



Online Marketing Strategy For Corn Boiled Micro Business Actors In Lubuk Alung District

Alpon Satrianto¹, Syamsul Amar¹, Lucy Fridayati², Fadhilah Syawal¹,
Muhammad Yusuf¹

¹Department of Economics, Faculty of Economics and Business, Padang State University

²Department of Family Welfare Science, Faculty of Tourism and Hospitality, Padang State University

Corresponding Author : alponsatrianto@fe.unp.ac.id

Abstract: *One of the micro businesses in Lubuk Alung Subdistrict, Lubuk Alung District is a boiled corn business. This business actor still does not have a good marketing strategy to increase turnover. They do not have social media for promotion and online delivery applications. They just wait for consumers to come shopping.*

The purpose of the implementation of PKM activities in the micro-business partner group of boiled corn products in Kenagarian Lubuk is to improve the ability of Partners in terms of: 1) online marketing through social media and online delivery applications, 2) effective marketing strategies. This is useful in order to increase the turnover of partner businesses.

The approach method offered to solve partner problems is to conduct training and mentoring. Training by providing the latest marketing strategies and techniques both through social media and online delivery applications so that sales increase and income also increases. Training will be conducted by instructors who are experienced in marketing, entrepreneurship and culinary. Training will be attended by 2 groups of Partners, namely: Partner 1 with 5 members, and Partner Group II with 5 members. The methods used in training are in the form of lectures, discussions, questions and answers, practice, guidance and monitoring evaluation. Guidance and monitoring of the results of the training that has been carried out. Mentoring is carried out by guiding the technical implementation of how to do marketing using social media applications, online delivery applications and effective marketing strategies,

Participants gain knowledge about: a) Turnover Increase Strategies, b)Marketing strategy, c) On-Line Marketing and d)Marketing and Cooperation with On-Line Delivery Applications. From this activity, participants will be able to apply it in their daily business activities. Thus, it is hoped that these new prospective entrepreneurs will be able to develop their businesses and succeed through the development of entrepreneurial activities.

Received 28 Dec., 2024; Revised 06 Jan., 2025; Accepted 08 Jan., 2025 © The author(s) 2025.

Published with open access at www.questjournals.org

I. Introduction

In recent years, the development of digital technology has changed the marketing landscape significantly [1-2]. One of the biggest changes is the emergence of social media as an effective marketing platform for various types of businesses, including large companies to MSMEs (Micro, Small and Medium Enterprises). The number of social media users continues to increase significantly every year, be it platforms such as Facebook, Tik-Tok, Instagram, Youtube, Twitter, LinkedIn and so on. These social media have become an important part of everyday life for billions of people around the world for communication, social and business. Thus, social media provides broad access to reach potential audiences [3-5].

Modern consumers tend to spend more of their time on social media, whether to research, interact with brands, or shop online. A strong presence on social media platforms allows brands to connect with consumers at various points in their purchasing journey. Social media platforms offer a high ability to target ads to very specific audiences based on demographics, interests, behaviors, and geographic locations. This allows businesses to potentially reach people who are more likely to be interested in their products or services [7-9].

Social media allows direct interaction between brands and consumers through comments, direct messages, and other interactive features [10-12]. This allows brands to listen to consumer feedback, answer questions, respond to complaints, and build closer relationships with their audiences. Social media platforms provide a variety of analytical tools that allow businesses to easily track the performance of their campaigns. They

can view metrics such as the number of impressions, engagement, clicks, and conversions to evaluate the effectiveness of their marketing strategies and make necessary adjustments.

One of the MSMEs in Lubuk Alung Subdistrict, Lubuk Alung District is a boiled corn micro-business. This boiled corn business is one of the typical snack food products in this area. This micro-business is quite potential in terms of sales because it is located along the Padang - Bukittinggi highway so that many drivers stop to buy. Not a few drivers and other general public buy this boiled corn, especially on weekends Saturday - Sunday. On weekends almost every outlet from the seller is visited by buyers, their average turnover ranges from IDR 400,000 - IDR 700,000. However, on weekdays it only reaches IDR 200,000 - IDR 400,000 per day (Survey, March 2024). From interviews conducted with boiled corn business actors (partners), their turnover is actually still relatively low. They said that their average potential turnover on weekends is IDR 700,000 – IDR 1,000,000 while on weekdays it is between IDR 400,000 – IDR 700,000 (Table 1).

Table 1
Average Turnover Obtained by Boiled Corn Micro Business Actors
In the Lubuk Alung Sub-district, Lubuk Alung District

Information	Price Normal (Rp/Day)	Weekend (Rp/Day)	Potential Ordinary day (Rp/Day)	Potential Weekend (Rp/Day)
	Turnover	200,000 – 400,000	400,000 – 700,000	400,000 - 700,000

Source: Interview with Several Traders (March 2024)

This problem is due to the marketing strategy of boiled corn entrepreneurs in Lubuk Alung Subdistrict, Lubuk Alung District that has not been maximized. Many boiled corn entrepreneurs have not utilized marketing through social media. They have difficulty using social media because they are not yet accustomed to using it such as Facebook, Tik-Tok, Instagram, Twitter, WhatsApp, Line, Youtube and so on. Even 25% of the 27 boiled corn outlets in the area do not have social media accounts, be it Facebook, Tik-Tok, Instagram and others. In fact, the use of social media for product marketing is currently one of the keys to the success of a business [13-15]. Moreover, currently there are also product marketing applications with online delivery applications such as GoJek and Grabs. Therefore, the marketing strategy of this business must be improved because if it relies on the old method, namely just waiting for buyers to come, for example the product turnover will not increase [16-19]. In addition, most of the people of West Sumatra, especially Padang Pariaman Regency and Lubuk Alung Subdistrict, currently have cellphones and are connected to the internet. So they will use this media to shop for this boiled corn.



Figure 1
Interview with Partners Regarding Marketing Strategies That Have Been Implemented So Far and Several Other Problems

Based on these conditions, it is necessary to carry out a Community Activity Program (PKM) related to online marketing strategies for micro-entrepreneurs of boiled corn in Lubuk Alung District. This is important to follow and answer the challenges of the current era which is already in the digital era. All business actors must be able to utilize online marketing, both through social media and online application marketing so that their

businesses can continue to develop well. Increasing the ability of online business actors is expected to lead to an increase in their turnover in the future.



Figure 2
Interview with Partners Regarding Partner Business Turnover and Several Other Problems

Partner Issues

From the results of the survey and interviews with partners, it can be identified the problems currently faced by partners and which must be resolved, including:

1. Business turnover is still not optimal.
2. Still limited knowledge and skills in terms of good product marketing.
3. Do not yet have the knowledge and skills to promote products on social media.
4. Do not have marketing knowledge and cooperation with online delivery applications.

II. Method

The approach method offered to solve partner problems is to conduct training (marketing strategies, marketing with social media, and marketing with online delivery applications) and mentoring. The training will be conducted by instructors who are experienced in marketing, entrepreneurship, and culinary. The training will be attended by 2 groups of Partners, namely: Partner 1 with 5 members, and Partner Group II with 5 members. The methods used in the training are in the form of lectures, discussions, questions and answers, practice, demonstrations, guidance and mentoring.

The training will be conducted in several stages as follows:

- 1) Preparation: Meeting with the Head of Lubuk Alung Village and the Head of Partners I and II to agree on the schedule and location for the implementation of the activity.
- 2) Preparation of training materials by instructors.
- 3) Implementation of training activities (September – October 2024).
- 4) Mentoring and monitoring evaluation of the results of the training that has been carried out.

The problem-solving framework in this activity can be seen in the following image:

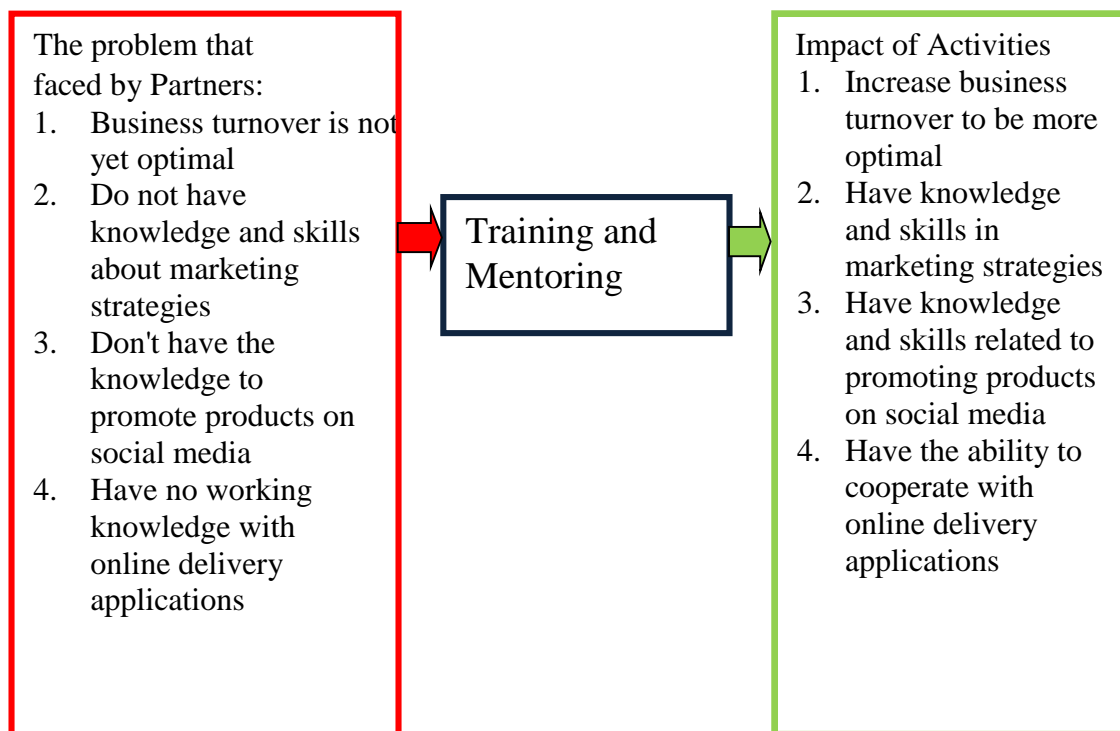


Figure 3
Problem Solving Framework

Partner Participation in the implementation of PKM

Partner participation in the implementation of PKM is as follows:

1. Providing information about partner business condition data
2. Attending training conducted by resource persons
3. Supporting the implementation of training activities
4. Actively coordinate with PKM activity implementers
5. Willing to be monitored and evaluated in the implementation of activities

Evaluation and Monitoring

Evaluation and monitoring are carried out in the following ways:

1. Attendance at activities is carried out using an attendance list.
2. Motivation to participate in activities is carried out using a questionnaire.
3. Improving knowledge and skills in the field of marketing, marketing strategies and online marketing is done by using a questionnaire.
4. After the training activities are completed, every 1 month as needed, mentoring, visits, and monitoring and evaluation will continue to be carried out to PKM partners to ensure the success and implementation of the training results.

III. Results and Discussion

In the PKM activity of online marketing strategies for micro-entrepreneurs of boiled corn in Lubuk Alung District, there were 4 materials presented by the resource persons, namely:

1. **Turnover Increase Strategy.** This material was delivered by Mrs. Ariusni, SE, M.Si from the Development Economics Study Program, Faculty of Economics, Padang State University.
2. **Marketing strategy.** This material was presented by Mrs. Vidyarini Dwita, SE, MM, Ph.D from the Management Department, Faculty of Economics, Padang State University.
3. **On-Line Marketing.** This material was delivered by Mr. Muhammad Hafiz, SE, CEO of Witbox (Digital Marketing Company in Padang City).<https://www.instagram.com/ahmadhafizdd/>

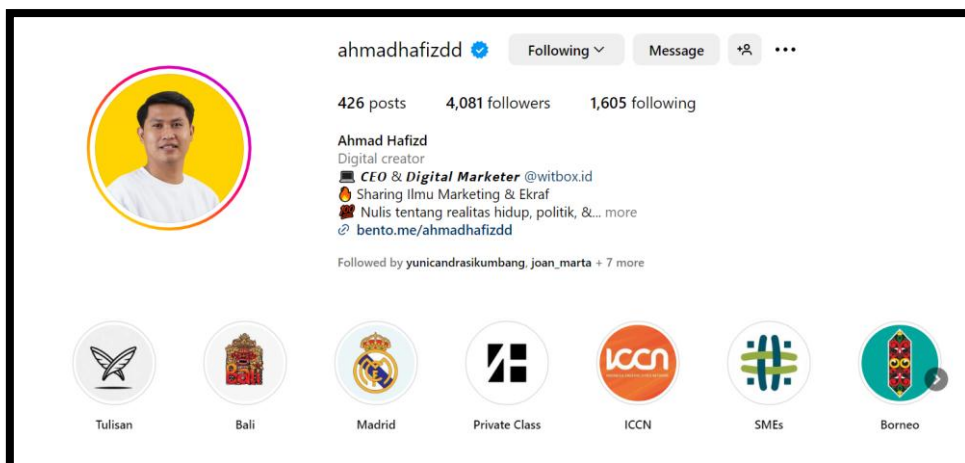


Figure 4
Instagram Account of Digital Marketing Company in Padang City

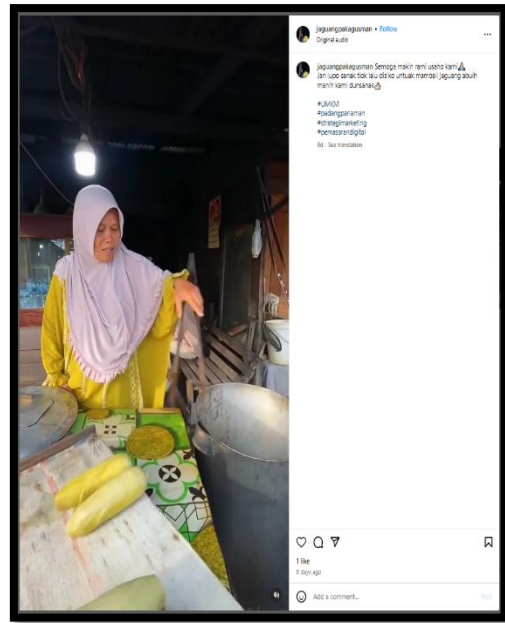
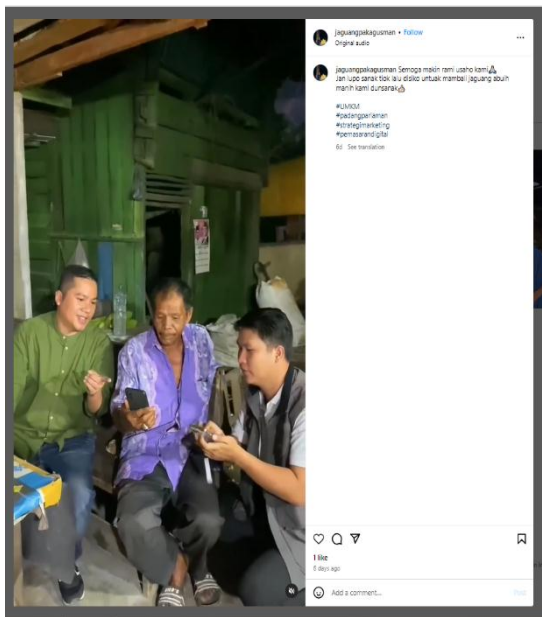
- 4 **Marketing and cooperation with online delivery applications.** This material was delivered by Winda Arynti. Winda Arynti is an influencer on the Food Blogger account wnda.arynti (<https://www.instagram.com/wnda.arynti/>)



Figure 5
Padang City Food Blogger Instagram Account

The results achieved in the implementation of the PKM activity of online marketing strategy for micro-entrepreneurs of boiled corn in Lubuk Alung District can be seen from the high participation of participants. Participants who attended this activity were 10 people (Attachment 1). The large number of participants who attended this activity was due to the high participation of Mitra members, especially prospective new entrepreneurs to gain knowledge from this activity and the active socialization of this activity by the head of Mitra members. Here is the link or url of the PKM activity video: <https://www.instagram.com/p/C-xMm5CyTZX/> As with the level of participant attendance above, the motivation of prospective entrepreneurs to participate in this activity is as follows:

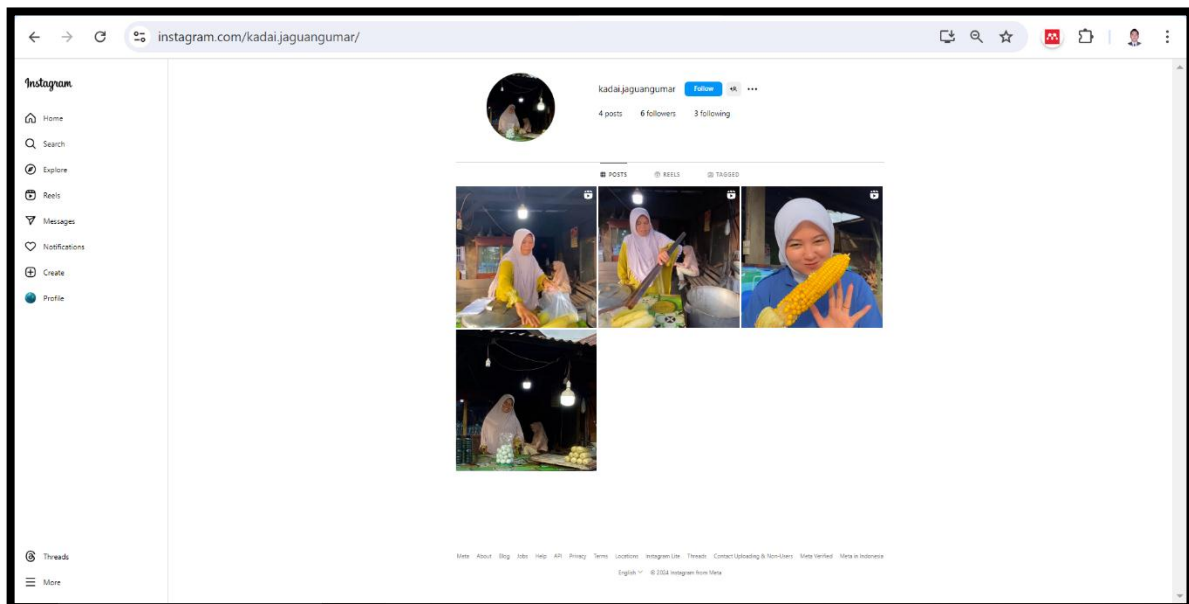
- a. Prospective entrepreneurs want to gain knowledge about: a) Turnover Increase Strategies, b) Marketing strategy, c) On-Line Marketing and d) Marketing and Cooperation with On-Line Delivery Applications. From this activity, participants will be able to apply it in their daily business activities. Thus, it is hoped that these new prospective entrepreneurs will be able to develop their businesses and succeed through the development of entrepreneurial activities.



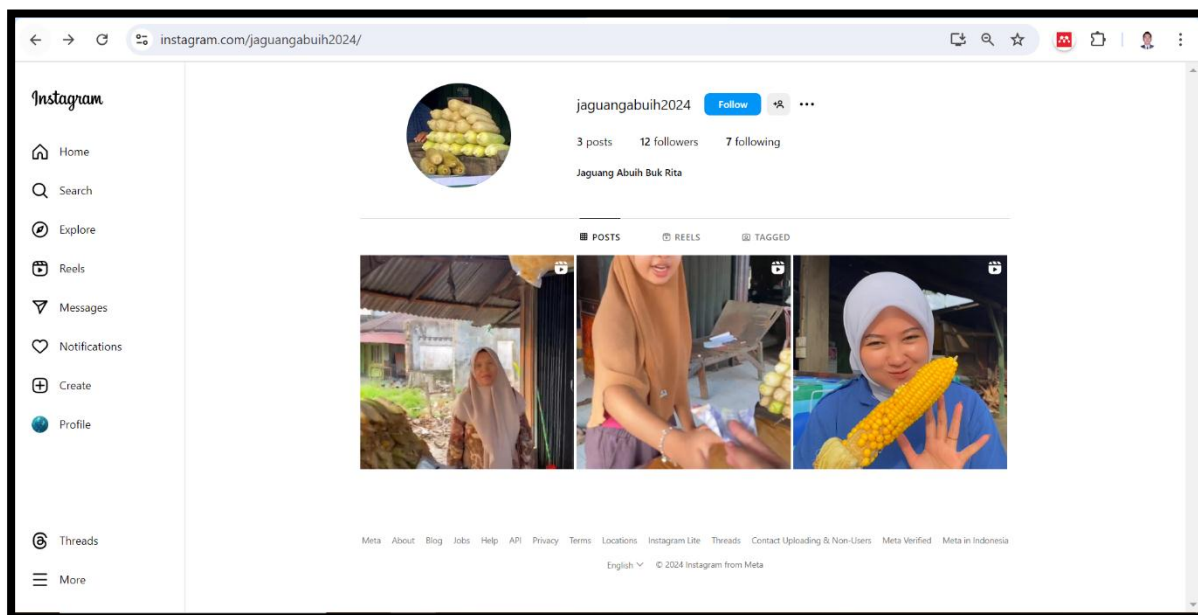
- b. All invited participants were present at the location where the training was held. These participants had arrived one hour before the event started.
- c. Participants paid close attention to the speakers in explaining the materials presented to them and there was high enthusiasm from the participants to ask questions and discuss.
- d. The curiosity of the participants is very high. This can be seen from the many participants who asked the speakers so that the speakers were also very enthusiastic in responding to the questions.
- e. The participants were very enthusiastic and excited about this activity so that most of the participants wanted this training to continue in the future.

Social Media Accounts of Boiled Corn Entrepreneurs

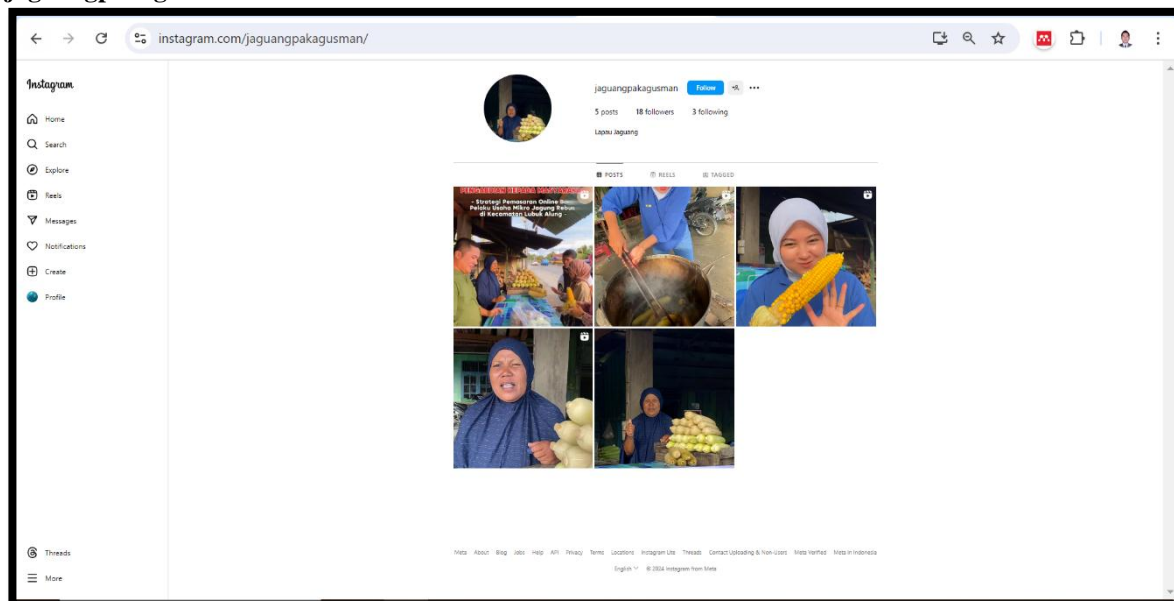
@kadai.jaguangumar



@jaguangabuih2024



@jaguangpakagusman



IV. Conclusion and Suggestions

The conclusions that can be drawn from the PKM activity of online marketing strategies for micro-entrepreneurs of boiled corn in Lubuk Alung District are:

1. Participants gain knowledge about: a) Turnover Increase Strategies, b) Marketing strategy, c) On-Line Marketing and d) Marketing and Cooperation with On-Line Delivery Applications. From this activity, participants will be able to apply it in their daily business activities. Thus, it is hoped that these new prospective entrepreneurs will be able to develop their businesses and succeed through the development of entrepreneurial activities.
2. Participants gain knowledge about how to organize marketing strategies properly.
3. Participants gain knowledge about the meaning, goals, and strategies of online product marketing, as well as how to create advertisements on social media.
4. Participants gain knowledge on how to create collaboration with online delivery applications.
5. Participants gain knowledge about increasing marketing access which will increase partner income.

The suggestions put forward in this regard are:

1. Aspiring new entrepreneurs must be fully aware that knowledge about: a) Turnover Increase Strategies, b) Marketing strategy, c) On-Line Marketing and d) Marketing and Cooperation with On-Line Delivery Applications. Thus the business that will be run can operate well and can achieve the targets that have been set.
2. Partner members need to practice and apply the materials that have been presented so that the business or enterprise they are running becomes even better so that it can improve family welfare.
3. More intensive training and coaching is needed in the future so that prospective new entrepreneurs can continue to improve their knowledge and skills in business. In addition, good small business management will be able to improve the quality of life of the families of prospective new entrepreneurs.

Acknowledgement

The authors would like to thank Lembaga Penelitian dan Pengabdian Masyarakat Universitas Negeri Padang for funding this work with a contract number: 2044/UN35.15/PM/2024

References

- [1]. Hidayati, N., Pungkasanti, P. T., & Wakhidah, N. (2020). Pemanfaatan media sosial sebagai digital marketing UMKM di Kecamatan Tembalang Semarang. *Abdimasku: Jurnal Pengabdian Masyarakat*, 3(3), 119-124.
- [2]. Oktarina, N., Widodo, J., & Fachrurrozie, F. (2019). Penguatan umkm Melalui Pemanfaatan Media Sosial untuk Meningkatkan Jangkauan Pemasaran di Kecamatan Toroh purwodadi. *Jurnal Abdimas*, 23(2), 170-174.
- [3]. Urva, G., Pratiwi, M., & Syarif, A. O. (2022). Optimalisasi Media Sosial Sebagai Penunjang Digital Marketing. *ABDINE: Jurnal Pengabdian Masyarakat*, 2(1), 56-61.
- [4]. Silajadja, M., Magdalena, P., & Nugrahanti, T. P. (2023). Pemanfaatan Media Sosial (Digital Marketing) untuk Pemasaran Produk UMKM. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 2(2), 88-100.
- [5]. Supriyanto, A., Rosmalia, V., Sa'di Aman, A., & Tias, U. A. (2021). Pemanfaatan Social Media Sebagai Pemasaran Bisnis Di Era Society 5.0. *Janaka: Jurnal Pengabdian Masyarakat Kewirausahaan Indonesia*, 2(2), 55-65.
- [6]. Kusuma, R. D., Sutjipto, S. S. U., Sujana, S., & Maretha, H. A. (2020). Pelatihan Optimalisasi Media Sosial Untuk Peningkatan Omzet UMKM. *Jurnal Abdimas Dedikasi Kesatuan*, 1(2), 215-222.
- [7]. Hurdawaty, R., & Tukiran, M. (2024). Strategies to Increase the Competitiveness of Micro, Small and Medium Enterprises (MSMEs): A Narrative Literature Review. *South Asian Journal of Social Studies and Economics*, 21(1), 112-125.
- [8]. Novianti, D., & Alamsyah, A. (2023). Improving Sales Rate Through Social Media Marketing Strategy For Small Business. *Analisis: Scientific Journal of Economics, Management, Business, And Accounting*, 13(1), 167-180.
- [9]. Pandiangan, S. M. T., Wahdiniawati, S. A., Pratiwi, R., Budiarto, B. W., & Arief, I. (2023). Business Strategy Assistance and Training for Micro, Small, and Medium Enterprises. *Jurnal Pengabdian Mandiri*, 2(10), 2129-2134.
- [10]. Suryawardani, B., Wulandari, A., Marcelino, D., Satrya, G. B., Wijaya, R., Lukito, W., & Prabawa, B. (2021). Creative Digital Marketing and Advanced Internetworking Assistance Programs for Micro, Small and Medium Enterprises in Buah Batu District Bandung. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 5(2), 361-376.
- [11]. Dewi, H. S. C. P., Prabayanti, H. R., Pembayun, N. S. R., & Erta, E. (2023). Pelatihan Social Media Marketing pada Pelaku UMKM di Desa Semanding. *Lumbung Inovasi: Jurnal Pengabdian kepada Masyarakat*, 8(2), 343-350.
- [12]. Novandari, W., Gunawan, D. S., Bawono, I. R., Naufalin, R., Maryani, S., Jajang, J., & Sulasih, S. (2023). Social Media Adoption and SMEs Business Performance: Examining Entrepreneurship Orientation and Government Support Policies in Central Java. *The Winners*, 24(1), 57-67.
- [13]. Kotler, Philip, Hermawan Kartajaya & Iwan Setiawan. (2019). *Marketing 4. 0: Moving from Traditional to Digital*. New Jersey, Inc.
- [14]. Ratnadianti, A., Fahmi, I., & Hannan, S. (2020). Digital marketing strategy of small and medium enterprises for snack in Bogor city. *Jurnal Manajemen & Agribisnis*, 17(1), 74-74.
- [15]. Saienko, M., Pimonenko, T. V., Liulov, O. V., Bilan, Y. V., & Kostornova, S. (2020). New trends in marketing for small and medium enterprises (Doctoral dissertation, Sumy State University).
- [16]. Adam, M., Ibrahim, M., Ikramuddin, I., & Syahputra, H. (2020). The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty in Small and Medium Enterprises (SMEs) at Indonesia. *International Journal of Supply Chain Management*, 9(3), 1210-1220.
- [17]. Dika, R. P., Sari, V. P., & Medina, P. (2023). Sosial Media Marketing Untuk Pengembangan UMKM. *Jurnal Pemberdayaan: Publikasi Hasil Pengabdian Kepada Masyarakat*, 2(1), 46-50.
- [18]. Rukmana, O., Achiraeniwati, E., As'ad, N. R., & Rejeki, Y. S. (2023). Creating Digital Creativepreneur for SMEs in Rural Indonesia. *KnE Social Sciences*, 1487-1492.
- [19]. Sahputra, I., Irwansyah, D., Angelina, D., & Zohra, S. F. A. (2023). Pelatihan dan Pendampingan Pemanfaatan Media Digital untuk Medukung Peningkatan Pemasaran Produk UKM di Desa Uteunkot Kota Lhokseumawe. *AJAD: Jurnal Pengabdian kepada Masyarakat*, 3(3), 197-205.