

Optimizing the brand Awareness of Gaia Daily and Zuist Leather MSME through the Go online system

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ABSTRACT

In modern times where information is absorbed and moved as fast as it is today, every effort needs to keep up with the development of technology, so as not to sink because it is buried by competitors who first follow the development, one of the ways that can be done is to follow the online go system, or make our business available online through internet technology. This program can help existing efforts to help build brand awareness in the eyes of the public, find new markets or customers, and increase sales. GAIA Daily and Zuist Leather as one of the MSMEs in Bandung need this program to increase brand awareness and find new markets. This optimization activity by (1) Providing training on the Internet and its benefits for marketing purposes by making marketing planning; (2) Provide social media management training such as Instagram and Facebook; (3) Provide training on advertising on social media through Instagram Ads and Facebook Ads. GAIA Daily and Zuist Leather Genuine Leather have been proven by the Go Online System that has been done through Social Media the results are very good, where gaia Daily and Zuist Leather Genuine Leather social media has gained market reach and new potential consumers as many as 1,157,119 people from the online platforms used today. This can help MSMEs GAIA Daily and Zuist Leather Genuine Leather increase sales turnover while raising brand awareness in the eyes of its regular consumers.



KEYWORDS

Brand Awareness
Go Online System
SMEs



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1. Introduction

The ease of accessing the internet allows people to use it for various needs, from communicating long distances easily and cheaply, helping with daily work, and marketing the products we want to sell. One of the ease of use of the internet is felt by Micro, Small and Medium Enterprises (MSMEs), which currently are one of the pillars of Indonesia's economic growth. Based on data from the Badan Pusat Statistika (BPS), the contribution of MSMEs reached 61.41% and 8% of them have started to take advantage of the development of digital technology through online platforms in Indonesia [1]. The use of good Internet access for marketing can be done in several ways [2], such as creating websites, creating social media accounts, advertising on social media, and collaborating with celebrities or influencers [3]. This opportunity, if used properly, can provide many new opportunities by reaching new customers beyond our previous reach. Zuist Leather and GAIA Daily are two brands of MSMEs made from the passion of Mrs. Gina, a civil servant in Bandung. Starting from her hobby of collecting genuine leather bags, shoes, to women's clothing. She founded Zuist Leather and GAIA Daily apart from being a hobby, also as a source of income that can help the economy of the surrounding community. Zuist Leather focuses on making and selling various leather bags and women's leather wallets, made from genuine cow or buffalo leather, with up-to-date and beautiful designs. Although made of genuine leather and quality materials, the prices offered are more affordable than other brands, while GAIA Daily makes various women's shoes

and clothes, just like Zuist Leather, GAIA Daily also makes the products from various quality materials but is still sold to customers with affordable price. Behind the superiority of their products, Zuist Leather and GAIA Daily have not carried out various good marketing activities, so far marketing has only been carried out by word of mouth, has not been widely disseminated to the general public. But, with their good quality, these two brands with various advantages and qualities will become brands that liked and had a lot of customers. Zuist Leather and GAIA Daily need to optimize brand recognition or brand awareness through online or internet channels, in order to have many new customers. From the problems above, the authors want to (1) Provide training on the Internet and its benefits for marketing purposes by making a marketing plan; (2) Provide social media management training such as Instagram and Facebook; (3) Provide training on advertising on social media through Instagram Ads and Facebook Ads.

2. Method

The implementation of this community service activity is carried out directly, through various activities such as discussions with MSMEs to gather information, and create programs or roadmaps for its implementation. Information obtained from MSMEs will be analyzed and look for solutions to face the problems that occur by MSMEs today. The roadmap and stages of community service implementation are described in [Figure 1](#).

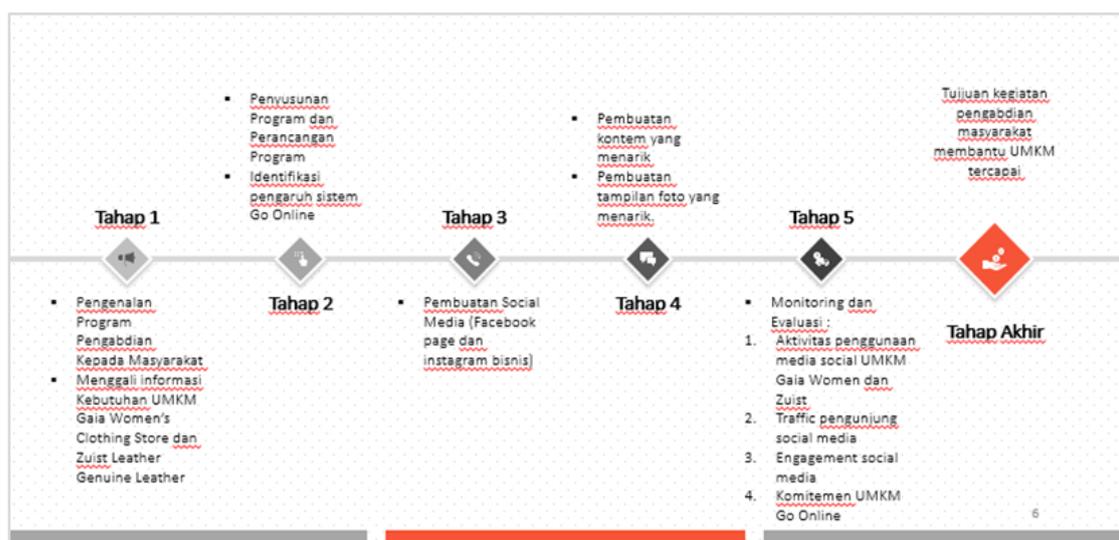


Fig. 1. Implementation of Methods and Stages

In the first stage, an introduction and outreach carried out by the executor of MSMEs have a purpose to gather information related to the needs of MSMEs that can increase the capacity and productivity of MSMEs. Moreover, this activity also can provide insight into how important MSME GAIA Daily and Zuist Leather within online marketing. At this stage, we also can explore information and the needs of MSMEs to develop their business from several aspects. In the second stage, this activity will focus on the preparation of programs and work designs in community service activities with the objects of implementation are GAIA Daily and Zuist Leather MSMEs, and optimization of GAIA Daily and Zuist Leather MSME Business Brand Awareness. Extracting information and the needs of GAIA Daily and Zuist Leather MSMEs in increasing Brand Awareness is carried out at this stage [4], [5], so that problems faced by GAIA Daily and Zuist Leather can be identified. This third stage is the optimization of social media for MSME GAIA Daily and Zuist Leather to maximize promotional activities and means of direct communication with customers/consumers [6]–[8]. In this fourth stage, MSME GAIA Daily and Zuist Leather were given training and assisted in creating social media content and beautifying the appearance of social media as a means of promotion and brand awareness [9]. The next stage is to follow up on monitoring and evaluation of community service activities that are optimizing brand awareness of UMKM

GAIA Daily and Zuist Leather with their various activities. And the final stage is how to maintain the implementation of brand awareness so that it continues to be carried out by MSMEs, of course with the results of increasing brand awareness.

3. Results and Discussion

Community service activities through empowering MSME GAIA Daily and Zuist Leather, are carried out in stages and take various ways to increase brand awareness and sales from online media.

3.1. Social Media

The social media used to optimize the GAIA Daily and Zuist Leather brands are Facebook and Instagram. These two social media were chosen because Facebook and Instagram are the social media with the most users in Indonesia and even the world [10], [11]. For Facebook, the type of page used is a business page, the advantage of this type of page because it can load a variety of information that will be needed by customers and potential customers. Apart from being able to contain a variety of content and media needed for promotional needs, this business page can also available to place social media advertisements on Facebook. Whereas on Instagram, the types of accounts used are also business types. Similar to Facebook, this type of account can contain a variety of important information such as contacts, addresses, websites, and other information. Instagram also allows us to catalog any products we sell, and when one of the products in the catalog is clicked, it can redirect the customer to the purchase page. On Facebook and Instagram, there is also a chat feature or chat with our social media followers with the Direct Message and Facebook Messenger features, so that interacting and even selling can be done directly from social media directly.

3.2. Creating an attractive photo display for Social Media

In order to attract customers, apart from opening new channels of information and sales such as social media, interesting media or content is also needed to fill various promotional media. Photos featuring beautiful bags from Zuist Leather and shoes from GAIA Daily are also needed to influence the customers and potential customers to make them can see what they are going to buy, Figure 2. The Zuist Leather and GAIA Daily team were given several product photo techniques such as the importance of having clear photos, showing the features and details of the product, and various angles of the product [12].



Fig. 2. Display Photos on Social Media

3.3. Interesting content creation for Social Media.

Photos that have been made can be processed into various interesting content. For example, on Facebook, there is a Facebook Banner where when customers view our business page, they will see a large "welcoming" image displaying whatever we want, [Figure 3](#), and [Figure 4](#), for example, we can display our brand name and products that are currently featured at that time.

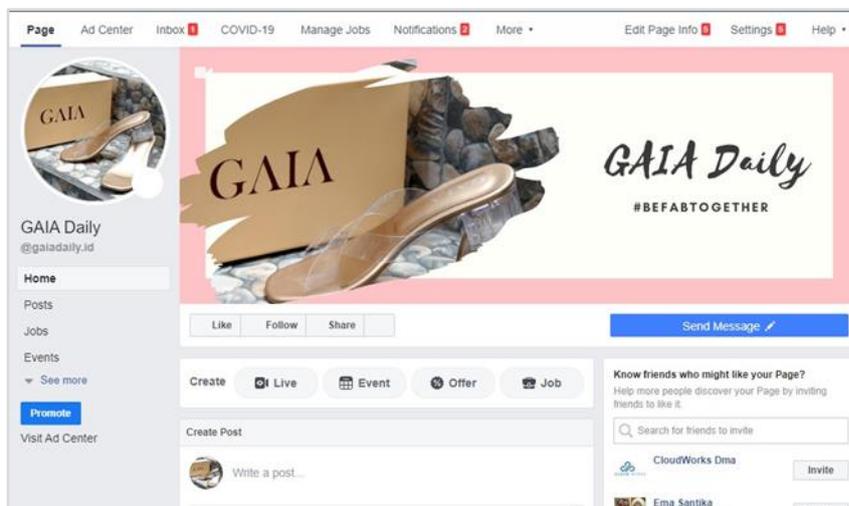


Fig. 3. Facebook Cover of GAIA Daily



Fig. 4. Facebook Cover Zuist Leather

Moreover, photos can also be created into some informational content or casual content, so that customers can interact with us, [Figure 5](#), and [Figure 6](#).



Fig. 5. Information Content on Instagram GAIA Daily



Fig. 6. Information Content on Zuist Leather's Instagram

Information content like mentioned above has a function to make customers do not get bored of being given content about our products. With content like this, customers will also get more benefits from following our social media [13].

3.4. Making Marketing dan Sales Planning

Optimization activities and increasing public awareness of the existence of Zuist Leather and GAIA Daily must be supported by planning in the field of marketing and good sales planning. Marketing and sales planning will make it easier to share the sales targets and explain what activities will be carried out to support an increase in turnover every day. For Zuist Leather and GAIA Daily itself, the marketing and sales planning that is prepared contains the overall income target that the owner wants to achieve, then divided into monthly targets, daily targets, even up to hourly targets, this is made to make the owner easier

reach the targets. These targets also will not be achieved if a good marketing activity plan is not prepared, marketing plans are prepared to contain promotional activities, advertisements, and other marketing activities that will help Zuist Leather and GAIA Daily achieve daily to annual sales targets. For example, in January 2020, Zuist Leather's monthly target can sell 600 leather bags, if divided into 30 days, then the average sales per day should be able to sell as many as 20 bags. In order to sell 20 bags per day, it is necessarily needed to find new customers by doing promotions, posting on social media, posting Facebook and Instagram ads if needed.

3.5. Social Media Ads

Not only posting on social media, to increase sales and awareness of the Zuist Leather and GAIA Daily brands, it also needs advertising activities carried out on the Instagram Ads platform, [Figure 7](#).



Fig. 7. Ads on Instagram Social Media

Instagram Ads was chosen first for advertising because the most market for the fashion category and the target market was mostly found on Instagram. Meanwhile, Facebook will be installed to get new potential customers [14], [15]. To make it more attractive, advertisements that are posted contain promotional materials for free shipping throughout Indonesia with a maximum subsidy of 15 thousand for all customers who buy during the promotional period.

3.6. Monitoring dan Evaluation

The final stage in the MSME empowerment activities through Brand Awareness and online media is monitoring the activities of utilizing information technology [16], which have been given to UMKM GAIA Daily and Zuist Leather Genuine Leather on a regular basis. This monitoring is conducted by seeing the results of the progress of MSME capabilities in planning product promotions, monitoring social media, and their activities related to the promotion. Meanwhile, from the evaluation side, it is seen by the role of MSME GAIA Daily and Zuist Leather Genuine Leather in using the tools that have been made to increase their sales activities, social media visitor traffic that has been used, interactions between MSMEs & customers, and how the results of these activities or activities. There is also a need for a strong commitment for MSMEs GAIA Daily and Zuist Leather Genuine Leather to continue to carry out activities in implementing brand awareness through Go Online.

4. Conclusion

MSME GAIA Daily and Zuist Leather Genuine Leather have been proven with the Go Online System that has been carried out through Social Media, the results are very good, where GAIA Daily and Zuist Leather Genuine Leather social media have gained market reach and as many as 1,157,119 potential new consumers from the online platform currently used. This can help MSME GAIA Daily and Zuist Leather Genuine Leather increase sales turnover as well as increase brand awareness in the eyes of their regular consumers.

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