

Strengthening Marketing Access in Supporting the Management of Productive Economic Business in the Village Community of Sambipondok Sidayu Gresik

Sukaris Sukaris, Budiyanos Budiyanos, Alkusani Alkusani
 Business and Economic Faculty
 University of Muhammadiyah Gresik
 Gresik, Indonesia
 sukaris21@umg.ac.id

Abstract—Increasing the role of the community in the development of productive economic enterprises must be part of efforts to advance the village in the context of rural entrepreneurship. With the demographic conditions of the village must be interpreted as a strength, the potential for innovation in how to build the village by pioneering the village "Eduwisata". The lack of success of village economic activities can occur because the community groups have not been involved comprehensively in every process of regional development, development and utilization of available resources in the region. Tourism villages are one potential that can be used as an alternative source of income for the community and will create the potential for the development of other productive economic enterprises. The implementation method of the activity explains the solutions offered to overcome the problems which include the management activities of this marketable productive business community by making improvements to the business marketing management process, among others in terms of: 1) Developing a marketing strategy that can be used to start the stages of marketing the designed tourism; 2) Strengthening understanding of digital marketing as an effort to support marketing strategies compiled in point 1; and Conduct training and assistance to partners to strengthen knowledge of tourism marketing so that tourist destinations become marketable. The results show the achievement of this community service activity with the strengthening of marketing management, specifically the strategy to market eduagrowisata products: 1) Knowledge and understanding of participants in marketing management, especially marketing strategies for business, proven that participants have strong motivation and how to manage themselves (management self) in successful / failed management in business; 2) Participants have been able to make market segmentation on the products offered; 3) The target of the business established by the village is also known, and; 4) The ideas positioning (positioning) the products have been understandable, especially alternative positioning proposed "traveled and charity" and "tourist begoan".

Keywords—*marketing acces; supporting management; productive economic business*

I. INTRODUCTION

Sambipondok is one of the villages in Sidayu Sub district, Gresik Regency, East Java Province, Indonesia. This village is located west of the village of Golokan and east of the village of Bolo. The flagship product in this village is *uyel* chips. This village is also the smallest village in Sidayu sub-district. The number of villagers in Sambipondok in 2015 has now reached 717 people with the following details: Male: 348 Female Souls: 369 Souls Number of HHs: 166 HH This village is practically all Muslim, Area Size Sambipondok village area is 54 ha, with the details are as follows: Settlement: 4 ha, Rice Fields: 20 ha, Plantation and moor: 30 ha Divided into Total RT: 5 Number of RW: 2. 45% of the village area is rice fields and plantations that are still Beautiful.

With such demographic conditions must be interpreted as a strength, the innovation being carried out is how to build the village by making a village pilot "EDUWISATA". Increasing the role of the community in engaging in the development of productive economic enterprises must be part of the effort to advance the village in the context of rural entrepreneurship.

Biggs in Manteiro stated development of local potential oriented tourism is important for increasing income and welfare [1]. Community empowerment through community approaches and awareness is needed to be able to use and have access to control in the development of tourism villages. Tourism activities by utilizing local resources began to be developed based on sustainable economic goals, supporting environmental conservation efforts, and improving the welfare of local communities [2]. The lack of success of village economic activities can occur because the community groups have not been involved comprehensively in every process of regional development, development and utilization of available resources in the region. Tourism villages are one potential that can be used as an alternative source of income for the community and will create the potential for the development of other productive economic enterprises.

In this endeavor, various innovations and activities in people's daily lives are offered to be enjoyed by visitors who visit Sambipondok Village .The visitors can enjoy the activities

of the local village community, the majority of whom are farming, such as cultivating traditional agricultural land (*nandur* (planting rice), and *manyi* (harvesting rice), harvesting crops such as sweet potatoes and young coconut, cooking and serving food to visitors using traditional eating places (using you or coconut shells), as well as the daily lives of other local people. Visitors can also do other tourism activities such as picking mango, raising livestock and so on as presented in Figure 1. With the village eduwisata will grow other productive businesses that will become an increase in the economy of the people.

The preparation and strengthening of business management needs to continue to be carried out in addition to building awareness of the importance of increasing family economy through entrepreneurship in the village by utilizing opportunities for tourism. However, the classic problem in business is capital and marketing, for that, how to get market access and market is a key message that must be considered and strengthened. Market access can be seen as the inability of the business to be accessed, and resulting in stakeholders not being able to obtain the information needed as a basis for decision making, for example the decision to invest in their business.

Productive businesses that are made are also only small scale or home scale if the personal funds have run out, the community will be very difficult to continue their business. If judging from the period of business, community businesses can survive for years but with insignificant developments due to capital and marketing constraints. If the business pilot is able to provide hope of opportunities and can be realized that opportunity, the community will mechanically engage and have.

With the holding of socialization, training on strategies to market education to partners is expected to enable the public to access market potential and opportunities in accordance with the segment they want to target so as to be able to enlarge their business. This in turn can empower the community's economic efforts to be more productive. Besides business management it is also an important part of strengthening.

The problems that occur in strengthening the productive economy of the community in Sambipondok village are:

- Business issues that are a priority to be resolved are business management issues, including marketing, human resources, governance, and financial management.
- The preliminary study that we found in the field when conducting activities to the community before, illustrates that Difficulties when wanting to market the potential of the village include marketing and formulating the right marketing strategies so as to make tourism as marketable

That in order to prepare business management governance in supporting the tourism program that has been announced by the village.

II. METHOD

The implementation method of the activity explains the solutions offered to overcome the problems that contain the activities of the management of a marketable productive business community. This is to make improvements to the business marketing management process, among others in terms of:

- Develop a marketing strategy that can be used to start the stages of marketing the designed education.
- Strengthening understanding of digital marketing as an effort to support marketing strategies that are compiled in point 1.
- Conduct training and assistance to partners to strengthen knowledge of tourism marketing so that tourist destinations become marketable. Furthermore, the activity scheme is structured as follows:

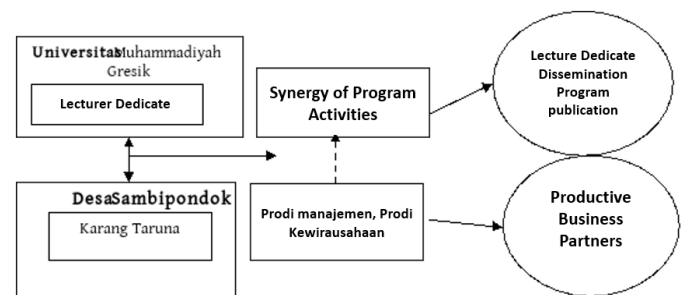


Fig. 1. Activity scheme.

III. RESULTS AND DISCUSSION

Based on the proposed activity plan, the results of community service activities are presented as follows:

A. Identification

Identification of priority issues with partners (*Karang Taruna* and village heads), based on discussions (participatory) and meetings conducted with village heads and field observations, resulted in several problems that need attention in piloting tourism and agro tourism, these problems are:

1) Human resources

- The readiness of youth cadets in preparing themselves when the tourism and agro tourism project will be carried out
- Supporting skills in the form of expertise related to marketing, and networking

2) Technology

- Supporting skills in the form of expertise related to digitalization (digital marketing)

3) Environment

- Readiness of residents in reading business opportunities as a business multi effect prepared by the village
- Not early "branding" the existence of tourism and agro tourism locations

4) *Material / physical resources*

- The location of tourism and agro tourism is still under construction and preparation
- The location plan for eduwisata still needs polishing, although some places are naturally ready.
- Already have a site plan related to business stub but there is no business blueprint with a time target.

5) *Fund*

- Funding that still prioritizes citizen participation and village funds
- Third party funding with a profit sharing system is still being discussed

B. *Implementation*

At the implementation stage which includes; the selection of several possible problems that can be made to contribute to the preparation in the pilot based on capabilities, resources, time and finances and facilities. From these identifications, selected programs were selected which we then synergized into strengthening access to marketing in supporting the management of the productive economic community in the village of Sambipondok, Sidayu District, Gresik Regency, specifically piloting tourism and village agro tourism.

Some activities carried out include; observation of local tourism potential that can be developed to support pilot efforts in tourism and agro tourism, strengthening soft skills in marketing, especially marketing and digital marketing strategies

In the observation stage, information and data are obtained as follows:

- That *Karang Taruna* and residents have learned about tourism and agro-tourism programs that were initiated and announced by the village
- That the village has non-made (non-artificial) tourism potential such as; rice fields (corn and rice, tourism excavation (*begoan*) which includes excavation and ponds, plantations (citrus, mango, *rambutan*), and livestock (cattle) as in the appendix
- That the village is also developing artificial tourism including swimming pools, playgrounds as well as means of expression and efforts to grow *rambutan* plantations.
- That the village also has a strong understanding of the integrated tourism potential that will be developed
- The village has socialized the tourism program that was proclaimed to the residents, especially the youth group, who will be used as managers of this village business.
- The soft skills of youth cadets related to social media are quite adequate because the youth team has millennial members.

In the presentation of material for strengthening soft skills in marketing, especially marketing strategies, by prioritizing the activeness of participants, it can be described as follows:

- Associated with the tourism business currently occupies 60% of several types of tourism that are being developed namely village tourism.
- That marketing capability is needed with the right strategy starting from segmenting, then making targeting and positioning tourism and agro-tourism products so that in the future this business will provide a strong impetus to the improvement of the village economy.
- In the segmenting stage, elaborated that the segments that can be selected and served are as follows from the many is the segment of school children education, geographically is an urban area
- In the targeting stage, the targets are children of early childhood education (PAUD, kindergarten), elementary schools, children's education parks.
- At the product positioning stage, this positioning even though it needs data to build what people will think about this eduwisata brand. But as a first step related to the product, the price that will be set then some alternative product positioning including "travel and charity". Although this positioning also needs further study, as stated by Sukaris that segmenting, targeting can only be achieved when the organization has a favourable positioning in the mind of the target market in a particular product or service category, as well as the spirit of positioning as a marketing strategy, the goal is to occupy a different position, relative to competing brands in the mind (mind) of consumers and this is about competing perceptions [3].
- In digital marketing, the important part to note is among others, pay attention to customers or segments, take advantage of social media, take advantage of search engines, use them with mobile (smartphone), and prioritize interesting content.

Based on community service activities that have been carried out through semi workshop, participatory, elaboration methods, the discussion is described as follows:

- Activities need to be arranged that lead to the branding of village eduagrowisata, so that branding strengthening can be started early, for example markers of tourism locations offered through outdoor media (billboards and entrance gates)
- Events need to be held that will help awareness of potential visitors, for example sub-district bazaars, events (pre-wedding in tourism around the excavation / lake), inviting various communities of nature lovers through touring, photo competitions, vlogs about excavation tours including one in Sambipondok village.
- Involving community participation in introducing pioneering tourism sites in the village of Sambipondok

- Providing knowledge through excellent service as a prelude to preparing the readiness of all citizens for the tourism project
- Investment needs related to the provision that supports digital marketing
- Supporting factors and inhibiting factors Several factors that support the implementation of community service activities are the amount of enthusiasm and enthusiasm of participants and residents and village leaders during the activities, so that the activities take place smoothly and effectively. While the inhibiting factor is the limited time for activities and time between the parties who work together.

Based on the results of the service activities carried out, several activities that will or can be carried out are conducting entrepreneurship training through business management, creating opportunities to become money to head to superior villages with business and agro-based business initiatives and successful management.

IV. CONCLUSION

The achievement of this community service activity with the strengthening of marketing management has been carried out, specifically the strategy of marketing the product "eduagrowisata".

- Knowledge and understanding of participants in marketing management, especially marketing strategies for businesses, proved that participants had strong motivation and how to manage themselves (self-management) in successful / failed management in the business
- Participants have been able to make market segmentation of the products offered
- The target of the business established by the village is also known, and;
- Ideas for product positioning can be understood, especially alternative positioning proposed "travel and charity" and "begging tours"

REFERENCES

- [1] M. Maria, "Model of Tourism Village Development Based on Local Wisdom as a Poverty Reduction Strategy in Rote Ndao Regency East Nusa Tenggara," *BISMAN Journal of Business & Management*, vol. 2, no. 2, 2016.
- [2] C. Fandeli, "Basics of Nature Tourism Management," 2001.
- [3] Sukaris, "A War in Mind: Segmenting, Targeting and Positioning to Market Private Universities," 2018.