

Business Presentation to Increase Product Sales of Farm Group Members

Yusuf Hamdan, Aning Sofyan, Anne Ratnasari, Yenni Yuniati

Faculty of Communication

Universitas Islam Bandung

Bandung, Indonesia

yusufhamdan@unisba.ac.id, aning_sadikin@yahoo.com, anne.ratnasari@unisba.ac.id, diektandika@yahoo.com

Abstract—The government and other institutions are trying to improve the competitiveness of entrepreneurs engaged in the Micro, Small and Medium Enterprises (MSMEs) by making an effort to conduct training for entrepreneurs, so that they proactively develop their businesses by implementing good business practices. Farm groups that are members of the Sabilulungan Farmers Market Association, located in Soreang City, Bandung Regency, West Java. The business actor produces various types of plantation products, vegetables, and processed foods. The products they produce need to be marketed so that the sales process occurs. Efforts to make it happen include organizing business presentation training. Through business presentations can provide insight to members of the Sabilulungan Farmers Market Association to be able to inform, offer, and influence prospective consumers to buy products. This article is the result from a research to members of the Sabilulungan Farm Market Association as the training participants. The research objectives include analyzing farmer group members 'understanding of material Business Presentations including Planning and Business Models, Forms of Business Presentations, Arranging Business Presentations, Delivering Business Presentations and analyzing participants' ability to practice Business Presentation materials. The research method used is descriptive to measure the phenomenon of research carefully. Data collection is done by observation, distributing research questionnaires, and literature studies. The research respondents were Business Presentation trainees, 38 members of the Sabilulungan Farmers Market Association. The sampling withdrawal technique was carried out by census, therefore all the trainees were respondents to this study. The results of the study show the participants' knowledge about the material of Planning and Business Models, Forms of Business Presentations, Arranging Business Presentations, Delivering Business Presentations in low conditions. While, knowledge of the training material after had trained has increased to a high level. When practicing a Business Presentation, participants can arrange and present a Business Presentation well. With the business presentation capabilities, participants can market the products they produce and will increase product sales.

Keywords—*training; business presentations; sabilulungan farm market association*

I. INTRODUCTION

Business actors play a significant role in Indonesia's economic growth. They apply various kinds of strategies to

develop their business including marketing products to consumers. In 2015 Indonesia entered the ASEAN economic community market. Since then business people have been challenged as well as opportunities to improve their ability to survive or even grow and develop their business.

Business groups in Bandung Regency are also challenged to have the privilege of being able to enter the market. The business groups are generally Micro, Small and Medium Enterprises (MSME) entrepreneurs. One of the business groups in the city of Soreang, Bandung Regency, is the Sabilulungan Farm Market Association. Members of this association are generally entrepreneurs whose business scale is very small, but they are actively running their business, especially in empowering communities, reducing unemployment, and even helping housewives to generate additional income. This is partly supported by the element of creativity which has become one of the many supporting aspects that leads entrepreneurs to run their businesses successfully.

Various products produced by entrepreneurs such as plantation products (fruits, tea and coffee), vegetables, and processed products are obtained from the creativity of entrepreneurs in the region. Thanks to this creativity, it is not surprising that Soreang as one of the cities in Bandung Regency, West Java, is known as a city that has its own peculiarities, where plantation products (tea and coffee) make Soreang City an advantage, namely as coffee producers who receive an award from the government .

Entrepreneurs who are members of these associations run their businesses, experiencing obstacles, among others: on the aspects of technology and marketing. The obstacle that occurs in the technological aspect is the lack of awareness of employers to proactively develop the business, while the problems in marketing include how to create opportunities and turn them into sales that generate profits. To overcome this, entrepreneurs need to have the knowledge and skills to run their businesses, one of which is to have Business Presentation skills so that the opportunities to market products can be converted into sales. Research on Business Presentations is conducted by Setiawati, et al., the research findings are effective Business Presentations to provide understanding and make respondents imitate to make Business Presentations in attracting investors [1].

Based on interviews with members of farmer groups at the Sabilulungan Farmers' Association, information was obtained, in general they were eager to inform products to prospective consumers, but one obstacle that occurred was not being able to speak convincingly in front of many people, especially to influence prospective consumers to buy products. Another problem when dealing directly with consumers, entrepreneurs cannot speak in a good order.

This case is experienced by the entrepreneur needs special attention so that a solution can be found. Therefore training in Business Presentations for members of farmer groups is important to do in order to be the solution for the problems they face. With the Business Presentation training, entrepreneurs can have knowledge about Business Presentations and be able to apply them to introduce, convince, and influence consumers to buy products. This training was carried out to members of the Sabilulungan Farm Market Association, because these entrepreneurs needed Business Presentation knowledge and skills to increase product sales. With these skills they are expected to hold Business Presentations in increasing product sales to consumers.

II. BUSINESS PRESENTATION TRAINING

Business Presentations are included in the concept of marketing communication, in which there is a process of interaction between the presenter (entrepreneur) and prospective customers that aims to inform, convince, or influence prospective customers to buy the products offered. If the information submitted is in accordance with the needs of prospective customers, it is expected that the product sales process will occur. The Business Presentation activity is called personal selling, which is an oral presentation in the form of conversation in the presence of prospective buyers with the intention to sell [2].

According to Waringin, personal selling provides a detailed explanation and demonstrates the product, and is very effective in generating sales and fostering buyer satisfaction [3]. In personal selling requires knowledge and presentation skills, because personal selling is the most interactive marketing mix and is used to maintain long-term relationships [4]. Presentation is delivering information containing a topic intended to provide information about something, persuade, or entertain [5]. Presentations are needed by employers as a means to convey ideas, introduce, other people's products [6]. The presentation is a business communication tool where products are launched based on the quality of presentations [7].

Training materials include planning and business models, forms of Business Presentations, setting up Business Presentations, and delivering Business Presentations and analyzing participants' ability to practice Business Presentation materials. In the planning material and business model, it discusses the notions of business, company form, considerations in establishing a company, and business models [8, 9]. Material in the form of Business Presentations in the form of presentation types, presentations to increase sales, and sample presentations based on the type.

Business Presentations viewed from message organizations contain six types of sequences, namely deductive, inductive,

chronological, spatial, and topical. Deductive sequence begins with expressing the main idea, clarified with supporting information, inference and proof. In an inductive sequence, they present details and then draw conclusions. In chronological order, messages are arranged based on the time occurred. Logical sequence, messages are arranged based on cause-to-effect or consequences. In spatial order, messages are arranged by place, while on topical sequences where messages are arranged based on the topic of conversation [10]. A good topic, apart from having to be clear, is also in accordance with the time, situation, background of the listener [11].

In delivering presentations, a speaker needs to choose clear, precise, and interesting words. Clear words include using specific terms, simple, using words sparingly, and repeating ideas with different words [10]. The evaluation process was carried out during the presentation of the presentation, including the timeliness of material delivery, eye view focus on the audience, and volume clarity, and body movements in accordance with its meaning [12]. In the presentation, the speaker must convey the material well, systematic speech that is logical and the delivery method that can be understood by the audience is the desired goal at the presentation. This can be achieved by training, practice or simulation. In evaluating the presentation of a speaker, in addition to talent factors, the most influential are practice, practice, and practice. Good speakers are those who continually train themselves to be able to deliver presentations well [7].

Submission of material to participants is adjusted to the target conditions. This is intended so that the participants know how to present the material. The practical material is in the form of simulations practiced by participants about compiling and delivering Business Presentations in the form of the ability to make presentation material and present it in front of group members.

III. METHOD

The Business Presentation Training was held with the cooperation of farmer group administrators at the Sabilulungan Farm Market Association with a community service team from the Society of Research and Community Services (LPPM) Bandung Islamic University. Entrepreneurs who are members of the Sabilulungan Farm Market Association as Business Presentation training participants are respondents. The respondents of this study were 38 people. Participants are generally entrepreneurs who have business in the field of plantation products (coffee and tea), agricultural products (vegetables, fruits and tubers) and processed foods. Based on interviews with the chairman of the association, training participants cannot market the products they produce, because Business Presentation training is very necessary.

Descriptive methods are used in research to measure research phenomena carefully, and gather facts [13]. This research is directed to describe and express a problem, situation, events systematically to reveal facts more deeply [14].

The populations of this study were 38 Business Presentation trainees. The sampling technique used is the

census, where all members of the population are respondents to this study.

The instrument used in the research was in the form of a research questionnaire filled in by all respondents. The data collected in the study is in the form of respondents' opinions regarding the Business Presentation material. The data is analyzed by means of grouping, tabulating, and presenting data based on variables and types of respondents to answer the problem formulation [14].

IV. FINDING

This study analyzes the opinions of respondents about training material on Business Presentations regarding business plans and models, forms of Business Presentations, arranging Business Presentations, and delivering Business Presentations described in table 1

Participants' knowledge about Planning and Business Model, before the training (pretest) had a low value (12.86), while after training (posttest) it generally increased to high (22.05). That is, participants can understand the Planning and Business Model material, so that they have insight into the business model of a company.

TABLE I. COMPARISON OF PRETEST AND POSTTEST VALUE OF BUSINESS PRESENTATION

No	Material	Pretest Score	Posttest Score	Improvement (%)
1	Business Planning and Business Models	12.86	22.05	71.46
2	Business Presentation Form	14.42	21.37	48.19
3	Arranging Business Presentation	12.71	21.05	65.61
4	Delivering Business Presentation	11.71	21.26	81.55

Source: Business Presentation Questionnaire, 2018.

The participants' knowledge before attending the training on Business Presentation Forms was low (14.42). After the participants took part in training on the material, they became aware and understood about Arranging Business Presentations. This is shown from the posttest results changing to high (48,19).

The participants' knowledge regarding the material of Arranging a Business Presentation before the material delivered (pretest) has a low value (12.71). In the post the participant's knowledge of the material increased to high (21.05). So that it can be stated that this training provides benefits to the cognitive aspects of participants. For example, participants can express their thoughts and feelings (happy or excited) well.

The participants' knowledge about the material conveying the Business Presentation at the pretest was low (11.71). Participants' knowledge increased after the training material was delivered (posttest) (21.26). This increase was partly because the trainees tried to listen carefully to the presentation material in the form of the principles of presentation

composition, linkages, and emphasis, and techniques for preparing presentations based on message organization.

The results of the practice on the Business Presentation material simulation showed that most participants were able to present the material well (value 80), and in the practice of delivering presentations participants were brave and willing to present their presentations, so participants could break their mental blocks. In this simulation the most presentable presenter evaluated the material. From the results of interviews with several participants, they had the enthusiasm to study the material deeply.

In general, the participants' knowledge before taking part in training on Planning materials and Business Models, Forming Business Presentations, Arranging and Delivering Business Presentations was low, after the participants attended the material training, they became aware and understood, so the posttest results changed to high. This is in accordance with Ramdhan, that a good company starts from the knowledge that entrepreneurs have about business models that are in line with their business fields [15]. Another opinion from Waringin [3], where Business Presentations provide detailed explanations, and are effective in generating sales. Besides being a good speaker, if there is excitement, he can show his joy in the presentation [16, 17].

At the presentation the participants can also choose certain words that are positive. According to Kasali, and Rakhmat, certain words (such as pearls of wisdom), will inspire listeners to want to know more [10, 18, 19,] Participants can make eye contact with the audience well, according to Lee's opinion that the speaker who makes good eye contact is considered by the audience as the speaker who tries to get closer, be friendly, and care for them [20].

V. CONCLUSION

First, the knowledge of farmer group members about Planning and Business Models before the training (pretest) was in a low condition, while measured after training (posttest) generally had very high knowledge. This situation shows that participants can understand the Planning and Business Model material, which is expected to be an insight in understanding the business model of a company.

Second, the knowledge of members of the farmer group before attending the training on the Form of Business Presentation is low. This is because they don't know the theoretical good Business Presentation. After they take part in the training, they become aware and understand about the Forms of Business Presentations that can be applied in offering products to prospective customers. This is shown from the results of the pretest and posttest changing from generally having a low score to very high.

Third, the knowledge of farmer group members about the material of compiling Business Presentations to increase product sales, before the material delivered (pretest) was in a low condition. In the posttest the participants' knowledge about the material increased to very high, so it can be stated that this training provided benefits to the cognitive aspects of the

participants. Training has provided significant meaning for a better understanding of Arranging Business Presentations.

Fourth, the knowledge of farmer group members about the material Delivering a Business Presentation, before the training (pretest) was in a low condition, while when measured after the training (posttest) generally had very high knowledge. The situation shows that participants can understand the material Delivering a Business Presentation, and participants are expected to deliver Business Presentations to offer products to prospective customers well.

The results of the practice on the training material simulation showed that participants able to compile presentation messages could present it well. In general, the participants first prepared scientific presentation material. Participants are expected to be able to practice more deeply the material presented in this training.

As for suggestions that can be submitted, among others, first, members of farmer groups need to learn more deeply about the form of compiling and delivering Business Presentations. So that he has the ability to be a skilled speaker to present the material to support the success of his business. Second, members of farmer groups need to have the ability in Business Presentation material by often training themselves, so that the preparation of the presentations discussed becomes interesting. Third, in presenting presentations the members of the farmer group need to continue to train their ability to choose words, and process vocals so that the presentation of the presentation is effective. Fourth, members of the farmer group also need to evaluate the presentation of the percentage, so that the ideas conveyed by the chairman can proceed smoothly to prospective customers.

REFERENCES

- [1] S. D. Setiawati, V. Purba, M. Retnasari, D. Fitriawati, and F. Ngare, "Membangun Kemampuan Presentasi Bisnis Sebagai Upaya Dalam Pengembangan Usaha Mikro Kecil Menengah", *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, vol. 1, 2018.
- [2] P. Kotler, *Manajemen Pemasaran Edisi 12 jilid*. PT Indeks. Jakarta. 2008.
- [3] T. D. Waringin, *Marketing Revolution*. Jakarta : PT Gramedia Pustaka Utama, 2008
- [4] S. Sutisna, *Komunikasi Pemasaran dan Perilaku Konsumen*. Bandung: PT Remaja Rosda- karya. 2002.
- [5] S. Bates, *Speak Like a CEO: Kuasai Keahlian Boicara Seorang CEO*. Jakarta: Bhuana Ilmu Populer. 2005.
- [6] R. Aryanto, *Mempersiapkan Presentasi Bisnis*. [Online], retrieved from ppm-manajemen.ac.id. accessed by 26 April 2014, 2013.
- [7] C. Gallo, *Rahasia Presentasi Steve Jobs: Bagaimana Tampil uar Biasa Hebat di Depan Setiap Audiens*. Erlangga: Jakarta. 2010.
- [8] P. Kotler and G. Amstrong, *Dasar-dasar Pemasaran, Edisi kesembilan, jilid 1*, PT. Indeks: Jakarta. 2007.
- [9] A. Osterwalder and I. Pigneur, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley and Sons: New Jersey. 2010.
- [10] J. Rakhmat, *Retorika Modern: pendekatan Praktis*. PT Remaja Rosdakarya: Bandung. 2008.
- [11] S. L. Tjokro, *Presentasi Yang Mencekam*. PT Elex Media Komputindo, Kompas-Gramedia: Jakarta. 2010.
- [12] S. W. Littlejohn and K. A. Foss, *Teori Komunikasi*. Salemba Humanika: Jakarta. 2009.
- [13] M. Singarimbun and S. Effendi, *Metode Penelitian Survai*. Jakarta: PT Pustaka LP3ES Indonesia, 2006.
- [14] J. Rakhmat, *Metode Penelitian Komunikasi*. Bandung: Remaja Rosdakarya. 2006.
- [15] H. E. Ramdhan, *Startup Business Model, 50 Model Bisnis dari 100 Startup Lokal dan Mancanegara*. Cetakan I. Penerbit Penebar Plus: Jakarta. 2016.
- [16] K. Daley and L. Daley-Caravella, *Speaking Mastering: Strategi Menguasai Presentasi Yang Efektif*. Bhuana Ilmu Populer: Jakarta. 2005.
- [17] *Solusi Aplikasi. Belajar dari Presentator terbaik Dunia: Steve Jobs*. PT Elex Media Komputindo, Kompas-Gramedia: Jakarta. 2013.
- [18] R. Kasali, *Sukses melakukan Presentasi*. PT Gramedia Pustaka Utama: Jakarta. 2001.
- [19] H. Urban, *Positive Words, Powerful Results*. Terj. Eta Sitepoe. Jakarta: PT Bhuana Ilmu Populer. 2007
- [20] C. Lee, *Presenter Handbook: Dalam Pembuatan, Persiapan, Sampai Presentasi*. PT Elex Media Komputindo, Kompas-Gramedia: Jakarta. 2013.