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Training on Making Flyers for Optimizing SMEs Product Marketing due to COVID 19 Impact

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ABSTRACT

This training and mentoring program is carried out to empower SME entrepreneurs Bojonegoro is expected to design and make practical and attractive MSMs product flyers which are then marketed through the marketplace in online media. Optimization of online marketing as a result of COVID 19 which limits the movement, place, and time of the SMEs in marketing their products. The solution offered is training and mentoring for SMEs in the city of Bojonegoro to take part in online flyer training. With this training activity, it is expected that SMEs can master the material to make, flyers, so that the promotion of SMEs products can reach more broadly and practically as a COVID 19 impact solution that limits the place, time, and mobility of product marketing. Approach methods offered to solve problems faced at partner SMEs are with the model in service-learning 1 (providing training in designing and making SMEs product flyers), on the job learning (independent training activities and mentoring), and in service-learning 2 (SMEs participants) presenting the results of making flyers and promoting to the marketplace). The training involved 25 SMEs in Bojonegoro City. The result achieved is that all trainees can create flyers and promote SMEs products to various market places online.

Keywords: *team games tournaments, direct teaching, learning motivation, learning outcomes*

1. INTRODUCTION

The COVID 19 pandemic caused the local government of Bojonegoro to take action to tighten social distancing and strict health protocols. Some of these rules include: people are prohibited from gathering more than five people, prohibited from "*cangkru'an*" in cafes, closure of several markets, restrictions on selling at night, prohibiting mobility out of town, and so on. This condition has an impact on the limited MSEs in marketing their merchandise.

As a result of COVID 19, residents of the city of Bojonegoro stay at home more and do Work From Home (WFH) as recommended by the government. This causes people to reduce their outward mobility, including reducing shopping at MSMEs. The decrease in the income of the community also has an impact on the low consumption of community needs. On the other hand, with limited trading locations, limited mobility of

traders, and limited trading time, MSEs in Bojonegoro City are very economically affected.

To overcome this, it is necessary to break through the sales model, which originally relied on conventional methods, must be complemented by online marketing. The online market is still not limited due to COVID 19. The results of MSEs products can still be delivered by online-based transportation. For this reason, it is necessary to optimize the promotion of MSEs products through existing marketplaces in online media.

The main obstacle in online promotion for MSEs is that they cannot create promotional media for their products, because they are used to selling conventionally. One of the promotional media that is easy to make and attractive is a flyer. The flyer is a sheet that is printed singly (no fold) and is used to attract public attention to an event, service, product, or idea. Flyers, or more familiarly known as leaflets, generally

only contain general information because they are to be read quickly.

The flyer contains interesting product promotions, created and distributed digitally by MSEs. Promotion can be done in various marketplaces on social media. Thus, it is hoped that the sales of MSEs during the Covid-19 pandemic can continue optimally. Meanwhile, product delivery is still safe because online transportation is allowed to operate during the COVID 19 pandemic.

Based on the identification of the existing situation analysis, one of the most urgent problems is the lack of training and assistance carried out to equip MSMEs in the city of Bojonegoro about the procedures for making digital flyers to promote MSEs products in online media. The solutions offered from the implementation of the Community Service Program activity in this community partnership scheme are: 1) training the skills of MSEs to design and make digital flyers 2) Train MSMEs to be able to market or promote their products with online flyer media in various marketplaces.

To design and create flyers, now you can make flyer designs and the like, anytime, and anywhere with a smartphone. Apart from being easy and fast, you can also directly distribute attractive brochures made on social media accounts. Thus, the job of disseminating information or advertising becomes simpler.

Some applications that can be used to create flyers include Canva, Brochure Maker, Poster Maker, Graphic Design, Flyers Maker, Banner Maker, Adobe Spark Post, Scribus, and so on. In the training, business actors from various kinds of products, such as food, drinks, batik cloth, wood crafts, and others are guided on how to market products through the use of the online marketplace system which is very familiar to the community and the use of social media. This training is a program in the economic field to optimize the marketing of products for business actors, especially in the current online trend. So that business actors can grow, become more innovative and creative.

The results of the training include the ability of MSMEs to design and make product flyers, then promote them in various online marketplaces. The marketplace can be spread on several social media such as Facebook, Instagram, WhatsApp, and so on.

2. METHOD

The approach methods offered to solve problems faced at partner MSEs are in service-learning 1 (providing training in designing and making MSEs product flyers), on the job learning (independent training and mentoring activities), and in service-learning 2 (MSEs participants presenting the results of making a flyer and promoting to the marketplace). This method is

considered quite effective because each stage has an evaluation so that the success of its activities will be easier to measure and targets can be achieved. Training and mentoring are a one-step approach to activities that are quite effective considering the very low ability of MSEs participants because they do not have experience in promoting products through digital flyers. It is different if the target of the activity is experienced MSEs, of course with the implementation of training or workshops, the target can be met.

2.1 In service-learning stage 1

The methods used in this activity are brainstorming, question, and answer and demonstrating how to make a flyer using the Canva application. The material presentation from the facilitators was presented through the google meet or zoom media to MSEs regarding technical materials on designing and making MSEs product flyers. Through brainstorming, demonstrations, and questions and answers, participants have the opportunity to reflect on and share the experiences they have experienced in the product marketing process and the advantages of their products so far.

2.2 On the job learning stage

The method used in this activity is mentoring. The MSEs participants are independently accompanied by the PKM Unesa team designing and making MSEs product flyers with the Canva application. Each MSEs is expected to be able to make promotions for their respective products. If the MSEs participants have difficulty making a flyer, they can consult with a mentor via WhatsApp.

2.3 In service-learning stage 2

At this stage, the MSEs participants return to the google meet or zoom room. Each MSEs participant presented the results of the manufacture of each flyer product. Other MSEs participants and the Unesa community service team discussed and provided input to participants about the results of the MSEs product flyer that had been produced.

3. RESULTS AND DISCUSSIONS

3.1 Result

The final target of the training is that participants can make flyers and promote flyer media to various marketplaces on various social media. Of the 25 participants who participated in the training, all of them

were able to make flyers and promote them on various online social media.

The last activity is that participants are given a questionnaire to fill in their responses about the level of perception and satisfaction with the implementation of the online workshop. The following is a table of data on the results of the workshop participants' responses to flyer making activities.

TABLE 1. EFFECTS OF MEDIA FLYER ON MARKETING OF MSEs PRODUCTS

Participant response	Very agree (%)	Agree (%)	Disagree (%)	Very not agree (%)
Make marketing easier	81	15	3	1
Positive effect on marketing benefits	91	9	-	-
Increase product sales	45	16	24	15
Expand the network	89	8	3	-
Helping MSMEs understand online marketing better	80	15	5	-
Does not add to the sales impact	6	16	34	44

There are six items on the Likert scale to determine the participant's response to the effect of flyer media on product marketing and sales. The results are shown in Table 1. Almost all participants (81%) stated that media flyers had a positive effect on "making marketing easier". Also, most of them (91%) stated that the flyer media had a "positive effect on marketing benefits". They also stated that the flyer media expanded the market network (89%) and helped MSEs understand well the online marketing system (80%). Also, participants (45%) stated that they disagreed that without using flyers as promotional media is better and 44% of them strongly disagreed with the statement "flyer media does not increase the impact of sales".

3.2 Discussions

Based on the results of respondents, shows that online training activities for making flyers have a

positive response for MSME actors because they are considered: 1). make marketing easier, 2). positive effect on marketing benefits, 3). expand the market network, 4). help MSMEs better understand online marketing systems. This is like the findings of Schwarz & Grabowska [1]; Bostanshirin [2]; Janosik [3] states that promotional media through flyers provide opportunities for MSEs to market their products online more optimally as possible. Social media provides opportunities for MSEs to be able to develop a wider market share with unlimited area coverage.

Media marketing activities through social media are a marketing process carried out through third parties, namely social media-based websites [4],[5],[6]. Currently, many social media can be used for marketing or promotion of a product or service. Social media that are often used for marketing or promotion include Facebook, Instagram, WhatsApp, and Twitter. Through this media, companies or brands can carry out structured and targeted promotions.

Marketing with social media is not always related to direct buying and selling. In this marketing, you can market content in the form of posts on the web, images, or flyers. The content marketed through social media is related to the products to be sold. Apart from marketing content, this modern marketing technique is also used to market brands. The purpose of marketing the brand here is to introduce the brand in general to the public as a whole or what is often referred to as brand awareness. By introducing the brand and giving it a good impression, the public's trust will increase and can increase the conversion of promotion to sales.

Based on the results of data processing, it shows that the training activities for making flyer media have a positive response to increasing marketing and sales. Through online-based flyer media, participants can optimize MSEs, with cheaper and more flexible promotions and marketing. This is reinforced by the findings (Banerjee)[7]; (Farida et al.)[8]; (Sheikh et al.)[9], that online-based promotional media by utilizing the internet environment can improve the promotion and marketing of MSEs products.

Based on the satisfaction response, it was revealed that the respondents were satisfied with the online training in making MSEs product flyers. This happened because they considered the program to support product sales, especially during the COVID 19 pandemic which is now endemic all over the world.

Marketing via social media doesn't work directly. Sales conversion takes a long time because people need trust [10]. If this increased trust is accompanied by the right strategy, sales can run smoothly. The length of time the conversion process from promotion to sale has made many marketers impatient. In the end, they failed to apply this marketing method even though it was quite

important. For this marketing to run smoothly, you must be patient and apply the right method, for example, the promotion target is clear and the interaction with the community is going well.

4. CONCLUSION

Flyer as a product marketing medium opens new experiences involving MSMEs to optimize product promotion and marketing online. Online marketing is a strategic step amid the COVID 19 pandemic, whereas a result of this pandemic the space for community mobility is very limited. Through online marketing time and space is very flexible. MSMEs do not need a special place to sell physically and the time can take place at any time. Respondent revealed that online flyer creation training is a program that helps to understand online marketing, effective programs, and programs that help increase and expand market networks. With the use of flyer media, it can help product marketing to be wider and more productive.

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