

DEVELOPMENT OF LEMON-BASED BEVERAGE BUSINESS AS A COMMUNITY IMMUNE INCREASE IN THE NEW NORMALITY ERA

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The problem that faced partners is the not yet optimal application of digital marketing in marketing products. The solution to each of these problems is to utilize ADS Facebook and Social Media and provide assistance and training. By providing these solutions, it is hoped that there will be an increase in sales and an increase in social media interaction and being registered in the Market Place. The specific target of this activity is that partners can market their products to various regions so that the distribution radius is wider and in line with increased sales. The method used is to identify needs, SWOT analysis and Expalanatory Survey to Javaganics Partners. The implementation stages consist of (1) Digital Marketing training and empowerment; (2) Data analysis; (3) Coordination of partners and researchers; (4) and internal administration of the institution; (5) Institutional self-evaluation and institutional development funds.

Keywords: *Development, Empowerment and Marketing*

A. Introduction

The new normal is medically exposed in a pessimistic attitude from some parties, many experts in the medical field showing the lack of socialization and government preventive efforts in entering the new normal era in Indonesia, from several news channels both online and offline stated that the government's attention is still not maximal in controlling age which should be a concern in this era, namely early age and the elderly, herd *immunity* will become a wild ball due to the readiness of the community which is very disproportionate to the relaxation of regulations after this new normal era, many opinions arise that what the community needs moment This is

prevention from an early age by increasing immunity in addition to the use of masks and hand sanitizers. The high need for increased immunity during this new normal era is the background why this needs to be investigated further.

Facing the COVID-19 pandemic, it requires the intake of immunity that contains high vitamin C, low risk as well as economical, economic considerations are necessary due to economic growth and low purchasing power of the people during this pandemic. The high demand for medical protection, economical immunity enhancement and the provision of herbal-based intakes in the new normal has

encouraged proposers to make developments through digital marketing and strengthening the production of lemon-based herbal drink products to answer these challenges.

1. Partner Profile

Partner Name: Javaganics, Partner Address: Jalan kawali I no 36, Antapani Tengah, Kec. Antapani, Bandung City 40291, Length of Business : 1 Years, Number of Human Resources: 10 Persons, Line of Business: Producer of Processed Food and Drinks Made from Lemon, Market Segment: Middle and upper-middle income consumers, aged 10-65 years, domiciled throughout Indonesia in big cities with a healthy lifestyle. Leader: Rosen Dean. Marketing Media: Online (Marketplace: Tokopedia Javaganics, Instagram: @javaganics, Facebook: Javaganics)



Figure 1
 Javaganics Partner Profile



Figure 2
 Javaganics Mitra Partner Products

2. Technology Aspect Problem

Javaganics is a household- scale agroindustry company engaged in food and beverage processing. This company focuses on increasing marketing through digital marketing. One of the improvements in the digital marketing aspect is by utilizing Instagram Ads, Facebook ads, managing social media content and registering business businesses to Market Place. Marketing techniques are still not optimized, the role of social media and ADS has not been fully optimized.

3. Partner Problems

a. Justification for Proposing with Partners in Determining Priority Issues

Technical marketing of goods is not optimal, so there needs to be a role in managing content, managing advertisements and managing social media, especially on Instagram and Facebook. Opening and registering a

business venture to Market Place (Tokopedia)

- b. Partner's priority problem is that they have not implemented digital marketing and digital-based social media management and Ads. Not yet registered in Market Place (Tokopedia)



Figure 3

Javaganics Mitra Partner Products

3. Types of Partner Outputs to be Generated

Digital marketing, utilizing Instagram Ads, Facebook ads and managing content on social media and utilizing Market Place. Digital marketing is closely related to marketing activities, the definition of marketing management according to Kotler and Armstrong (2014:30) defines that

“Marketing management as the art and science of choosing target markets and building profitable relationships with them. Simply put, marketing management is customer management and demand management”, which means marketing management as the art and science of choosing target markets and building

profitable relationships with them. In short, marketing management is customer management and demand management.

According to Sangadji (2013: 323) a brand is a name or symbol that identifies a product and distinguishes it from other products, so that it is easily recognized by consumers when buying products.

Brand image according to Sangadji (2013: 327) is an association that is present in the minds of consumers when remembering certain brands. These associations can appear in thoughts or images associated with a brand.

Kotler and Keller (2016: 330) say "Brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs", which means brand image describes the extrinsic nature of a product or service. services, including the ways in which the brand seeks to satisfy the psychological or social needs of customers.”

Meanwhile, according to Tjiptono (2016:105) Brand image or known as brand image is a description of associations and consumer beliefs about a particular brand, while associations are attributes that exist in a particular brand. The brand and have a degree of strength.



Figure 6 Handover of Lemon Seeds with INABA University

B. Implementation Method

1. Parties Involved In SME Development Activities

LPPM Universitas Indonesia Building, Javaganics Partners, INABA University students. And the lemon farmers

2. Methods and Stages in Applying Digital Marketing Technology to Javaganics Partners

Identification of needs analysis tailored to partner problems, application of analytical surveys to partner places and conditions and constraints for javaganics partners, mentoring and training with partners.



Figure 4

The Role of Lemon Farmers in PKM Activities

Table 2
Stages of Implementation Implementation to Partners

No	Activity	outside
1	Material procurement	Industrial scale feasibility study
2	Training and empowerment of human resources	Assistance and HR development related to digital marketing
3	Data analysis	Continuation and coordination of stagesnext
4	Coordination of partners and researchers	Draft brand Javaganics
5	Brand drafting	TDP, SIUP, NPWP, Deed of Establishment
6	Institutional self-evaluation and institutional development funds	Monitoring and evaluation



Figure 5

Photo with INABA University Lecturers with Business Owners and Lemon Farmers

Irham Fahmi (2015: 252) SWOT is an acronym for strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats), where SWOT is used as a model in analyzing a profit-oriented and non-profit organization with the aim of The main objective is to know the state of the organization more comprehensively.

Rachmat (2014: 285) states that SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats.

Rachmat (2014: 285) states that SWOT analysis is an analytical tool intended to describe the situation that is being faced or may be faced by the organization. This analysis is based on maximizing strengths and opportunities, which simultaneously can minimize weaknesses and threats.

Based on the opinions of the experts above, it can be concluded that the SWOT analysis can help businesses and businesses to be able to make strategies that are tailored to business conditions and circumstances. And with the SWOT analysis, it can help in seeing the opportunities that exist so that the business

can survive and develop. Likewise with this PKM activity, the partner's main strength is the partner's superior product, the partner's weakness is that they have not implemented digital marketing, the opportunity is that the lemon market share in West Java is quite high, the threat is competitors with the same concept.

3. Description of Digital Marketing Base Product Development That Will Be Implemented To Javaganics Partners

Utilization of social media by adding content combined with knowledge in the use of ADS can contribute to the business development of javaganics partners. This contributes to the expansion and expansion of partners' businesses.

With the existence of social media by relying on the strength of Facebook and Instagram, the Javaganics brand is increasingly recognized, especially the demographic absorption radius in West Java. partners have a content calendar that can be used as a promotional tool that is routinely carried out to be able to open the gates of partners' businesses to be more widely known.

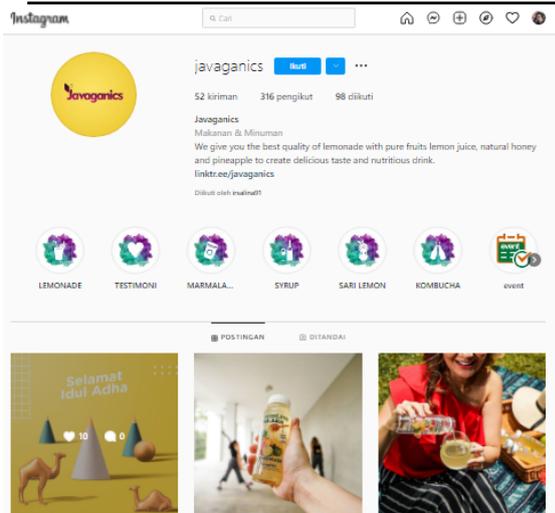


Figure 7

Instagram Javagantics
Market

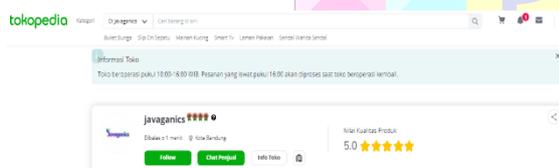


Figure 8

Tokopedia Javagantics Account

4. Work procedures

Work procedures refer to needs analysis and identification of production needs, as well as system supply

5. Partner Participation in Program Implementation

- Partners and employees participate in training and counseling events for digital marketing technical guidance
- Partners and employees participate in training events and technical guidance counseling Market place registration
- Partners and employees participate in training events and technical guidance counseling to create content calendars

- Partners and employees participate in Facebook Ads . technical guidance training and counseling events
- Partners and employees participate in training and counseling events for Instagram Ads technical guidance

6. Evaluation of the implementation of the SME/UKMK program

Evaluation is carried out based on the achievement of the planned objectives, implementation that has been carried out, program development and the realization of the types of outputs that have been designed.

C. Service Results

Based on the partner problems that have been submitted in the analysis of the partner's situation and real evidence in the field, training and human resource development in terms of digital marketing has a positive impact on partners. One impact that is quite visible is the increase in social media interactions, the number of likes and the number of people viewing partner posts.

With the addition of this social interaction, it is hoped that more people will become acquainted with partner products. Seeing the conditions and situations of partners, the output is able to create a content calendar. The content calendar is

defined as a schedule for carrying out every social media activity, both on Instagram and on Facebook.

The content calendar makes it easier for partners to stay active on social media. In order to increase the radius of demographic coverage, ADS is needed to be able to reach the entire target market of partners. Managing ADS requires habit and understanding regarding how and how to use ADS. The role of Ads really helps partners to better market their products. With Ads the distribution of promotions to the target market can be more well spread. After training on the use of the ADS business Facebook application, partners and employee resources can follow directions from the service implementation team.

Partner needs for product development can be more easily realized considering the role of marketing can help in business development. In business development the service team assists in taking care of the drafting of brands, preparation of documents for registration of legal entities,

Various things related to the development of this business have a positive impact on the development of partner businesses and implications for the immune system of the Indonesian people by consuming lemon products from partners.

1. Obstacles in the Implementation of Service

- a. Constraints in terms of distance and regional posture
- b. Media and tools during socialization with farmers and partner employees
- c. In dealing with letters, it takes quite a lot of time to complete every activity related to the administration of lemon business development
- d. Guidance and assistance in training using devices that integrated with digital marketing

2. Service Follow Up Plan

Service activities, of course, have several weaknesses and programs that need to be developed, one of which is from the financial side which has not been given training to make financial reports professionally and also training materials related to more professional ADS so that customer trust can be further increased.

D. Conclusion

The results of community service for javaganics partners can be concluded that in developing a business, digital marketing is needed to be able to expand the partner's business. Apart from digital marketing, knowledge related to operating and using ADS is also required. The role of digital marketing helps partners in

developing businesses. Business law, licensing and branding help in creating customer trust. The more trust customers have with partner products, the more secure they will be in consuming products from partners. The implications of implementing digital marketing training for Instagram and Facebook Ads as well as halal letters, operational permits and also nutritional composition help partners develop businesses and expand the demographic distribution of partners, especially in West Java.

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E. Confession

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