



OPTIMIZATION OF MSME PROMOTION OF TAPIS LAMPUNG THROUGH SOCIAL COMMERCE IN DIGITAL MEDIA

By

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Abstract: *The Covid-19 pandemic has had an impact on the business world, but the most affected are micro, small, and medium enterprises that have limitations in terms of resources. Including Lampung tapis MSMEs in Katon State Village which experienced a 70% decrease in turnover. Micro, small and medium enterprises must be able to take advantage of their limited digital resources to be able to increase sales. One way that can be done is to use social commerce on several social media platforms as a means of promotion as well as sales. The purpose of this community service activity is to help the people of Katon State village to use social commerce as an alternative medium to promote their Tapis cloth products so that people can find out about Tapis fabric products and finally buy the Tapis fabric products. This training provides an understanding of the use of social commerce on four social media, namely Whatsapp, Facebook, Instagram, and TikTok. As a result, 96.7% of the 60 training participants admitted that the use of social commerce for promotion would be very beneficial in the sale of Lampung tapis.*

INTRODUCTION

The Covid-19 pandemic has had an impact on all aspects of life including the economy. around the world, especially in developing countries (Bai et al., 2021). There was a massive business closure in the second quarter of 2020 (Fairlie & Fossen, 2022). Based on the population survey at that time, the number of active business owners decreased by 22% in just 2 months from February to April 2020. To borrow Lemoine's term, the Covid-19 pandemic caused the condition of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) making business people and consumers face unexpected changes but do not know how to respond to them. So that a crisis arose in all walks of life and the world (Budiharjo, 2021). Compared with large-scale businesses, the most affected are small and medium-sized businesses. A 2020 Goldman Sachs survey of 10,000 small business owners found that 96 percent of small entrepreneurs have been impacted by the coronavirus and 51 percent have been unable to survive for 3 months after the economic shutdown (Liguori & Pittz, 2020).

Indonesia has also not escaped the impact of the Covid-19 pandemic. The results of a



survey conducted by the Katadata Insight Center revealed that the condition of MSMEs in Indonesia before Covid-19 hit was originally quite good, but after Covid-19 56.8% of MSMEs were in poor condition, only 14.1% of MSMEs were in good condition. The same survey also showed that 82.9% of MSMEs in Indonesia experienced a negative impact from the Covid-19 pandemic. Only 5.9% of the perpetrators experienced a positive impact (Katadata, 2020). MSMEs themselves based on Law no.20 of 2008 are a combination of mentions micro-enterprises (MiE), small businesses (SE), and medium enterprises (ME). The three are productive businesses owned by individuals and/or individual business entities that meet the requirements of the Law, the difference between the three is that they are generally based on the value of the initial assets (excluding land and buildings), the average turnover per year, or the number of permanent workers (Tambunan, 2021). Whereas in Indonesia, these micro, small and medium enterprises dominate 99.9% of the business sector in Indonesia and 90% of businesses in the world (Kurniawati et al., 2021). In Lampung Province, one of the MSMEs affected is the sale of traditional Lampung tapis fabrics. Redawati, Coordinator of Tapis Jejama Craftsmen, Katon State Village, Negeri Katon District, Pesawaran Regency, revealed that the Covid-19 Pandemic decreased turnover by around 70%. For comparison, before the Covid-19 pandemic, they could produce 50 shawls within a week at a selling price of IDR 70 thousand, but only four to five tapis shawls were sold during the pandemic.

The large-scale social restriction policy as one of the efforts to prevent the spread of Covid-19 is the cause of the decline in the number of sales. Inevitably, business actors can no longer rely on conventional sales methods. All businesses both large and small are forced to make changes to survive. Especially small and medium-sized businesses that are trying to use all the limited digital resources to survive. Unlike large businesses that can carry out various marketing innovations, small and profitable businesses rely on modern communication equipment to survive during the Covid-19 pandemic (Agyapong, 2022).

Restrictions on social activities during the Covid-19 pandemic have also caused changes in consumer consumption patterns. A survey conducted by McKinsey on Indonesian consumers during the Covid-19 pandemic showed that 59% of consumers chose to try different shopping places and 49% preferred to shop online. One of the main factors (47%) that encourage consumers to shop is better prices and promotions followed by good quality (36%) (Potia & Dahiya, 2022).

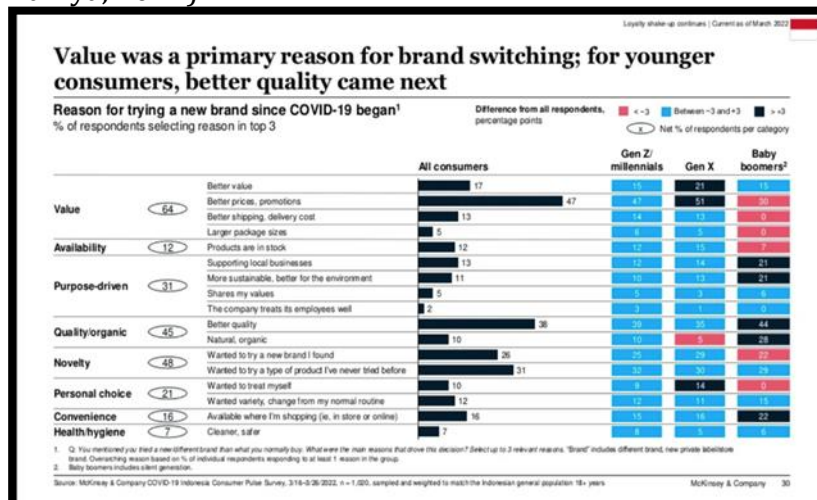


Figure 1. The main reasons for consumption



Strategies that can be done by MSME players are to carry out digital transformation and digital marketing for sales promotion (Mandviwalla & Flanagan, 2021; Melović et al., 2020). One of them is social commerce, which is a new flow in e-commerce that has changed commercial interactions, information accessibility, and shopping experiences using social media and Web 2.0 network technology. Social commerce not only focuses on buying interests and buying decision-making, but also deals with broader activities such as branding, marketing, advertising, CRM, and promotion in a collaborative environment, so it can be said to be sharing commerce (Bugshan & Attar, 2020; Tiago & Veríssimo, 2014). However, not all MSME tapis Lampung business actors in Katon State Village can implement promotions through this social commerce digital media. One of the reasons according to the Katadata survey is because of the lack of knowledge of running an online business (Katadata, 2020). Based on the background of this situation analysis, it is considered necessary to carry out training on the use of digital media to optimize the promotion of Lampung tapis cloth.

METHOD

This digital media utilization training was held in Katon State Village, Negeri Katon District, Pesawaran Regency, Lampung Province. The training was held in 3 meetings, namely on 9, 15, and 22 July 2022 with a total of 60 participants. This counseling activity is divided into three stages, namely:

1. Pre-implementation stage

At this stage, activity design is carried out, making activity instruments which include proposals, permits, field coordination, and determination of the implementation of activities.

2. Implementation stage

This stage is divided into 3 meeting sessions. At the first meeting, before the implementation of the material, participants were asked to fill out a pretest to see the extent of participants understanding of the material to be delivered as well as the results of the pretest will be used to measure the impact felt by participants after the training. The implementation of the training was carried out by the method of lectures and question-and-answer discussions with participants. The material at the first meeting was related to the use of social commerce on Facebook and Instagram. In the second meeting, the material was presented about the use of business WhatsApp and TikTok shops. The third meeting was conducted by filling out a posttest as well as seeing what developments the participants had made regarding the material that had been presented at the previous two meetings.

3. Post-implementation stage

At this stage, the results of the meeting and monitoring and evaluation activities determine the success rate of the implementation of the activity. After the evaluation is completed, then the preparation of activity reports is carried out, making and submitting publication articles, and submitting activity reports.

RESULT

MSME Tapis Lampung Negeri Katon

Tapis Lampung is the result of weaving cotton yarn with motifs, silver thread, or gold thread and became the typical clothing of the Lampung tribe. Usually, it is in the form of a scabbard that is used at the waist down. This woven base fabric is made of cotton yarn, then



motifs such as natural motifs, flora, and fauna are added which are embroidered using gold thread and silver thread. Along with its development, tapis fabric as one of Lampung's local products is increasingly diverse and begins to have high economic value. The motifs displayed from woven fabric tapis are also one of the efforts of the people of Lampung in their characteristics and also maintain the preservation of Lampung culture. In the process of embroidering tapis cloth, there are still many craftsmen who use traditional methods and spend a long time, so the price of tapis fabrics that use traditional embroidery methods has a higher selling value (Warisan Budaya Tak Benda Indonesia Kemdikbud, 2010). Along with the development of various kinds of technologies, it is also enough to affect the production process of tapis fabrics not only traditionally, but also some are produced using embroidery machines and computers. This also affects sales which can then become one of the economic sources for tapis fabric craftsmen. With good marketing management, it is hoped that the tapis fabric craftsmen can maximize sales and promotion.

Katon State Village is a unique village because almost all of its people are Pepadun people who are Tapis cloth craftsmen. Some villages in Lampung also still make Tapis cloth crafts but do not dominate like the village of Negeri Katon. Of the 21 villages in Negeri Katon District, 10 villages produce tapis cloth. Of the 10 villages, a large amount of tapis production is in the village of Katon Country. It is recorded that 273 craftsmen produce a variety of products derived from Tapis fabric. The tapis industry in the village of Katon Country has been going on since 1980 and has been hereditary until now. The majority of the craftsmen are housewives who are looking for additional income for the family economy. At this time, the resulting product is not only a shawl and a sarong fabric. Tapis fabrics are also created into various product derivatives such as headscarves, pic, sandals, wallets, and various other kinds of knick-knacks. So far, the marketing of tapis fabric products has only relied on *offline* sales in their stores and also in the Tapis gallery of Negeri Katon District. Thus, buyers of the Tapis cloth are still limited to local consumers and some consumers from outside the city who are visiting the village of Negeri Katon (Interview results, 2022)

Promotion Strategy Through Social Commerce

The digital economy was introduced by Don Tapscott in 1995 as an economic activity based on internet digital technology. There are 12 attributes related to the digital economy, namely knowledge, digitization, virtualization, molecularization, internetworking, disintermediation, convergence, innovation, presumption, immediacy, globalization, and discordance. Related to the digital economy is a digital business, namely promotional activities, be it a brand or a product using digital media. Digital businesses have different basic services, such as social media, search and analytics, content providers, distribution and delivery, entertainment applications, and others. While the term e-commerce or electronic commerce is the activity of disseminating, selling, purchasing, and marketing products (goods and services), by utilizing telecommunications networks such as the internet, television, social media, or other telecommunications networks. Social commerce is a part of e-commerce that combines reviews, and ratings to the site and links to social networking sites or social media to understand customer needs and increase sales (Wijoyo et al., 2020).

Social commerce has a different way of promotion, where consumers can own products while contributing to their sales by sharing their reviews with other consumers regarding the selected product. Thus, the consumption characteristics of individuals participating in the process of social trade become important to understand consumer



behavior that is useful for companies to better influence consumers and take advantage of the power of their social ties (Chatterjee & Samanta, 2022; Sohn & Kim, 2020).

Referring to Kaplan & Haenlein, social media is defined as several Internet-based applications based on Web 2.0 technology, which allows users to create and exchange content with each other (Arora & Sanni, 2018). Social media is a marketing communication activity that uses electronic media (online) in attracting consumers or companies in various forms (images, writings, etc.) to increase awareness, company image, and increase sales (Kotler & Keller, 2016).

The social media providers socialized in this training are Whatsapp, Facebook, Instagram, and TikTok which are the four most widely used social media platforms in Indonesia. (We Are Social, 2022). These four social media were deliberately chosen because they have several advantages, namely, they are well known, easily accessible, and not costly (free of charge), but the impact on sales is quite large.

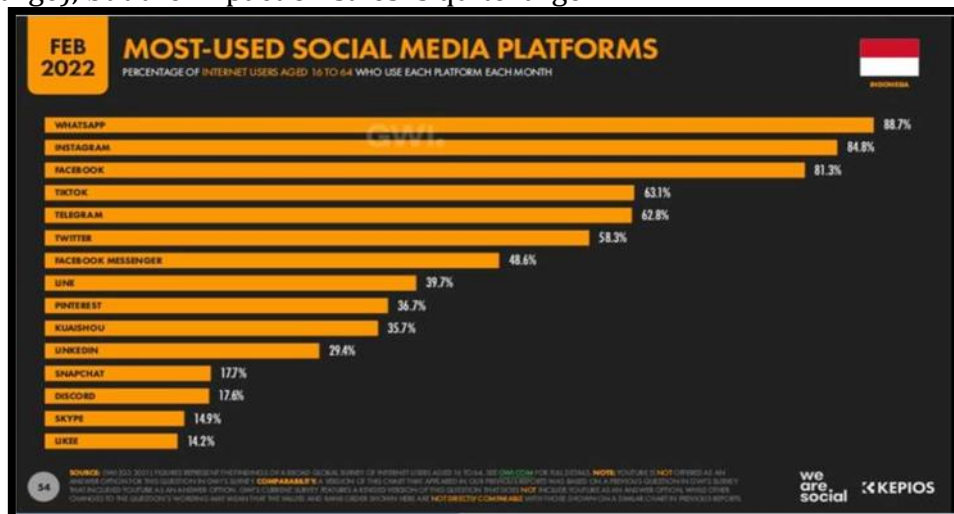


Figure 2. Indonesia's Most Used Social Media Platforms (We Are Social, 2022)

These four social media are already known by the craftsmen of Tapis Lampung in Katon State Village. However, its use is more for personal purposes, while it is still very lacking for marketing promotion. This training socializes how to take advantage of several features that have been provided on every social media to promote Lampung tapis. On WhatsApp media, participants were introduced to business WhatsApp. Whatsapp business has several different features from WhatsApp messenger such as a clear business account profile, account verification, product catalog, automatic welcome message, away message, quick reply, a short link, and so on. These features make directional communication between sellers and consumers more efficient and focused on transactions. WhatsApp has been acquired by Facebook, making it easier to integrate WhatsApp with other social media such as Instagram and Facebook. It's just that the seller must have a different number from WhatsApp messenger (Musnaini et al., 2021).

The Facebook platform is one of the social media that has various features that can be used to help business actors such as group marketing, chat rooms, and marketplaces (Sunday & Busari, 2022). This platform has been used as a means of promotion by several tapis craftsmen, but because they have not used the marketplace feature, the promotions carried out can only be enjoyed by friends. So it is necessary to introduce the use of the Facebook



marketplace. Because participants already have an old Facebook account, creating a Facebook marketplace can be done easily and the marketplace icon can appear on the Facebook display and can be used immediately to sell. Participants just need to sell, enter photos with a clear description, and can be posted immediately. The advantage of the Facebook marketplace is location information so that it can target potential consumers in certain regions. The posts made can also be shared with several sales groups on Facebook so that the reach of promotions can be wider.

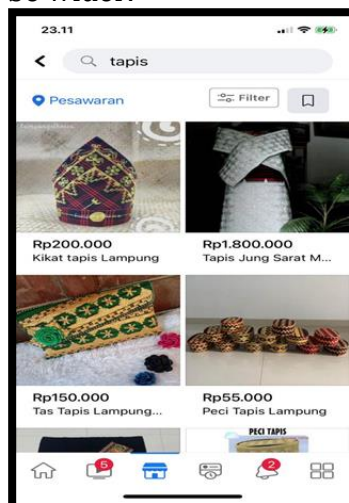


Figure 3. Facebook Marketplace usage example

The next platform that can be used is Instagram shopping, which is the latest feature on Instagram that allows businesses to display their selling product catalogs. Instagram shopping can only be used if you already have a Facebook account first, then participants are directed to create a professional Instagram account instead of a personal Instagram. These two social media are integrated, everything that will be sold on Instagram shopping must be contained in the Facebook marketplace. After activating Instagram shopping, it cannot necessarily be used immediately because you have to wait for verification from Instagram first for approximately 1 week of the process.



Figure 4. Examples of using Instagram Shopping



The last social media that was socialized was the TikTok Shop, which is one of the social commerce features that makes it easier for users to promote and sell products. To be able to use this feature, you must first have a business Tik Tok account and choose the seller. After filling in the identity profile completely, this feature can be used immediately. TikTok is known as a platform that focuses on sharing video content that lasts 15 seconds to 3 minutes, so to succeed in sales it is necessary to create attractive video content, use hashtags when creating videos, and be consistent in posting video content. If the video content created will get reviews from other users in the form of comments and likes or even reshare the video content to other social media platforms.

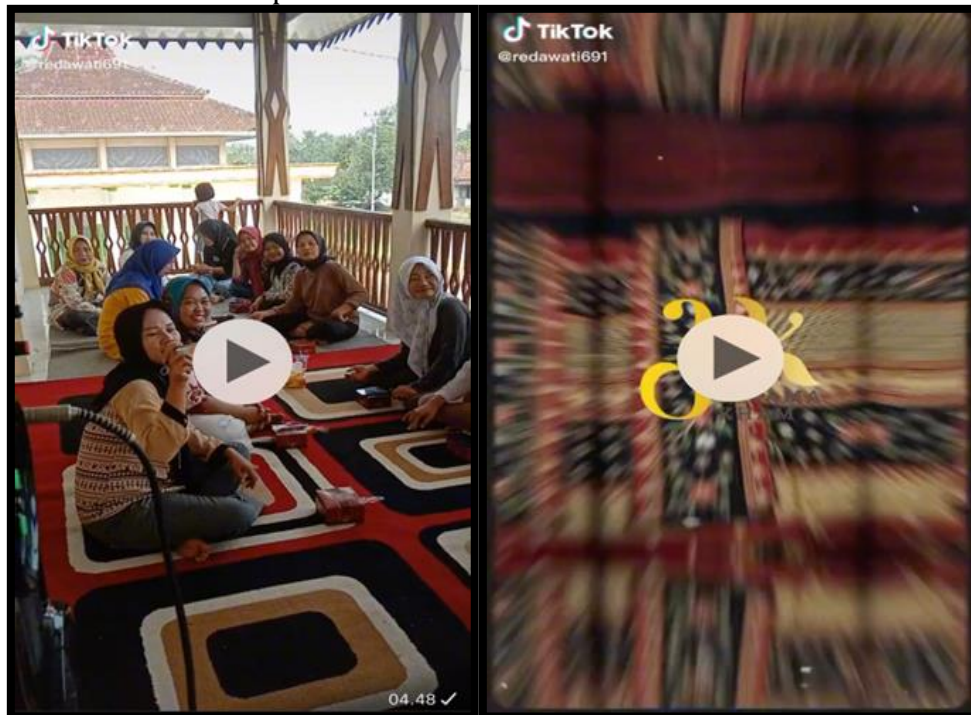


Figure 5. Contoh konten video TikTok

Participants were very enthusiastic about participating in the training, it's just that there were still some obstacles encountered, namely related to the non-uniformity of the quality of smartphones owned by participants and the difference in the ability to use smartphones. The absence of an internet quota or lost internet signal is also an obstacle. But it can still be avoided by making small groups study together.

Training Impact Analysis

All participants were asked to fill out a simple questionnaire before and after the training material was given. Then the results of this pretest and posttest were compared to see the extent of the impact of the training on the participants related to optimizing the use of social commerce on digital media for the promotion of MSMEs in Tapis Lampung in Katon State Village. Impact analysis is related to understanding and ability to utilize social commerce. The comparison can be seen in figures 6 and 7. Before the training, all participants admitted that they did not have an understanding of social commerce and then there was an increase in understanding by 83.3%.

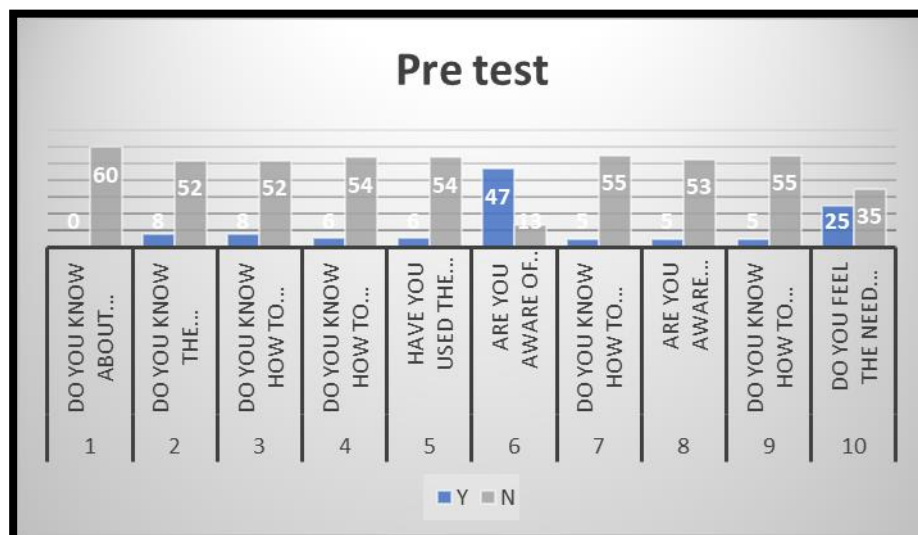


Figure 6. Respondents' Pre-Test Results (Source: processing data, 2022)

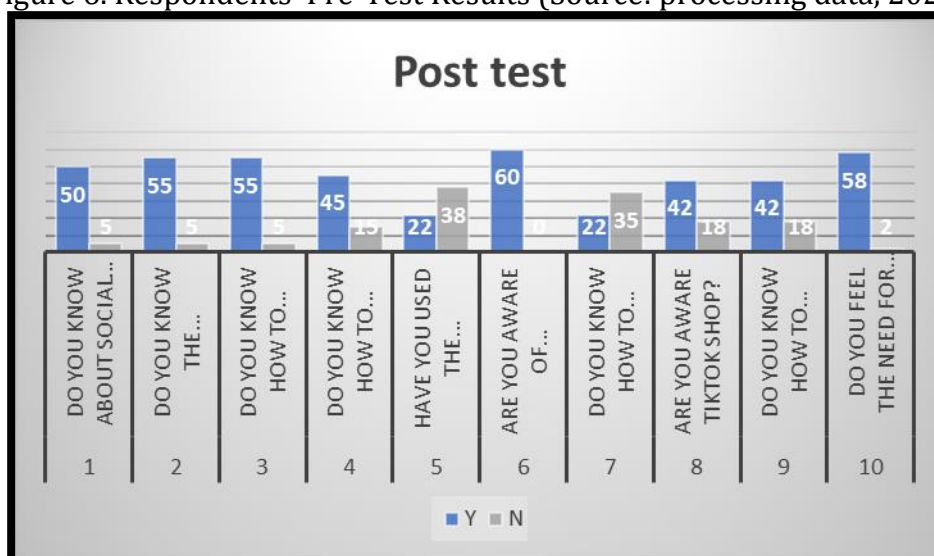


Figure 7. Respondents' Post Test Results (Source: processing data, 2022)

On the WhatsApp platform, participants' understanding of distinguishing business WhatsApp from WhatsApp messenger increased from 20% to 91.7%. The same increase is seen in the ability to use business WhatsApp for promotion. Meanwhile, on the Facebook marketplace platform, before the training, there were already 10% of participants who had used it. After the training, although there was an increase in comprehension to 75% only 36.7% tried to take advantage of it because there were still obstacles when trying to make it independently. Similar results are also seen on the Instagram shopping platform. All participants were already aware of Instagram shopping, but only 36.7% tried to take advantage of it. This is understandable because the creation of Instagram shopping is integrated with the Facebook marketplace, both of which influence each other. A significant increase related to the use of TikTok shops increased from 8.3% to 70%. Overall, 96.7% of participants thought that promotion using social media would be very beneficial for the sale of Lampung tapis.



CONCLUSION

The Covid-19 pandemic has greatly affected the Indonesian economy, including MSMEs in Lampung in Katon State Village. Strategies that can be carried out by MSME players are to carry out digital transformation and digital marketing for sales promotion. One of them is through social commerce for promotion in a collaborative environment. However, not all Tapis Lampung MSME business actors in Katon State Village can implement promotions through digital social commerce media due to a lack of knowledge of running an online business. Training on the use of digital social media and social commerce for the promotion of MSMEs is aimed at bridging these shortcomings. There is four social commerce that is socialized, namely business Whatsapp, Facebook marketplace, Instagram shopping, and TikTok shop. Overall, 96.7% of participants thought that promotion using social media would be very beneficial for the sale of Lampung tapis. This training still has many shortcomings because it has not been able to provide more intensive training with longer assistance to participants so that the ability to use social commerce can be further improved.

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