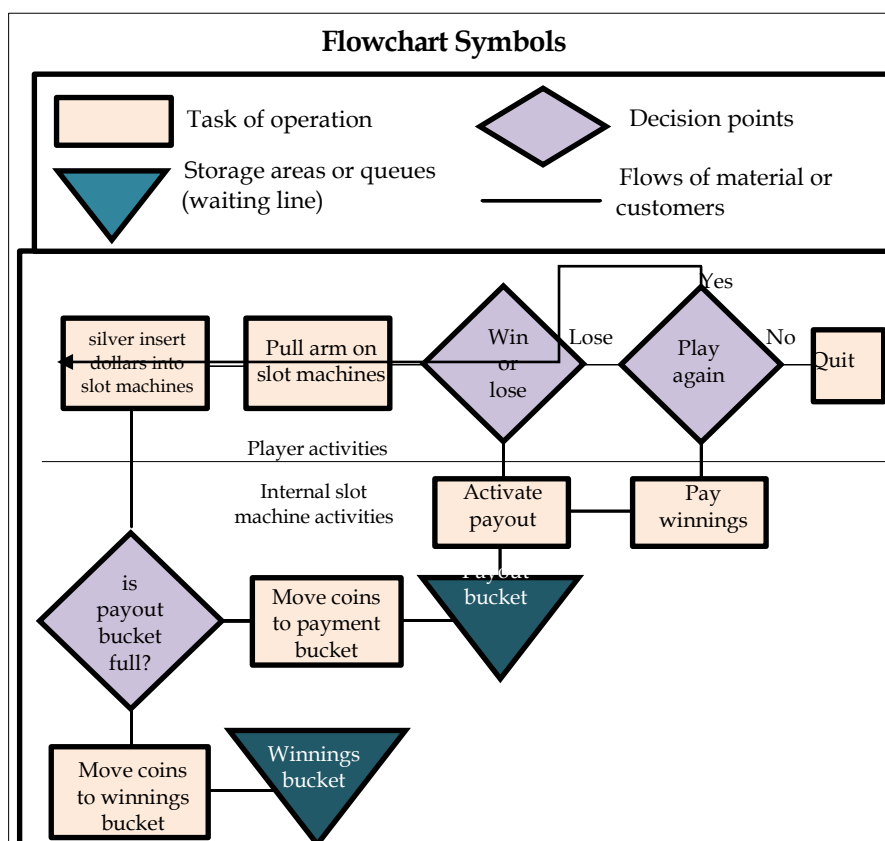
Management is an economic resource and resource which is responsible for ensuring effective labor and capital to increase productivity. Managers are also responsible for evaluating and improving capital productivity with problems that occur. The low productivity in partners is associated with low productivity activities. In the condition of partners engaged in services, it is very difficult to measure their productivity accurately. Productivity of partners is very difficult to increase, this is due to:

- 1) Processing is usually done individually
- 2) Often the job of professionals
- 3) Difficult to mechanize and automate
- 4) Quality that is difficult to evaluate.

For partners to carry out the process well, the way that must be developed is to assign and arrange those tasks to achieve organizational goals. Furthermore, it is necessary to arrange the implementation of tasks in an efficient process. Partners must carry out this effort for the entire process carried out. Efficient process design can ensure the ability of partners to compete with existing competitors. Processes that are inappropriate or do not meet partners' needs will result in losses for partners. Thus, all units must understand the specified process. The process is a part of a partner who transforms from input into the expected output with the hope that the resulting output will have a greater value for partners. (Wijandari & Sumilah, 2021). The purpose of process analysis that must be emphasized is a critical way to determine the level of detail to make the process design of a product. Often activities or activities related to the process affect each other. Therefore, in carrying out an activity, it is important to pay attention to the simultaneous performance of a number of activities or overall activities that operate simultaneously. The best way to analyze a process is to use a

chart or map, which depicts the basic elements of a process, especially tasks, patterns or flows, and storage space. The process flow may traverse a process that can be routed in several directions, depending on the circumstances. *Flowchart process* whose usage is separated from a chart into separate maps vertically and horizontally. The possibility of separation is carried out for tasks that are part of the process. In a slot machine, the tasks of a customer can be performed separately from the tasks performed by the slot machine itself. It is necessary to categorize process flows to describe how a process can be well designed. To categorize a process, one must first determine whether it is a single-stage or multiple-stage process. The process flow is divided into three patterns: alternative patterns of going on, multiple simultaneous activities, and production patterns of different products. Efficient process design can guarantee a company's competitive ability. Processes that are inappropriate or do not meet the company's needs will result in losses. Thus, all units must understand the specified process. The process is a part of the organization that transforms inputs into expected outputs with the hope that the resulting output will have greater value for partners. The purpose of process analysis that must be emphasized is a critical way to determine the level of detail to make the process design of a product. The analysis should be carried out and delivered as simply as possible. Furthermore, it is necessary to explore in detail the stages of preparing the process flow, and it is necessary to prepare appropriate measurement patterns for different types of processes

Figure 3. Process Flowchart



## 2. Training on Business Management Aspect

Training and education on competency management and effective teamwork. This training provides knowledge and skills on managing a good business by optimizing teamwork and competence. In teamwork, everyone who belongs to the organization or company must be willing to work together to achieve a common goal. Therefore, building teamwork (team building) cannot be done alone (Indrastuti et al., 2022). For example, teamwork in the organization is only carried out by partners, but the housewife group does nothing, so this effort will be difficult to succeed. Leadership and teamwork are closely related. A leader is said to be successful if the team he forms can work optimally (Butarbutar, Efendi, et al., 2021). This means that the work climate created by each team member is very good, affecting the quality of the work results. In this service activity, we disseminate information on how to form an effective and strong work team through 6 great ways to encourage teamwork:

### a. Support the Team by Setting the Right Standards

The first thing that needs to be done is that the group leaders in partners must be able to set the exact work standards needed to achieve common goals. The reason is that work that does not have proper standards will confuse group members because everyone will provide varying results. Every team member must feel lost because of the absence of proper work standards. Therefore, the first great way to determine the right work standards. For example, if group members get technical assignments, then ensure their work standards are also related to technical matters. By having the right work standards, group members will feel more confident in their work and have a "safety fence" that they can follow. (Simatupang et al., 2019)

### b. Support the Team by Communicating Accountability

The second way that needs to be done to create teamwork is to communicate accountability to all group members. For example, when a group leader delegates work tasks to group members, this is the same as delegating responsibilities, right? Because of the task of working together with responsibility, the group leader must delegate it with very clear communication.

### c. Support Teams by Helping to Develop Their Skills

For teamwork to run well, the group leader must be brave and willing to help his group members develop their skills. The problem is, if the group leaders do not encourage this, then all group members will experience "stagnation," or their skills can only run at the same point continuously, there is no development whatsoever. Not only that, they will also feel insecure because they feel they can't do the best things. We can provide learning opportunities through mentoring, training, or job training to support their



development. In this case, we can also provide cross-training where we can spread our skills and experience to all group members.

d. Support the Team by Reviewing Their Work Frequently

The fourth way is to review group members' work as often as possible (try always to pay attention and review their work). In this case, we need to avoid being a group leader who only comes to group members during a crisis. Therefore, we must check group members' conditions and working conditions as often as possible. If we only come at the end of the day and criticize their work without seeing the process, then this kind of action will only increase the feelings of stress that group members feel. (Wilson et al., 2021).

e. Support the Team by Becoming the No. 1 Supporter for Them

Often other parties may not like to see our very strong and united work team. These parties may seek to undermine or disrupt the well-established teamwork of our group members.

f. Support the team by always being there for them

The sixth method is almost the same as the 4th point. The difference is that the group leader must be present and present for all team members, both in and outside of work. If group members are having difficulties and need support from their group leader, whether in the form of advice or coaching, we try to always be there for them.

Competence refers to the characteristics that underlie behavior that describe the motives, personal characteristics, self-concept, values, knowledge, or skills brought by employees who perform well in the organization. Competence is about what people are and what they can do, not what they might do. Competence can be defined as the basic characteristics of employees that have a causal relationship with the reference criteria of effectiveness and excellence in a particular job or situation. Competence is a basic character of people that indicates a way of behaving or thinking that applies in a wide range of situations and lasts for a long time. Competence consists of several different types of characteristics that drive the emergence of behavior. The foundation of these characteristics is evident in how community groups behave in the workplace. Competence is found in people classified as superior or effective performers. The purpose of this approach is to use the characteristics of high-performing community groups as a benchmark for selecting and developing community groups. If partners know the characteristics that can make community groups perform well, partners can make better decisions when hiring and placing community groups. Competence appears and is consistently demonstrated will lead to successful work results. The purpose of this approach is to use the characteristics of high-performing community groups as a benchmark for selecting and developing community groups. If partners know the characteristics that can make community groups perform well, partners can make better decisions when hiring and placing community groups.

Competence appears and is consistently demonstrated will lead to successful work results. The purpose of this approach is to use the characteristics of high-performing community groups as a benchmark for selecting and developing community groups. If partners know the characteristics that can make community groups perform well, partners can make better decisions when hiring and placing community groups. When competence appears and is consistently demonstrated, it will result in successful work (Febrianty et al., 2020). Technical competence and behavioral competence in competence have the same goal, namely to form people who can do a job with extraordinary achievements. This means that people with competence perform better than their colleagues, interact and adapt to their work or business environment, face work challenges and achieve consistency. To have consistency in achievement, it is not enough for people to only be able to do their job well at this time or a certain moment, but they also must be able to do it consistently in the long term. Next, according to (Sinambela, 2018), there are three main components forming competence: knowledge that is not owned by community groups, skills, and individual behavior in which self-concept, self-innate nature, and motives influence the three components. The following is a breakdown of the main components of these competencies:

- a. Knowledge  
Knowledge is information owned by community groups. Knowledge is the main component of competence that is easy to obtain and identify.
- b. Skills  
Skills are community groups to carry out an activity or job. Skills are more difficult to have than knowledge. So that employees who have the skills by themselves already know the work they are doing.
- c. Self concept  
Self-concept is an individual's attitude or value. Individual values have a reactive nature that can predict what community groups will do in a short time. This self-concept is influenced by the values possessed by employees that have been obtained from childhood until a certain time. Self-concept shows how a group of people see themselves or something. This self-concept affects the ethics, perspective or understanding of employees about something.
- d. Characteristics of self  
Self-characteristics are self-innate characteristics. These self characteristics are physical, cognitive, and social characteristics permanently attached to employees.
- e. Motive  
A motive is something that a group of people consistently thinks or wants that can result in an action. These needs, desires, and concerns that usually occur unconsciously will influence the thinking of community groups to

achieve their work goals so that, in the end it will impact the behavior of community groups.

### 3. Training on Marketing Aspect

With module guidance, training, and education regarding implementing marketing strategies using the STP (segmentation, targeting and positioning) model. One of the reasons partners need to do market segmentation is because dynamic or changing market conditions and situations are influenced by changes in human behavior, human needs, desires, social, political, and cultural aspects. Thus, every business must keep up with these changes to remain able to survive and continue to grow. Segmentation is dividing or grouping heterogeneous markets into homogeneous ones with various characteristics. According to (Tiris Sudrartono et al., 2022), segmentation divides the overall market for a product or service into segments with similar interests, purchasing power, geography, buying behavior, and lifestyle. By segmenting the market, a business can serve the market more directly and effectively to provide maximum consumer satisfaction. The objectives of market segmentation are as follows.

#### a. Recognizing Competitors

One of the goals of market segmentation is to identify competitors. Because by knowing which segment to work in, a business will see who its competitors are and their number. This is a basic reference for determining the right marketing strategy.

#### b. Improve service

Another goal of market segmentation is to improve service to be much better. By knowing the market segmentation, partners can focus more on implementing the maximum marketing strategy in the targeted market segment and can provide appropriate services in it.

#### c. Business Planning and Evaluation Materials

Market segmentation is also intended as evaluation material for partner planning. A business will easily understand and learn every marketing strategy that has been carried out, so it can make a good and smart business plan.

#### d. Improving the Effectiveness and Efficiency of Marketing Strategies

Market segmentation is one of the businesses efforts to improve the effectiveness and efficiency of marketing strategies for products and services offered. Because, with knowledge of target consumers, the marketing process of a business will be much more focused, starting from the production process, pricing, use of distribution channels, and promotional activities.

The identification of market segments needs to be done by partners so that the target consumer mapping strategy is based on their characteristics, needs, or behavior

so that producers can better identify their target consumer groups. Thus, through a market segmentation strategy, partners can determine which target consumers are more appropriate for their business so that their business is expected to provide optimal marketing performance results and have high effectiveness. Some several stages and procedures must be carried out by partners who want to implement a market segmentation strategy (Rumondang et al., 2020):

a. Survey Stage

The first step when you want to segment the market is a survey. By distributing questionnaires, interviews, or observations on the market. The goal is that partners need to know more about their target market. The survey stage is very helpful for partners in collecting information and data needed from the community or target market.

b. Analysis Stage

The second market segmentation stage analyzes the information obtained through the survey stage. By analyzing the data, partners can conclude. The analysis results will be used to group consumers by segment.

c. Identification Stage

The final stage of market segmentation is identification. After conducting the analysis and drawing conclusions, partners can identify each target market group from the analysis conclusions. At this stage, partners will determine which types of consumers will be the marketing field for the business.

After carrying out the market segmentation process, the next step that partners must take in carrying out the STP marketing strategy is targeting. According to (Princess, et al., 2021) Targeting is the process of company activities to assess and select one or more market segments to be entered by the company. From the opening above, it can be understood that the target market is a collection of market segments that have been grouped based on market interests and needs for partner marketing activities and it can also be understood that the target market is a group that is the target market of partners who usually have similarities such as age, nature, desire, and personal needs of consumers or target markets are groups selected by partners as potential customers with direction and segmentation. By implementing the target market strategy, the company can innovate each target market's product position and marketing mix strategy. It was targeting aims to make it easier for companies to reach predetermined market segments to provide maximum consumer satisfaction (Sudirman et al., 2022). Choosing a target market needs to be done carefully by the company because the target market is a basic reference for companies in determining goals and developing positioning activities. The target market is also a group of buyers with homogeneous characteristics that stand alone. To determine the target market, a partner needs to carefully segment the target market and the size of the market segmentation. There are several benefits for partners who apply to the target market,

namely:

- a. Simplify the marketing mix strategy and promotion mix adjustment to target market consumers.
- b. Development of product positioning and marketing mix.
- c. Partners can be in a better position by identifying the market parts that can be served
- d. We are anticipating various competition, including brand competition, price, distribution channels, and promotional activities.
- e. Partners can optimize partner resources efficiently and effectively.
- f. Partners can have wider market opportunities.

The third marketing strategy is product positioning or product placement which is a partner's effort to position the product in the minds of consumers to win the competition. The development of a positioning strategy aims to influence consumers in assessing a company's products or services compared to competing companies in the market (Tiris Sudrartono et al., 2022). Meanwhile, in determining the company's market position, the company must be able to highlight the uniqueness of the products offered. Positioning by partners must be oriented to the view of a product in the eyes of consumers that distinguishes it from competing products. With efforts to identify, develop, and communicate distinctive advantages and competitive advantages. This includes brand image, promised benefits and competitive advantage. In this way, the products produced by partners are perceived as superior and special compared to competitors' goods and services in consumer perception. Positioning is defined as setting a product to occupy a clear, distinct, and desirable place relative to competing products in the minds of target consumers (Sudirman et al., 2021).

Consumers usually interpret the position of a product or company based on the value it contains. What is meant by value is not just the quality of the product but includes all other attributes of the product. The higher the value attached to it, the higher the position placed by consumers in the minds of consumers. An indicator of a partner's success in product positioning is if consumers easily remember and mention the products produced. Products and brands that already have a high position in the minds of consumers will be a strong influencing factor for partners to increase their sales volume. The way that partners implement a product positioning strategy is to carry out a product differentiation strategy. Product differentiation is carried out so that partners can avoid price competition. With product differentiation, the company will create differences in its products in terms of brand, product design, packaging, size, and taste. There are several benefits that partners get when implementing a positioning strategy according to Rachmat Kriyantono (2009) which is generally positioning has the following benefits:

1. Assist partners in conveying the benefits and advantages of products to consumers by creating products that are different from competitors.

2. Make it easier for consumers to identify and choose products.
3. We are communicating the partner's brand identity (brand personality) or the character of a brand (brand soul).
4. We are creating the image and consumer perception of the product.
5. It was creating unique competitive activities in the market through concepts that are shown to the minds of consumers.

In addition, there will also be training on the use of social media and e-commerce. This training will be guided by modules and trainers from the implementing team, where women who are members of the "YUNI PHEA" Community Group will be trained to use social media and e-commerce effectively so that they are expected to expand their market share. The biggest advantage of online marketplaces and the reason many businesses sell through them is an additional source of income, cuts marketing costs, allows companies to internationalize their business, creates transparency in availability, stock levels, and prices, and is a great way for customers to compare prices, generates trust between partner brands and customers. So if the new partner does not have a digital business channel or has entered the E-commerce business but has not shown steady development and wants to expand his business to other digital business landscapes, it is important to know which business model best suits his needs. The rapid pace of change in today's digital era has never been experienced. Not to mention the ever-evolving consumer demands, the ever-changing industrial structure, and the constant acceleration of technological developments. This triggers major developments from year to year thanks to the digital transformation revolution in business.

E-commerce must be implemented consistently within partners so that employees and external stakeholders know how the company can benefit from electronic communications. E-commerce refers to all electronic transactions between partners and stakeholders, financial transactions, exchanging information, or other services (Oktaviani et al., 2022). E-commerce transactions include buy-side e-commerce or sell-side e-commerce. Thus, e-commerce management prioritizes buy-side and sell-side activities and puts plans and resources in place to deliver the identified benefits (Suwarni et al., 2022). This plan needs to focus on managing many risks to achieve success, from technical issues such as failed transactions, sites that are difficult to use or too slow, to problems with customer service or fulfillment, which also indicate management failure. Today, social media or the peer-to-peer interactions between customers on corporate websites, blogs, communities and social networks have changed the dynamics of online commerce. Similarly, the frenzy of consumer adoption of mobile technology platforms through mobile sites and applications offers new platforms for interacting with customers that must be evaluated and prioritized. (Chaffey, 2015). E-commerce refers to the overall financial transactions and exchange of information between partners and other parties, which are electronically mediated in the process. So management involvement in e-commerce is not only

carried out on online sales transactions, but is also carried out on non-financial transactions such as customer inquiry services that enter partners and broadcasting news to outside partners, so it can be said that e-commerce is open to all online companies. Electronic or E-Commerce, is a business model that allows businesses and consumers to buy or sell goods online (Sisfor, 2019). There are six main E-Commerce business models (Sepriyani, 2012):

- a. **Business to Consumer (B2C)**  
As the name implies, business-to-consumer (B2C) is when partners market their products or services directly to end users.
- b. **Business to Business (B2B)**  
As the name implies, business-to-business (B2B) is when a partner markets their products or services directly to other businesses.
- c. **Business to Business to Consumer (B2B2C)**  
In B2B2C e-commerce, partners want to sell products to other companies that are then sold to consumers.
- d. **Consumer to Consumer (C2C)**  
In the C2B ecommerce business model, individuals sell goods and services directly to partners. We often see this on websites that allow individuals to share work or services they excel at.
- e. **Consumer to Business (C2B)**  
Another model that most people don't usually think of is the consumer-to-consumer business model. In C2C e-commerce, consumers sell goods or services directly to other consumers. This is often made possible by third party websites or marketplaces that facilitate transactions on behalf of buyers and sellers.

## Discussion

Based on priority issues that must be addressed, several solutions offered to partners are as follows:

### **Business Management Field:**

Training and education on the importance of effective and cohesive work teams and their impact on teamwork in achieving common goals.

### **Production Field:**

1. Increase production capacity and produce handicraft products that meet market criteria by renewing production equipment by procuring production equipment with better capacity.
2. Help find suppliers or sellers of sewing machines or embroidery machines and procurement of affordable and quality consumables in Pematangsiantar City or

Medan City.

### **Marketing Field:**

1. Increase knowledge about marketing strategies through training and education using the STP (Segmentation, Targeting, Positioning) concept.
2. Increase knowledge about product marketing strategies through e-commerce that will be produced and training on its use, which creates E-Catalogs and designs e-commerce accounts at Bukalapak and Shopee.

### **Conclusion**

The output target achieved from this service activity is to empower a group of target communities to become independent communities. After empowerment is carried out through the application of training activities for 3 (three) months for the Community Group partners "YUNI PHEA". Further details of the output targets are as follows:

1. Increase production capacity and produce handicraft products that meet market demand criteria. An indicator of the success of PKMS activities is increasing the production capacity of partners, namely partners succeeding in producing more handicraft products and having clearer specifications, indicated by the percentage increase in production of 90%.
2. It improved business management. Indicators of the success of PKMS activities in the form of improving business management for partners, namely: the implementation and creation of a cohesive work team and the implementation of marketing strategies in the business with an increase in turnover of 90% from the previous condition.
3. Increase knowledge of product marketing strategies. Indicators of the success of PKMS activities in the form of increasing knowledge about product marketing strategies for partners, namely: the implementation of at least 90% of e-commerce in the form of making and using E-Catalogs as well as Shopee and Bukalapak accounts.

### **Acknowledgments**

On this occasion, the service team would like to express their deepest gratitude to DRTPM for the funding budget for the Stimulus Community Service scheme in 2022. The service team would also like to express their deepest gratitude to all parties involved in completing the service and the writing of this article, and the entire academic community of the Sultan Agung College of Economics who always provide constructive input to improve this article.

### **Reference**

Assauri, S. (2016). Manajemen Operasi Produksi, Pencapaian Sasaran



Organisasi Berkesinambungan (3rd ed.). PT Raja Grafindo Persada.

Butarbutar, M., Efendi, E., Silaen, M. F., & Butar, N. (2021). Pengukuran Kerja Sama Tim Pengurus Credit Union (Cu) Melalui Motivasi Wilayah Dataran Tinggi Di Bawah Naungan Puskopdit Bekatigade Sumatera Utara. *MEDIA BINA ILMIAH*, 15(6), 4699–4708.

Butarbutar, M., Sofiyani, S., Sisca, S., Sherly, S., & Dharma, E. (2021). Penguatan Entrepreneurship Insight Guna Meningkatkan Daya Saing Bagi Pelaku UKM Di Kota Pematangsiantar. *Glow: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 9–16.

Chaffey, D. (2015). *Digital Business and E-Commerce Management: Strategy, Implementation and Practice (6th Edn.)*. Pearson Education Limited.

Dellia Mila Vernia, Widiyanto, S., Dwi Narsih, Mu'thia Mubashira, & Leni Tiwinyanti. (2020). Sosialisasi Dan Pembekalan Strategi Pemasaran Produk Olahan Pisang Pada Siswa Pondok. *Jurnal Pengabdian UntukMu NegeRI*, 4(1), 125–128. <https://doi.org/10.37859/jpumri.v4i1.1919>

Febrianty, Sherly, Puspitasari, D., Sinaga, O. S., Silitonga, H. P., Indajang, K., Suhartini, Kristanto, T., & Putri, D. E. (2020). Manajemen Sumber Daya Manusia (Urgensi, Trend Dan Ruang Lingkup). Widina Bhakti Persada.

Halim, F., Grace, E., Lie, D., & Sudirman, A. (2021). Analysis of Innovation Strategies to Increase the Competitive Advantages of Ulos Products in Pematangsiantar City. *Jurnal Manajemen Dan Bisnis*, 10(2), 80–90.

Indrastuti, S., Nur, M., Armis, A., & Agustin, H. (2022). Sosialisasi Peran Tim Kerja Karyawan Dalam Mendukung Kinerja Usaha Pada UMKM Rumah Jamur. *Empowerment: Jurnal Pengabdian Masyarakat*, 1(4), 558–563. <https://doi.org/10.55983/empjcs.v1i4.213>

Kusdiana, D., & Gunardi, A. (2014). Pengembangan Produk Unggulan UMKM Kabupaten Sukabumi. *TRIKONOMIKA*, 13(2), 153–171. <https://doi.org/http://dx.doi.org/10.23969/trikononika.v13i2.611>

Oktaviani, L., Suaidah, Aldino, A. A., & Lestari, Y. T. (2022). Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning. *Jurnal Pengabdian Pada Masyarakat*, 1(2), 379–385.

Putri, D. E., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilowati, H., Bambang, & Handayani, T. (2021). *Brand Marketing*. Widina Bhakti Persada.

Rumondang, A., Sudirman, A., Sitorus, S., Kusuma, A. H. P., Manuhutu, M., Sudarso, A., Simarmata, J., Hasdiana, D., Tasnim, & Arif, N. F. (2020). *Pemasaran Digital dan Perilaku Konsumen (Cetakan 1)*. Yayasan Kita Menulis.

Sepriyani, S. (2012). *E-Commerce*. <http://ssepriyani.blogspot.com/2012/06/normal-0-false-false-false-en-us-x->

none.html

Simatupang, F., Lie, D., Butarbutar, M., & Sisca. (2019). Pengaruh Pengalaman Kerja Dan Kerja Sama Tim Terhadap Kinerja Karyawan Pada Restaurant International And Convention Hall Pematangsiantar. *Maker: Jurnal Manajemen*, 5(1), 50–65.

Sinambela, L. P. (2018). *Manajemen Sumber Daya Manusia* (R. D. Suryani (ed.); 3rd ed.). Bumi Aksara.

Sisfor, R. S. (2019). Perancangan dan Implementasi Sistem E-Commerce pada UMKM Batik di Kabupaten Jombang. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, 3(1), 36–43. <https://doi.org/10.31849/dinamisia.v3i1.2061>

Slamet, R., Nainggolan, B., Roessobiyatno, R., Ramdani, H., Hendriyanto, A., & Ilma, L. L. (2016). Strategi Pengembangan UKM Digital Dalam Menghadapi Era Pasar Bebas. *Jurnal Manajemen Indonesia*, 16(2), 136–147. <https://doi.org/10.25124/jmi.v16i2.319>

Sudirman, A., Sholihah, D. R., Putra, D. S., Trenggana, A. F. M., Widodo, S. A., HAsbi, I., & Martini, E. (2021). *Pemasaran Kontemporer (Sebuah Tinjauan Teori Dan Praktis)*. Widina Bhakti Persada.

Sudirman, A., Wardhana, A., & Hartini, H. (2022). *Manajemen Pemasaran (Era Revolusi Industri 4.0)*. Media Sains Indonesia.

Suwarni, E., Astuti Handayani, M., Fernando, Y., Eko Saputra, F., Fitri, F., & Candra, A. (2022). Penerapan Sistem Pemasaran berbasis E-Commerce pada Produk Batik Tulis di Desa Balairejo. *Jurnal Pengabdian Masyarakat Indonesia*, 2(2), 187–192. <https://doi.org/10.52436/1.jpmi.570>

Tiris Sudrartono, Soegoto, A. S., Lumanauw, N., Malihah, L., Sicilya Cahyawati Mokoginta, S., Sudirman, A., Agustini, I. G. A. A., Putra, A. R., & Triwardhani, D. (2022). *Manajemen Pemasaran Jasa*. Widina Bhakti Persada.

Wijandari, A., & Sumilah, N. (2021). Sosialisasi Manajemen Strategi Pemasaran Di UMKM Kecamatan Cileungsi. *Jurnal Pengabdian Masyarakat Madani (JPMM)*, 1(1), 61–64. <https://doi.org/10.51805/jpbm.v1i1.12>

Wilson, N., Rowena, J., Susilawaty, L., Diayudha, L., Helena, S., & Pendi, M. (2021). Memimpin Tim Secara Efektif Dan Optimal Untuk Dapat Mencapai Keberhasilan Serta Kesuksesan Seperti Yang Diinginkan Oleh Perusahaan. *Jurnal Pengabdian Dan Kewirausahaan*, 5(1), 17–27. <https://doi.org/10.30813/jpk.v5i1.2722>