

Increasing innovation and digital marketing in the batu brush business, Pererenan Village, Bali

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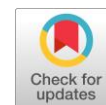
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ABSTRACT

The creative industry is one of the sectors affected by the Covid-19 pandemic. One way to win the competition is to implement a product innovation strategy that can attract consumers and have a competitive advantage for SMEs. Batu Brush is one of the SMEs that sells various kinds of brush stone products so far has experienced various problems, including: (1) marketing is still conventional, (2) stone brush motifs that have so far lacked innovation. The community service program carried out is to provide education to Batu Brush business owners about the importance of using social media such as Instagram to increase sales turnover through promotions, as well as helping Batu Brush business owners about product innovation, for example creating new image motifs. The method used is counseling about digital marketing through social media instagram and socialization about the application of new motifs for the diversity of motifs owned by Batu Sikat SMEs. The results of this activity are where partners can implement digital marketing so that the market share is wider and partners can implement product innovations with a variety of motifs that can become selling points and high competitiveness so that in the end it is hoped that Batu Sikat SMEs can increase their turnover.



KEYWORDS

Digital marketing
Innovation
Product
Brush stone
Dedication



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1. Introduction

Stone Brush is one of the SMEs that sells various kinds of products, which is located at Pererenan Traditional Village, Mengwi District, Badung Regency. The problem that occurs is the decline in sales revenue. The brush stone products produced have good potential if they are managed properly and appropriately. However, due to a lack of knowledge about marketing science, all buying and selling activities are still carried out using conventional/traditional methods. The use of marketing strategies through online media (such as websites and Instagram) [1], is very important for the sustainability of the SME business. Digital marketing is one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitization so that little by little entrepreneurs are starting to leave conventional marketing models and switch to modern marketing [2]. According to Aqmal, et al., in the process of improving entrepreneurial skills, it is very important to master digital marketing such as e-commerce [3]. In addition, the Batu brush actors are also still making new image motifs only following existing motifs without any innovation.

According to Pearce & Robinson (2013), product innovation is the initial commercialization of research by producing and selling a new product, service, or process [4], therefore it is necessary to innovate products to increase sales and digital marketing to be able to market products more broadly [5]. Before the COVID-19 pandemic, sales at partner businesses remained stable, but after this pandemic, sales declined. Based on observations made by the community service implementing team at Batu Sikat SMEs, Pererenan Village directly and interviews that have been carried out, there is also a problem with one of the SMEs affected by Covid-19 in the Pererenan Traditional Village, problems that can be found to be

raised into a program, namely; (1) Lack of partner knowledge about increasing promotions on social media; (2) Significant decrease in sales turnover. Based on observations about the problems faced by the target community in the Pererenan Traditional Village, Mengwi District, Badung Regency, several stages of appropriate solutions can be offered to overcome the current problems. On the economic problems faced by the target community. The solutions that can be given to overcome the problem of the decline in the community's economy are in one work program with 2 activity specifications, namely; (1) Provide education to stone brush business owners about the importance of using social media such as Instagram to increase sales turnover through promotions; (2) Helping stone brush business owners about product innovation, for example creating new image motifs.

2. Method

There are several methods of approach to the target community, namely; (1) The community service implementation team used an approach by visiting one of the SMEs in the Pererenan Traditional Village to ask for permission to participate in this work program; (2) The community service implementation team approached by providing information on how to promote a business to make it more attractive to promote on social media; (3) The community service implementation team provides simulations of more interesting product innovations, for example creating new image motifs.

3. Results and Discussion

Participation from the community in activities to increase innovation and digital marketing at Batu brush SMEs was well received by the parties concerned. Partners are very enthusiastic both in terms of attitude and seriousness in listening to things conveyed by the community service implementation team and feel helped by holding outreach activities about the use of social media to market SME products. The factors that support the success of this activity are the growing awareness and understanding of the use of social media in marketing a product in the current era, such as promoting through social media and innovating the latest products [6]. In its implementation, there are no obstacles that make it difficult to run this program. In the Figure 1 (a) and Figure 1 (b) showed that we made an account of social media for promoting the Batu Sikat SME business in the Pererenan Traditional Village and be a trainer for training how to use social media.



Fig. 1. (a) Making social media "instagram" to promote the Batu Sikat SME business in the Pererenan Traditional Village, (b) Training on the use of Instagram social media

Improvement of innovation and digital marketing in Batu Sikat SMEs in Pererenan Village has been successfully implemented through counseling, training, and mentoring. The right marketing

communication strategy is used to be able to reach the target market share so that it can increase sales [7]. Activity Achievement is presented in Table 1.

Table 1. Activity Achievement

Theme	Specifications	Realization of Appropriateness
Increasing Innovation and Digital Marketing in BatuSikat Business in Pererenan	Instagram social media creation	100%
	Instagram social media usage training	100%
Traditional Village	Innovating products by creating new image motifs.	100%
	Brush stone making	100%

In addition, counseling was carried out on product innovation by making new image motifs. The following Figure 2 (a) and Figure 2 (b) show product innovations in the manufacture of brush stones at Batu Brush SMEs, Pererenan Village, Mengwi Regency, Badung.

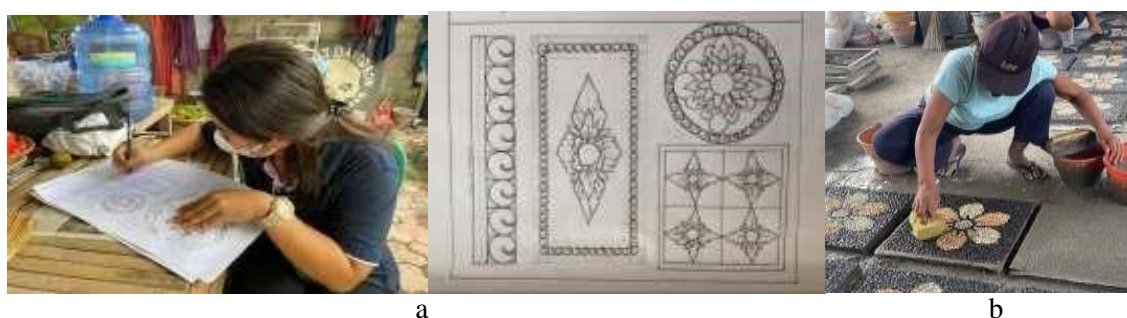


Fig. 2. (a) Innovating products by creating new image motifs, (b) Making brush stones

The participation of the target partners in this community service activity is very supportive of the work program created and very enthusiastic in participating in the proposed work program so that it can add knowledge during the COVID-19 pandemic.

4. Conclusion

The community service program of Mahasaraswati Denpasar University at Batu Sikat SME in Pererenan Traditional Village was carried out well and smoothly. The conclusions that can be obtained from the implementation of the program to increase innovation and digital marketing at Batu brush SMEs are to increase sales turnover through Instagram social media and to innovate new image motifs. The purpose of socialization and counseling is done so that business actors understand and understand techniques and how to use social media during the pandemic COVID-19 and the importance of product innovation, and can add insight to SME actors. During the pandemic COVID-19, business actors have difficulty in marketing the products they sell. With the socialization of the use of social media in the form of Instagram and with new product innovations to increase sales turnover, it is hoped that this program will continue to be used by partners to market their products more broadly.

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