

Initiation of implementation of covid-19 tough workers and digital marketing expansion in sticker cutting business in Seduri Village, Mojokerto

Tri Mulyono ^{a,1,*}, Yudha Nurdian ^{a,2}

^a University of Jember, Jl. Kalimantan Number 37, Jember and 68121, Indonesia

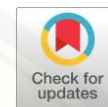
¹ tri.mulyono914@gmail.com; ² yudhanurdian78@gmail.com

* Corresponding Author

Received 25 September 2022; accepted 8 December 2022; published 13 December 2022

ABSTRACT

The Covid-19 pandemic that has occurred recently has had a considerable impact on the economic activities of the community in general. As with the Dheary Sicker Company, there are various problems due to the Covid-19 pandemic, besides their declining income, there is also a lack of concern for prevention regarding Covid-19. This is a background for holding education regarding the application of health protocols in the workplace because at work many people go in and out to carry out economic activities. The method used in dealing with these problems is the Back To Village Thematic Community Service Program at the University of Jember with an Education work program regarding Health Protocol rules in the workplace such as mandatory use of masks, washing hands, and maintaining a safe distance. In addition, to expand market share in the sticker cutting business so that it continues to exist in the midst of the covid pandemic, including by conducting online promotions using digital sites such asWhatsapps, Facebook, Shopee and so on to market their products. Next is about training on product labeling and the last is performance evaluation. It is hoped that the impact of this KKN activity on entrepreneurs or the community can establish good relationships and continue to work together in business relations and social activities so that the results of this back to village KKN activity can be sustainable for future generations.



KEYWORDS

Cutting
Sticker Skill
Training
Covid 19



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

1. Introduction

COVID-19 is a new type of coronavirus that was discovered in Wuhan, Hubei, China in 2019, given the name Coronavirus disease-2019 which is shortened to COVID-19 [1], [2]. Since it was discovered that COVID-19 has spread widely, it has resulted in a global pandemic that continues to this day. Symptoms of COVID-19 are generally in the form of fever of 38°C, dry cough, and shortness of breath and the worst impact for humans is death.

The Covid-19 pandemic has caused a decline in the economy and activity in various sectors and regions in Indonesia. Even though the economic shock caused by the Covid-19 pandemic has gradually subsided as the domestic financial market stabilized and several economic sectors expanded. However, given the nature of the blow to both the supply and demand sides of the economy, recovery efforts still need more time. At the same time, the spread of the virus also shows no signs of ending as the trend of confirmed cases and deaths continues to increase. On the one hand, demands for the resumption of various social and economic activities are getting stronger, marked by the loosening of social restrictions in many areas. So that there is a high risk of re-activating the various wheels of social and economic activity normally [3].

The Covid-19 pandemic has also had an impact on educational activities at universities which have made teaching and learning activities online by not being allowed to meet face to face directly. It is feared that universities becoming a meeting place for students who come from various regions will instead become a new cluster of Covid-19 transmission. As a result of the implementation of an online teaching

system, KKN activities which are usually carried out face-to-face meeting with the community directly and in groups have turned into individual KKN activities and minimize direct contact with the community so that the Back to Village Community Service Program was formed by the University of Jember to continue carrying out KKN activities. safer and still beneficial to the surrounding community. Students are deployed directly to carry out community service according to their respective hometowns by sharing predetermined themes, such as entrepreneurial empowerment which the author currently chooses.

The author's reason for choosing this theme is because Seeing the current phenomenon, business actors such as MSMEs must be able to survive and create conditions to expand their market share because in current conditions it is prone to recession so that a strategy is needed that can exist and survive in order to remain a supporter. Economic growth is by doing online marketing or what is known as digital marketing by utilizing existing information and communication technology to reach consumers through cyberspace such as social media, websites, e-commerce and so on. Of course, this can reach a wider area, not just regencies, but even nationally, so that requests can come anytime and anywhere.

Giving packaging labels to a product can be an attraction in itself, it can create a brand for the product because it is already known in the market, this labeling in addition to being a functional identification of identity can also be a promotion to be better known by many people. Therefore, especially with an attractive and quite elegant design, it is able to attract the hearts of its consumers because the graphic display can provide adequate information to be a representation of the products offered. In addition, packaging labels can also form personal contact between producers and consumers and create certain psychological effects on consumers. individual [4], [5].

In the new normal era, economic activities can be carried out, but with health standards as well as work facilities and public infrastructure that allow humans to coexist with Covid-19 19 who haven't left yet. So that all must be prepared with possible changes in that direction. Basically, we have made a lot of changes so that the impact of the Covid-19 pandemic is not too big a victim. For example, by diligent perform hand washing at all times and the use of hand sanitizer, must wear a mask and keep a safe distance. That is the most important rule at least to be obeyed [6], [7].

Based on the results of observations and interviews from the owner Dheary Sticker there are problems that arise when this covid pandemic occurs. The problem is the decrease in some income from this sticker cutting business. The decrease in income was due to the existence of Large-Scale Social Restrictions regulations that reduced direct contact between communities and limited mobility from one area to another, as a result, this could have an impact on economic activity becoming sluggish and underdeveloped, so several companies, including Dheary Sticker, became quiet. Besides that, especially in this sticker cutting business, there is no nameplate that becomes the identity of this company so it is like a home business. In addition, the employees of Dheary Sticker also lack a high sense of concern about preventing Covid-19 at work locations. They ignore the health protocol because the work environment is not conducive and the awareness of the people themselves is weak [8], [9].

The purpose of this service is to fulfill the obligations of the university, namely community service activities that must be taken to be one of the requirements for graduation at college. entrepreneurs to solve problems that arise within the target company, namely Dheary Sticker and establish good relations between the community and village officials to the University, especially for students [9]–[11].

2. Method

Community Service Activities are carried out for a period of 45 days starting from July 1, 2020 to August 14, 2020. The implementation of the Back To Village Community Service Program was carried out in Seduri Village, Mojosari District, Mojokerto Regency with the target of cutting sticker business consisting of 1 owner and 2 employees. The implementation method carried out is by empowering human resources for workers in the form of the introduction of Covid 19 and its prevention, Skill Training in online promotion and product packaging using labels, and the last is an evaluation of the work program that has been prepared (Fig. 1). In addition, another method used to raise awareness of workers in the implementation of health protocols in the workplace is by pasting posters on the wall near the entrance so that workers and consumers who come indirectly read the poster that I posted [12], [13].

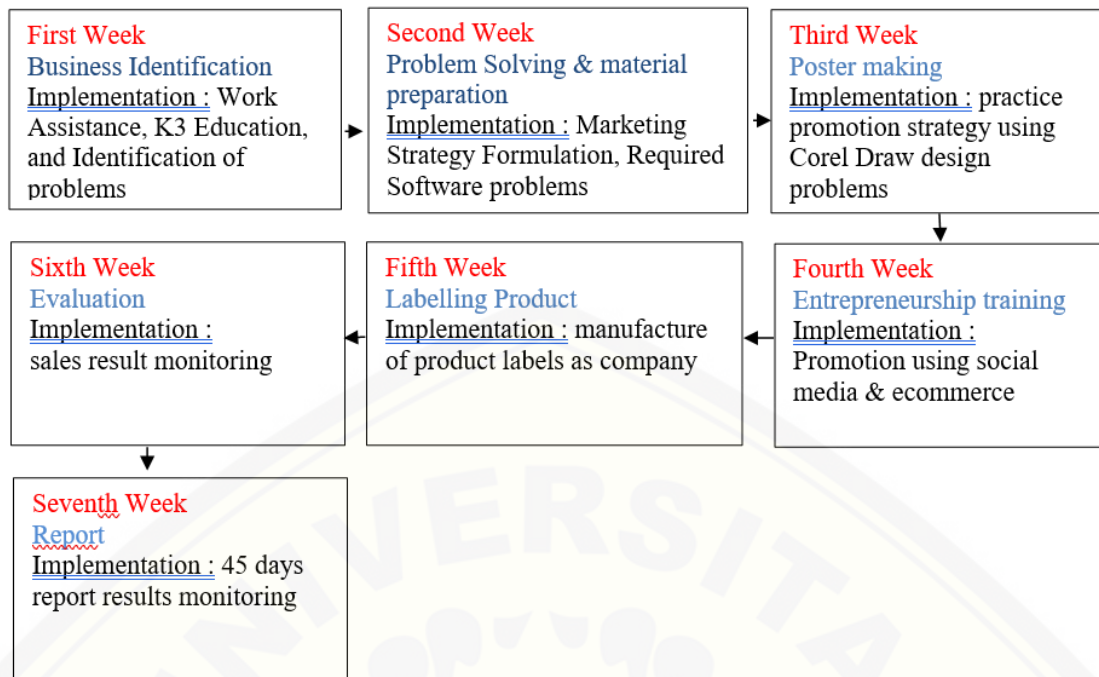


Fig. 1.Work Program

The sustainability plan of this community service activity is in the form of strengthening relationships on targets, namely with owners, employees and the surrounding village community to continue to provide education about the importance of preventing the spread of COVID-19 and also to establish a partnership with targets by partnering to continue to help market cutting products. their stickers online. So here I can become a reseller so that I can both increase each other's income for both parties, namely the owner and myself [14].

2.1. Implementation

Of entrepreneurial empowerment activities targeting business owners and their employees for 45 days in Seduri Village, Mojokerto Regency, is carried out with due regard to health protocols (Fig. 2)



Fig. 2.Observation and problem identification

Entrepreneurial empowerment activities with the target of cutting sticker business in the village Seduri, Mojokerto Regency was carried out for 45 days. The first program is about Covid-19 education and the application of health protocols in the workplace with the help of poster props containing the obligation to wear masks, wash hands, and maintain a safe distance along with the practice with employees of Dheary Sticker as shown in the first image (Fig. 3).



Fig. 3.Covid-19 Education

In the second program, which is about training on online marketing by introducing online marketing steps, benefits, strategies and practices by promoting their cutting sticker products to the Facebook marketplace so that they can be reached by all Facebook users, of course this can reach more consumers on social media where consumers can ask questions, consult and can order cutting stickers through the phone number that has been listed (Fig. 4).



Fig. 4.Shopee account creation

Furthermore, regarding the third program, namely selling products through the Shopee E Commerce site by providing guidance to employees from dheary sticker. The first step is to download the shopee application first on the Plays Store, then open the application and register a shopee account using the existing conditions such as phone number, email, etc. After the account has been successfully registered, then it is time to sell the product from this cutting sticker to shopee by providing information in the form of store information, image descriptions, prices, specifications and intended delivery (Fig. 5).



Fig. 5.Labeling on products

The last program is about labeling the cutting sticker product packaging which will be sent to various regions. So before that, the writer first designed the label with contents in the form of the logo of this business, recipient, shipping address and telephone number, but did not forget that in the lower corner there is a business name, business address and phone number of the owner (Fig. 6). Of course, with this label, consumers believe and can provide a strong psychological effect between consumers and sellers so that these products have brands that can be more easily recognized and reached by many people.



Fig. 6. Products Cutting Sticker

3. Results and Discussion

At the end of the entrepreneurial empowerment activity with this target, several results have been achieved, namely that workers become more aware and obedient to the importance of implementing health protocols in the workplace in order to stop the spread of COVID-19. For marketing that is done online on the Facebook marketplace, it really does reach a lot of consumers, it is evident that some people contact, ask and order cutting stickers after promotions on Facebook were carried out at that time, this means that social media has a very strong influence in supporting businesses to expand market share especially the people involved in it come from various regions throughout Indonesia, the more people know about it, the more opportunities arise to get sustenance because sustenance can come from anywhere.

So in general it can be concluded about the income from this sticker during the recent period during the Covid-19 condition (Fig. 7).

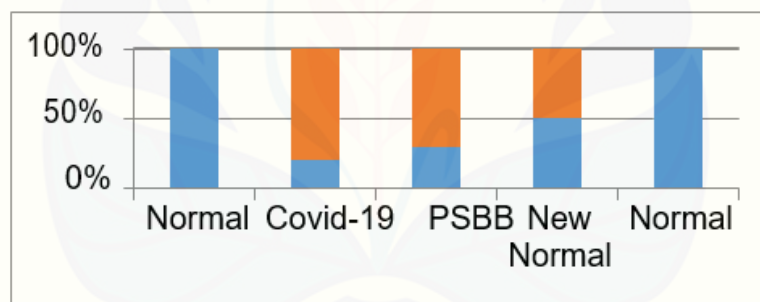


Fig. 7. Dheary Sicker Income Condition in 2 Last Years

In the table it is shown that before Covid-19 the economy was running smoothly and stable so that income from sheary This sticker can be 100% full, but after the Covid-19 outbreak, the decrease immediately dropped drastically to only 20%, after the PSBB period it only increased by 10% because the economic activity is still not open yet. Now, after the new normal era, many economic activities have started to open so orders from partners have started to arrive and as a result, the income in this business has increased to 50% even though it has not yet returned to normal because indeed all countries are also haunted by the shadow of recession. And at this time the economy is running normally again, the income from this dheary sticker is back at the level of 100%, meaning that every day we carry out production and distribution activities.

The existence of this service activity can also increase company sales through online promotions that have been carried out. It was noted that the results of the financial statements prior to this service activity suffered losses due to the absence of production activities carried out, but after intensively promoting online, consumers slowly came to order nameplates, neon boxes and sticker cutting so that they could slowly rise from the sluggishness. economy and starting to get busy with buyers, the service program for entrepreneurial empowerment was declared successful because until the end of this service activity, many consumers came through the online promotion [15].

4. Conclusion

The implementation of this entrepreneurial empowerment activity produces workers who care about themselves and others. workers have begun to pay attention to the importance of maintaining health for themselves. The training which was conducted over a period of 45 days had a positive impact on the dreamy sticker business. online marketing can reach them into many consumers so that they get the income they receive from the sale of cutting stickers. This program is expected to continue to develop in order to maintain the good name of the University of Jember in the community and for the authors of this activity it can add experience to the real world of work and have succeeded in carrying out the obligations of community service activities in an orderly manner and according to the purpose of conducting a Real Work Lecture by the University of Jember.

Declarations

Author contribution. All authors contributed equally to the main contributor to this paper. All authors read and approved the final paper.

Funding statement. None of the authors have received any funding or grants from any institution or funding body for the research.

Conflict of interest. The authors declare no conflict of interest.

Additional information. No additional information is available for this paper.

References

- [1] F. N. Khasanah *et al.*, "Pemanfaatan Media Sosial dan Ecommerce sebagai Media Pemasaran dalam Mendukung Peluang Usaha Mandiri pada Masa Pandemi Covid 19," *J. Sains Teknol. dalam Pemberdaya. Masy.*, vol. 1, no. 1, pp. 51–62, Jul. 2020, doi: [10.31599/jstpm.v1i1.255](https://doi.org/10.31599/jstpm.v1i1.255)
- [2] D. Achjari and D. Achjari, "POTENSI MANFAAT DAN PROBLEM DI E-COMMERCE," *J. Indones. Econ. Bus.*, vol. 15, no. 3, pp. 388–395, Jul. 2000, Available: <https://jurnal.ugm.ac.id/jieb/article/view/39173>
- [3] M. Muhyiddin and H. Nugroho, "Edisi Khusus tentang Covid-19, New Normal, dan Perencanaan Pembangunan," *J. Perenc. Pembang. Indones. J. Dev. Plan.*, vol. 4, no. 2, Jun. 2020, doi: [10.36574/JPP.V4I2.120](https://doi.org/10.36574/JPP.V4I2.120).
- [4] Y. Desnelita *et al.*, "Pkms Pelatihan Desain Grafis Menuju Wirausaha Bagi Pemuda Rt.03 Rw.04 Kelurahan Umban Sari," *Din. J. Pengabd. Kpd. Masy.*, vol. 3, no. 2, pp. 266–272, Dec. 2019, doi: [10.31849/DINAMISIA.V3I2.3662](https://doi.org/10.31849/DINAMISIA.V3I2.3662).
- [5] F. Falahuddin, F. Fuadi, M. Munandar, D. Andriyani, and A. Arliansyah, "Pelatihan Digital Business Bagi Calon Entrepreneur Muda Kota Lhokseumawe Di Masa Covid-19," *J. Pengabd. Masy. Nusant.*, vol. 1, no. 1, pp. 36–44, Feb. 2021, doi: [10.35870/JPMN.V1I1.274](https://doi.org/10.35870/JPMN.V1I1.274).
- [6] I. L. Kusuma, T. N. Fitria, and M. W. Dewi, "Pelatihan Kewirausahaan Sebagai Peluang Bisnis Untuk Generasi Milenial Di Soloraya Selama Masa Pandemi Covid-19," *BUDIMAS J. Pengabd. Masy.*, vol. 3, no. 2, pp. 315–321, Jul. 2021, doi: [10.29040/BUDIMAS.V3I2.2450](https://doi.org/10.29040/BUDIMAS.V3I2.2450).
- [7] H. Mopangga, "Studi Kasus Pengembangan Wirausaha Berbasis Teknologi (Technopreneurship) di Provinsi Gorontalo," *TRIKONOMIKA*, vol. 14, no. 1, pp. 13–24, Jun. 2015, doi: [10.23969/TRIKONOMIKA.V14I1.587](https://doi.org/10.23969/TRIKONOMIKA.V14I1.587).
- [8] A. A. Effendy, M. Mas'adi, A. Nurhadi, H. Murtiyoko, and A. P. Sudarso, "Meningkatkan Daya Jual Produk Melalui Pemasaran Online Di Masa Pandemi Pada Wirausaha Pelajar Indonesia Kota Bogor," *J. Pengabd. Dharma Laksana*, vol. 4, no. 1, pp. 83–88, Sep. 2021, doi: [10.32493/J.PDL.V4I1.13186](https://doi.org/10.32493/J.PDL.V4I1.13186).
- [9] P. Pemanfaatan *et al.*, "Pendampingan Pemanfaatan Teknologi Digital Untuk Meningkatkan Pemasaran Toko Roti Di Pabian Sumenep," *Din. J. Pengabd. Kpd. Masy.*, vol. 5, no. 3, pp. 645–650, Jun. 2021, doi: [10.31849/DINAMISIA.V5I3.4727](https://doi.org/10.31849/DINAMISIA.V5I3.4727).
- [10] P. Masyarakat Jombang Berbasis Kewirausahaan Melalui Pendampingan Pembuatan Masker Kain di Masa Pandemi Covid-, R. Wahyuningsih, E. Puspita Rahayu, D. Maulana, R. Pratiwi Program Studi Pendidikan Ekonomi, and S. PGRI Jombang, "Pemberdayaan Masyarakat Jombang Berbasis Kewirausahaan Melalui Pendampingan Pembuatan Masker Kain di Masa Pandemi Covid-19," *J. Pengabd. UNDIKMA*, vol. 2, no. 1, pp. 50–58, May 2021, doi: [10.33394/JPU.V2I1.3423](https://doi.org/10.33394/JPU.V2I1.3423).
- [11] S. Samsiana *et al.*, "Optimasi Penggunaan Android Sebagai Peluang Usaha Di Masa Pandemi COVID'19," *J. Pengabd. Kpd. Masy. UBJ*, vol. 3, no. 2, pp. 137–148, Jun. 2020, doi: [10.31599/JABDIMAS.V3I2.205](https://doi.org/10.31599/JABDIMAS.V3I2.205).

- [12] R. Pasaribu, "Optimalisasi Media Online Sebagai Solusi Promosi Pemasaran Umkm Di Semarang Pada Masa Pandemi Covid-19," *J. Komun. dan Media*, vol. 1, no. 1, pp. 33–44, Mar. 2020, doi: [10.24167/JKM.V111.2848](https://doi.org/10.24167/JKM.V111.2848).
- [13] T. Sumarni, L. Daniati Melinda, R. Komalasari, H. Masyarakat, and M. Informatika, "Media Sosial dan E-commerce sebagai Solusi Tantangan Pemasaran Pada Masa Pandemi Covid-19 (Studi Kasus : UMKM Warung Salapan)," *ATRABIS J. Adm. Bisnis*, vol. 6, no. 2, pp. 163–171, Dec. 2020, doi: [10.38204/ATRABIS.V6I2.489](https://doi.org/10.38204/ATRABIS.V6I2.489).
- [14] C. D. Maulidasari and damrus damrus, "Dampak Pemasaran Online Di Era Covid-19," *J. Bisnis Dan Kaji. Strateg. Manaj.*, vol. 4, no. 2, Oct. 2020, doi: [10.35308/JBKAN.V4I2.2620](https://doi.org/10.35308/JBKAN.V4I2.2620).
- [15] N. D. Ma'rifatin, I. Isharijadi, and E. E. Yusdita, "Strategi Pemasaran Di Tengah Pandemi Covid-19 Untuk Meningkatkan Keunggulan Bersaing Amanah Furniture," *FIPA Forum Ilm. Pendidik. Akunt.*, vol. 9, no. 1, Nov. 2021, Available: <http://prosiding.unipma.ac.id/index.php/FIPA/article/view/2154>

