

## Socialization of Effective Marketing Strategies to Increase Sales of MSME Products at Khadijah Orphanage, South Jakarta

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### Abstract

**Purpose:** This study aims to address the marketing challenges faced by small and medium enterprises (SMEs) at the Khadijah Orphanage, South Jakarta, focusing on improving product appeal, pricing, and promotion to boost sales and income for the orphanage.

**Method:** The research is based on a socialization event held on February 25, 2023, by Universitas Indonesia Maju's Faculty of Communication Science. Data were gathered through observations and discussions with 25 participants, including orphanage staff and residents.

**Practical Applications:** The findings suggest that SMEs at the orphanage can improve sales by enhancing product appeal, adopting competitive pricing, and expanding promotional efforts through agents, rather than relying solely on direct sales to consumers.

**Conclusion:** Effective marketing strategies, including better product presentation, pricing, and broader promotion channels, can increase the competitiveness of SMEs at the orphanage, contributing to their financial sustainability.



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## Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the national economy (Aulia et al., 2023; Dahiri, 2020; Khairunnisa & Nofrianto, 2023). Currently, MSMEs are being actively developed in various regions, including at the Khadijah Orphanage in South Jakarta. Despite being an orphanage, the Khadijah Orphanage has recognized opportunities in small and medium enterprises (MSMEs).

One of the challenges in MSMEs is marketing their products. In this situation, producers will try to attract buyers by paying attention to market preferences. Therefore, producers must understand consumer needs to survive in the highly competitive market. In general, marketing processes use the marketing mix (Herman & Nohong, 2022; Solehudin et al., 2023). The marketing strategy involves the product (what is being offered), price (pricing strategy), place (where services are delivered), and promotion (how promotions are conducted). These four factors form an integral part of the decisions that marketing managers must consider when determining a marketing strategy (Hutasuhut et al., 2023).

To remain competitive, MSMEs must manage their businesses effectively. One way to achieve the desired profit is through effective strategy management. A marketing strategy is a plan that outlines the company's expectations regarding the impact of various marketing activities or programs on the demand for its products or product lines in a specific target market (Slamet et al., 2022; Solehudin et al., 2023).

A marketing strategy is essential to accurately choose the market segment, target market, and market positioning. Websites and social media have provided significant opportunities for MSMEs to expand their markets, especially in terms of promotion, to attract their intended target markets (Haji & Nurhaida, 2019). Another reason MSMEs market their products and services through websites and social media is the low entry barriers, making it easier for them to promote products and services on these platforms (Kuswanto, 2019; Widaningsih et al., 2022).

Compared to macro businesses, MSMEs tend to choose fewer strategies and focus on different strategies, even though both face the same market conditions. Other research conducted by (Asharie & Alie, 2023; Nunung, 2024) shows that globalization significantly impacts and pressures the MSME sector, requiring MSME players to adopt appropriate and suitable technologies for their businesses to compete effectively or launch new products that better meet consumer needs compared to similar products on the market.

Marketing programs include actions that can influence product demand, such as adjusting prices, modifying advertising campaigns, designing special promotions, selecting distribution channels, and more. Another study by (Diniati et al., 2023) shows that marketing strategies play a crucial role for MSMEs at the Khadijah Orphanage in helping them implement tactics to become successful enterprises. Marketing strategies can serve as a framework for setting goals, making decisions, and taking action for micro, small, and medium-sized businesses.

The success of MSMEs at the Khadijah Orphanage cannot be separated from marketing activities, which are vital to the company's success. The main function of MSMEs at the Khadijah Orphanage is to implement marketing strategies by planning, selecting, and analyzing target markets, and developing and maintaining a marketing mix that satisfies consumer needs. The reason for this is to provide financial independence for the orphanage's residents and benefit the orphanage itself.

With marketing strategies and the internet, MSMEs can enhance their operations. Regarding the use of technology by MSMEs, a study by (Darmastuti et al., 2023) found that while many MSMEs face challenges in adopting technology, social media has significantly helped them improve their business performance, especially in expanding marketing channels and building good relationships with consumers.

Another study by (Ahmad & Sirjani, 2020) related to technology use, particularly social media, showed that many MSMEs could increase their sales potential through

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well-crafted social media marketing content. With good marketing content, they can enhance brand awareness and experience, while also enabling consumers to interact and become educated about the MSME brands. Another reason why marketing strategies are important is the increasingly intense competition faced by MSMEs, including those at the Khadijah Orphanage. In such a situation, companies have no choice but to face it or exit the competition altogether.

## Method

Community service projects that are organized need to consider several aspects, including:

- a. Target Group Survey  
In the first stage, gather information on the problems faced by the community.
- b. Preparation of Facilities and Infrastructure  
The team prepares the facilities and infrastructure that will support the webinar activity. Preparations focus on the necessary facilities for the community service that will be conducted at the Khadijah Orphanage in South Jakarta.
- c. Activity Implementation  
The most important part of this program is providing knowledge to the community, especially the supervisors and residents of the Al Khadijah Orphanage in South Jakarta, regarding Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta.
- d. Evaluation  
At the end of the community service, participants will be given an evaluation link. This activity aims to enhance knowledge and educate the general residents of the orphanage about Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta. The evaluation is conducted to provide feedback for improving future activities.

The team conducting this community service project consists of lecturers specializing in communication studies. The person in charge and the team leader are lecturers in communication science. The implementation team is highly competent and qualified to carry out this community service as expected.

*Table 1. List of Team Members*

No.	Nama	Jabatan	Tugas
1.	Fatimah	Ketua	<ul style="list-style-type: none"> <li>• Menyusun konsep kegiatan mulai dari tema, perencanaan hingga evaluasi</li> <li>• Melakukan Koordinasi dengan pembicara untuk webinar</li> <li>• Memberikan arahan saat webinar berlangsung</li> </ul>
2.	Febriansyah Nataly, Veronika Setyadi, Shulhuly Asfahani, Dedy Zebua, Tri Yulistiarani, serta mahasiswa Fakultas Ilmu Komunikasi	Anggota	<ul style="list-style-type: none"> <li>• Menyusun konsep kegiatan mulai dari tema, perencanaan hingga evaluasi</li> <li>• Melakukan Koordinasi dengan masyarakat</li> </ul>

## Result

The results of the socialization on Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta led to an improved

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understanding among the residents of the Khadijah Orphanage regarding effective marketing strategies to enhance the sales of MSME products at the Khadijah Orphanage. This community service activity was carried out at the Khadijah Orphanage in South Jakarta on February 25, 2023.

The presentation process on the application of Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta went quite well, with no significant obstacles. During the presentation, there were some technical disruptions, which were normal and manageable and did not affect the overall community service process. The media and tools available were in line with the planning, and the roles and functions of each committee member were as per the established plan. Observations conducted before the community service revealed that the residents of the Khadijah Orphanage had not yet been educated about the importance of marketing for MSMEs in their environment. This was evident when the presenter randomly asked questions to engage the participants, who were still reluctant to answer questions about marketing related to the Khadijah Orphanage.

After the presentation on Effective Marketing Strategies to Increase Sales of MSME Products, the average knowledge of participants increased, as evidenced by their ability to answer questions randomly and their eagerness to take turns responding to the presenter's questions. Participants showed an increase in knowledge regarding the implementation of effective marketing, particularly regarding the marketing mix, after the educational session. Participants also need to continue implementing digital marketing strategies for their businesses to enhance the marketing of their products.

The results from the presentation on the implementation of marketing showed significant changes and a strong desire from participants to develop marketing using the marketing mix:

- a. Product: The products available at the Khadijah Orphanage MSMEs include refill drinking water and laundry services. This product has been developed due to evident demand in this business sector from the local community. This is shown by the absence of similar businesses in the vicinity of the Khadijah Orphanage in South Jakarta.
- b. Price: The prices offered are in line with the marketplace, with refill drinking water priced at Rp. 6,000 and laundry services at Rp. 6,000 per kg.
- c. Promotion: The promotion efforts are still minimal, highlighting the need for community service like this so that the management and residents of the orphanage can better understand promotional materials.
- d. Place: The marketing channels still primarily rely on sellers and buyers around the orphanage. It is hoped that this community service will help expand the marketing channels for MSMEs, for example, by establishing nearby branches.

*Figure 1.* Participants of the socialization on Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta



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Figure 2. Socialization on Effective Marketing Strategies to Increase Sales of MSME Products at the Khadijah Orphanage in South Jakarta



Figure 3. Delivery of educational content



## Discussion

The community service activity is expected not only to reach the stage of delivering educational material and increasing participants' knowledge about marketing applications to enhance sales but also to include training, practice, and mentoring for one of the business actors in the Jabodetabek area, who is still under the guidance of Universitas Indonesia Maju (UIMA). While the speakers planned to conduct training and mentoring activities, the program requires a considerable amount of time, so the community service is currently limited to presentations only, due to ongoing restrictions on gatherings in the Jabodetabek area.

## Conclusion

This socialization was conducted to provide knowledge and motivation on how to develop MSMEs at the Khadijah Orphanage. It is hoped that this knowledge will create greater opportunities for them to enhance their MSMEs amid competition with other MSMEs in the vicinity of the Khadijah Orphanage.

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We fully realize that this community service proposal is still far from perfect, and therefore, constructive criticism and suggestions are welcome. We hope this community service will be useful and beneficial for the future.

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