



Use of Social Media to Support Marketing of MSME Cagcag Weaving During Covid-19 Pandemic

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Abstract. Covid-19 pandemic has affected Indonesian in economic. This effect is not only felt by large industries, but also by MSMEs (Micro, Small and Medium-size Enterprises) users in Indonesia, one of them is Cagcag weaving MSMEs located in Kebon Padangan Village, Pupuan District, Tabanan Regency, Bali. During this pandemic, the Cagcag weaving couldn't produce anymore because there was no demand from consumers and their marketing strategy was still door to door, so the Cagcag weaving users preferred to work in the garden as farmers. This study aims to introduce the Cagcag weaving to the community to get a bigger market potential and to increase weaving sales during the Covid-19 pandemic. The method of this research used an offline and an online approach. The offline technique was observation made by observing the MSMEs in Cagcag weaving. In addition, interviews were also conducted to determine the marketing strategy that was used. On the other hand, online activities included making posters, and they were shared in Instagram and Facebook. Overall, the activities went well and that was one way to increase the sales of Cagcag weaving. The achievement of result from this study was social media usage offers a promising opportunity to boost Cagcag weaving sales during the Covid-19 pandemic and can be known by the community.

Keywords: Social Media Marketing · MSMEs · Cagcag Weaving · Covid-19

1 Introduction

Kebon Padangan Village is a village located in Pupuan District, Tabanan Regency, Bali Province with the Village Head on behalf of I Made Arif Hartawan. Kebon Padangan Village has an area of 5223 ha and geographically this area is a highland with an altitude of 700 m above sea level stretching to the north with the following boundaries: 1. In the north, it is bordered by Padangan Village, Pupuan District, 2. In the east it is bordered by Jelijih Punggang Village, Pupuan District, 3. In the south it is bordered by Mundeh Kangin Village, West Selemadeg District.

Based on Fig. 1, the administrative area of Kebon Padangan Village is currently divided into five Banjar Dinas, namely Dinas Kebon Kaja, Dinas Kebon Kelod, Dinas Baletimbang, Dinas Galiukir Kaja and Dinas Galiukir Kelod.

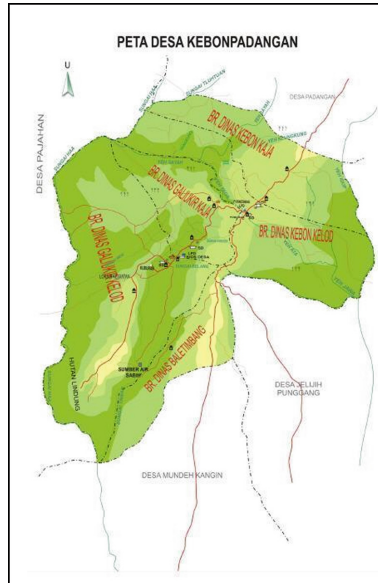


Fig. 1. Desa Kebon Padangan Map

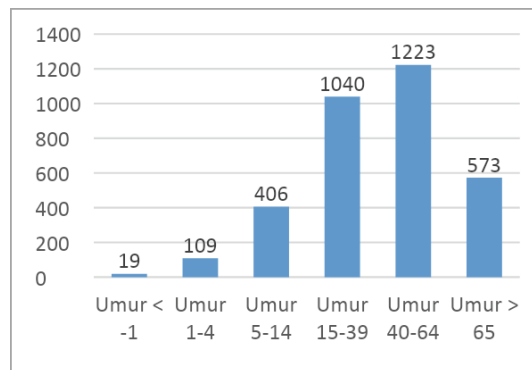


Fig. 2. Total Population by Age

The area of Kebon Padangan Village is mostly agricultural land, settlements, and public buildings. Based on Fig. 2 it is known total population of Kebon Padangan Village in 2021 is 898 families or 3406 inhabitants consisting of 1631 women and 1775 men. Based on data from Kebon Padangan Village, the largest population age is 40–64 years old, which is 1223 people.

Kebon Padangan village mostly work in the agricultural sector, plantations, and the rest work as private employees, civil servants, and entrepreneurs. In Kebon Padangan Village, there are also Micro, Small and Medium Enterprises (MSME), namely the MSME Cagag Weaving.

In early 2020, the COVID-19 virus entered Indonesia. This is evidenced by the government's statement stating that there are two cases of positive COVID-19 patients in Indonesia. The COVID-19 virus is said to have first emerged in the Chinese city of Wuhan in December 2019 [1]. Due to Covid-19, public activities are limited. People's activities outside the home will naturally decrease, as will the number of purchases in a business. As a result, the income earned is reduced. The COVID-19 virus pandemic has had an impact on MSME actors in Indonesia, in addition to large industries. According to a survey, the pandemic has had a significant impact on all MSME actors [2].

The COVID-19 pandemic has affected Kebon Padangan Village's economy, one of which is for SMEs. MSMEs in Kebon Padangan Village are cagcag weaving. There are 9 cagcag weavers in Kebon Padangan Village consisting of women who still weave in the traditional way.

Currently, the MSME of Cagcag weaving are affected by the economy, namely the MSME cannot run as well as usual due to declining sales and poor marketing during the pandemic. Promotions are currently being carried out on average still through direct person-to-person promotions. Due to obstacles such as a lack of knowledge about managing social media and a lack of access to social media, promotion through social media has not been carried out. As a result, the right innovation is required to increase or recover from a decline in product sales. In addition, there are also those who have never used social media due to obstacles such as not having an adequate android cellphone due to age constraints so they do not understand how to use social media.

In contrast to using social media, the sort of promotion utilized by MSME in cagcag weaving involves offering directly to the customer. This strategy is seen to be simple, affordable, and allows both producers and customers to see the products being offered directly. However, the way of promotion of MSME actors has changed as a result of the present Covid-19 epidemic. Due to the physical distance policy that is intended to limit the spread of Covid-19, the method of direct promotion is considered as ineffective. Therefore, a new marketing approach is required in order for the business to continue operating throughout the Covid-19 pandemic.

2 Method

MSME Cagcag Weaving is one of the MSME in Kebon Padangan Village. This cagcag weaving is the manufacture of woven fabrics that still use traditional tools. The work on this cagcag weaving takes about a week to a month depending on the motif made. The thing that underlies the selection of this program as such as a lack of knowledge about managing social media and a lack of access to social media, promotion through social media has not been carried out. As a result, the right innovation is required to increase or recover from a decline in product sales. In addition, there are also those who have never used social media due to obstacles such as not having an adequate android cellphone due to age constraints so they do not understand how to use social media.

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3 Results and Discussion

Data The method of carrying out activities includes offline and online activities. The activity carried out offline is observation. Observation is data collection that is carried out by systematically observing and recording the symptoms that exist in MSME Cagcag Weaving. In this observation method, the author goes to directly observe the object to be studied. The observation activity in this PPM program is to observe the MSME of cagcag weaving in Kebon Padangan Village. In addition, interviews were also conducted. Interview is a method of data collection carried out through direct question and answer with data sources. It is a method of getting knowledge through asking questions and receiving oral responses. Direct communication with the information source is the interview's main feature. In this in-depth interview, which was conducted on cagcag SME weavers, this interview aims to obtain information that is relevant to the subject of problem identification. Meanwhile, the online activity is helping to develop social media for MSME in cagcag weaving, namely Instagram and Facebook pages, the flagship program is seeing that during this pandemic, COVID-19 has had an impact on the Indonesian economy, including MSME throughout Indonesia. For this reason, it is necessary to know how the MSME economy is in cagcag weaving during the Covid-19 pandemic.

The first activity carried out from this PPM report was conducting observations or interviews at the house of one of the cagcag SME weavers located in Banjar Dinas Galukir Kelod, Kebon Padangan Village, Pupuan District, Tabanan Regency on September 3, 2021. Shown in Fig. 3, this observation aims to find out how is the economy of MSME weaving cagcag in this pandemic period, is there an impact or is it still the same as before the pandemic. According to Mrs. Yoniasih, who is one of the weavers of cagcag weaving, before the pandemic the price of cloth from cagcag weaving was sold for Rp. 800,000–Rp. 1,500,000, but currently there is almost no demand so the weavers of cagcag weave switched to coffee farming. After making observations, the next step is to find a solution, what steps should be taken to generate this MSME cagcag weaving.

The solution that was taken was making a poster about MSMEs on cagcag weaving on September 4, 2021. Based on Fig. 4, the poster was made on Canva online and designed by ourself. The poster displays the location of the cagcag weaver's house to make it easier for the public to see firsthand the making of this cagcag weave. Then there is also a little explanation about cagcag weaving because there are still many people who are not familiar with cagcag weaving. In addition, the contact of the cagcag weaver is also displayed and can be contacted to facilitate ordering. The poster is then shared via WhatsApp group or through Instagram account. The result of this activity is that many outsiders are not familiar with the existence of cagcag weaving in Kebon Padangan Village, many public responses are amazed at the beauty of cagcag weaving made, judging by the comments posted on the poster. After being evaluated, the cagcag weaving MSME is more accessible to many people, and to make it easier for the public to



Fig. 3. MSME Observation



Fig. 4. Poster Cagcag Weaving

see the latest cagcag weaving results, it is necessary to create a cagcag weaving MSME social media account through social media, namely Instagram and Facebook pages.

The third activity on September 5, 2021 is the creation of cagcag weaving MSME social media on Instagram and Facebook pages. The selection of social media Instagram and Facebook pages is because they can reach a wider community. In this day and age many people are interested in using Instagram and Facebook. According to statistics, Instagram has more than 500 million users per day and 1 billion monthly active users [3]. Facebook takes an average of 58 min per user, whereas the average user spends up to 53 min on the platform, meaning that this cagcag weaving MSME has a great opportunity to reach the wider community who have never known this cagcag weaving. Making an

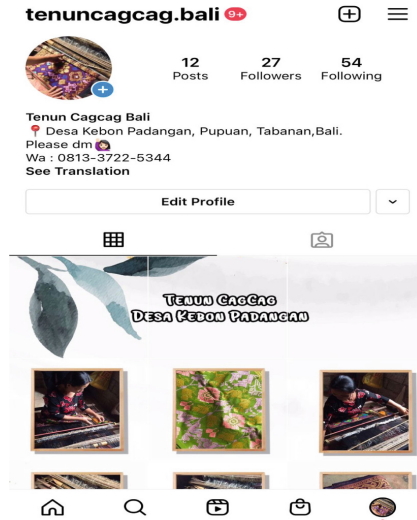


Fig. 5. Instagram Account MSME

Instagram account is made as attractive as possible and with clear information about the location and booking contact.

The results of the creation of this social media account are seen from the number of followers who follow the cageg weaving MSME Instagram account so that it can reach the target market, increase information circulation and reach connections to the entire wider community who previously did not know MSME cageg weaving.

After creating an Instagram account and Facebook page, it is necessary to conduct training on how to manage social media well. The training was carried out by coming to the home of the cageg weaving SMEs and giving individual training. This training is expected for MSME to continue their social media to remain active and develop as expected and be able to increase their sales during this Covid-19 pandemic. This social media training starts with how to access the MSME cageg weaving account and how to promote it so that consumers are encouraged to buy the product.

4 Conclusion

Based on Fig. 5 and Fig. 6, the marketing of cageg weaving SMEs to social media is a concept that is able to provide interest to users by utilizing types of social media such as Facebook pages and Instagram. Beside being used as a marketing medium to expand consumer networks and attract consumer interest, it is also used to interact with consumers by following up-to-date trends. It is hoped that the MSME of cageg weaving can provide an understanding of the products they are marketing. With the use of social media, cageg weaving SMEs can be reached by the wider community and increase sales during the COVID-19 pandemic.

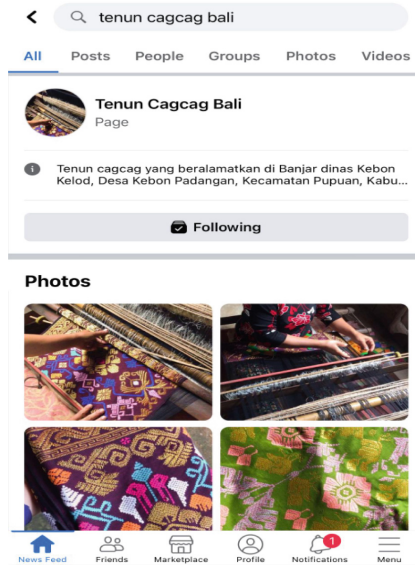


Fig. 6. Facebook Account MSME

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Authors' Contributions. All authors contribute in preparing training materials, conducting training and making community service reports.

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