

DEVELOPMENT OF BUSINESS COMPETITIVENESS IN FACING COVID 19

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Abstract. Covid-19 has a negative impact on the existence of partner businesses in the Bandung City area, Partners have the potential to compete with similar products both domestically and products from abroad. However, they are still faced with problems, namely not understanding, utilizing and applying marketing information technology (information through e-commerce web & apps and digital marketing content. The solutions offered are: 1) Increasing Understanding of Marketing Information Technology (Information through E-Commerce Web & Apps and digital marketing content. 2) Increasing Information Technology capacity, 3) Increasing Understanding and Production of Digital Content in E-Commerce Web & Apps. 4) Increased understanding and creation of Official store accounts in the Marketplace, 5) Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Shopee. Ube) and Partners can take advantage of it. Activity method using the following approaches: training, technical guidance, mentoring, and facilitation. In this scheme, the proposing team as activity executor, which has the task of solving problems and achieving solutions and target outcomes that have been set according to their expertise and involving students as a technical team. Results and outputs that have been achieved in the implementation of activities; 1) Change in Digital Maidset partners, and are able to understand the benefits of Information Technology (Digital marketing / Distribution) 2) Partners Have 1 Unit Laptop Technology Facility (Asus TUF FX505DU), Sony Alpha 6300 KIT Camera and its accessories and have Web & Apps information technology facilities 3) Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution in Web & Mobile E-Commerce, Having an Official Store Account on Social Media. 4) Partners understand and have Official store accounts in the Marketplace, 5) Synchronize all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Marketplace, Youtube, and Partners Utilizing them.

Keywords: Small Business, Digital Marketing, Competitiveness.

I. INTRODUCTION

The impact of Covid19 creates new problems for small business actors as follows: Decreasing Sales, Difficulty in Raw Materials, Obstructed Distribution, Difficulty in Capital and Production. One of the knitting business actors who was affected was the business actors in Kampong Rajoet, Bandung City. (Data source processed, August 2020).

Small businesses from an economic perspective play a very vital role in economic development and growth in developing countries and developed countries. The World Bank (2005) states that small businesses are one of the foremost driving forces and economic development that are vital in creating growth and jobs. There are at least three reasons that underlie developing countries recently, to consider the importance of the existence of small businesses (Berry, 2001: 363), namely: First, because the performance of small businesses tends to be better in terms of producing productive labor. Second, as part of their dynamic, small businesses often achieve increased productivity through investment and technological changes. Third, because it is often believed that small businesses have an advantage in terms of flexibility over large businesses.

Seeing the description of the contribution of MSMEs above, the role that has been given to Indonesia's economic development is so big. In the framework of regional economic development efforts, an inventory of regional / regional potentials is absolutely necessary so that a policy development pattern can be determined both sectorally and multisectorally. One step of the inventory / identification of regional economic potential is to identify potential, mainstay and superior regional products in each sub-sector.

Law of the Republic of Indonesia, Number 20 of 2008: That Small Business is a business activity capable of expanding employment opportunities and providing broad economic services to the community, and can play a role in the process of equalization and increase in community income, encourage economic growth, and play a role in realizing national stability. Although small

businesses have shown their role in the national economy, they still face various obstacles and constraints both internally and externally, Jafar (2004: 41-43) explains that the problems faced by micro and small enterprises in Indonesia generally include problems, including others: 1. Internal problems (a. Lack of capital, b. Limited Human Resources (HR), c. Weak Business Network and Market Penetration Ability). 2. External Problems (a. Business Climate Not Completely Conducive (b. Limited business facilities and infrastructure, c. Implications of Regional Autonomy, d. Free Trade Implications, e. Nature of Products with Short Lifetime and f. Limited Market Access).

A product is said to be superior if it has competitiveness so that it is able to ward off competitors' products in the domestic market and / or penetrate the export market (Sudarsono, 2001). The role of superior products is very crucial because they are the products that are able to provide the largest contribution to the acquisition of regional revenues, especially when viewed from their contribution to PAD - PDRB. (Darmawansyah, 2003).

Small Knitting Business is a leading business commodity in Bandung City. Superior commodity is a commodity that has a competitive advantage, because it has won the competition with similar products in other areas. The criteria for a superior product are commodities that meet the sufficiency requirements of local resources, commodity linkages, competitive position and competitive potential. (Unkris Satya Wacana Salatiga).

Digital marketing according to Urban (2004: 2) is using the internet and information technology to expand and improve traditional marketing functions. This definition concentrates on all traditional marketing. We can also state that opinions such as "interactive marketing", one-to-one marketing and "e-marketing" are closely related to "digital marketing". According to Ridwan Sanjaya & Josua Tarigan (2009: 47), digital marketing is a marketing activity including branding, who use various web-based media such as blogs, websites, e-mails, adwords, or social networks. Of course digital marketing is not just talking about internet marketing.

The program partner in the 2nd year PPUD Program is Small Knitting Business, namely Eka Rahmat Widjaya, located in RW. 05 Binong Jati Urban Village, District: Batununggal Kampoeng Rajoet Bandung City. Yang started a business since 2011, which is engaged in the knitting industry which produces sweater, scarf, beanie, women's clothing and others.

The reason this business team is made an Activity Partner, is because it is one of the objects that have been researched by the proposing team, First: (Yanti Susila, 2014), Competency Development of Knitting Product Marketing in Increasing Competitive Advantage of SMEs Binong Jati in Bandung City. <https://scholar.google.com/citations>. Second: Strategy for Development of Leading Products based on One Village One Product (OVOP) at the Industrial Center of Bandung City <https://scholar.google.co.id/citations> (Dindin Abdurrohman BS, 2008).

Knitted product is one of the top 10 products from Bandung City, this is supported by the following data: 1) Research Results of Ina Primianadkk (<http://repository.unpad.ac.id/23330/1/abstract-report-research-Mapping-Economic-Activities-City-Bandung.pdf>) 2) Based on the Decree of the Mayor of Bandung Number 530 / Kep.295-DISKUMK. PERINDAG / 2009, and 3) Business Certificate from Local Village, Reg.No.187 / KT / SKU / BNG / VIII / 2018.

From the results of in-depth discussions that we have with partners, it is known that Partners lack product / business competitiveness. In addition, problems often arise as well as small businesses generally related to internal problems and external problems, besides the existence of Covid 19, it has a negative impact on the existence and sustainability of the business, so the team and partners decide (justification) with the consideration of problems that must be sought immediately for solutions because hinder business stability, as follows: 1. Partners have not yet understood, utilized and applied information technology and digital marketing content. 2. Partners Also Want Digital Marketing Content. Such as Photos, Videos, Social Media Related to Products, Joining the Online Store (Marketplace). Achieving the objectives of the program is expected to provide benefits in the form of increased business competitiveness of partners.

II. METHOD

2.1. Solutions offered:

The solutions are offered and implemented to resolve Partner problems as follows:

1. Increased Understanding of Marketing Information Technology (Information through E-Commerce Web & Apps and digital marketing content.
2. Increasing the capacity of Information Technology in the form of laptops and cameras as means of E-Commerce Web & Apps and Digital Marketing Content. And Designing E-Commerce Web & Apps.
3. Increased Understanding and Production of Digital Content in E-Commerce Web & Apps
4. Increased understanding and creation of an Official store account on the Marketplace,
5. Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Shopee, Youtube) and Partners.

2.2. Approach Method

a. Training Method

Training methods, aimed at transferring science and technology (science and technology) in overcoming problems through increasing insights and understanding for partners.

b. Technical Guidance and Mentoring Methods

Method This approach is intended to transfer science and technology, so that partners are able to practice the results of the training approach with technical assistance and assistance

from experts (team), where this approach method is carried out directly in the field (partner's place).

c. Facilitation and Media Approach Method

This approach method is intended to simplify, lighten, facilitate, connect, create (design), get, and have something that is needed by partners.

III. DISCUSSION

1. Change in Digital Mindset partners, and are able to understand the benefits of Information Technology (Digital marketing / Distribution). The results of this training Partners understand that technological advances have brought many changes to human civilization. This brings a new trend where almost everyone always uses technology such as communicating via social media, shopping via e-commerce or finding out information via the internet. Partners are beginning to realize the power that appears behind this development of Information technology, and partners understand the types of digital marketing and their respective goals, such as: SMS Marketing, E-mail Marketing, Search Engine Marketing, Social Media Marketing, and Content Marketing.
2. Partner Has 1 Unit Laptop Technology Facility and accessories (Asus TUF FX505DU) as well as a Sony Alpha 6300 KIT camera and its accessories, and has information technology facilities for E-Commerce Web & Apps which include a Web Address, Branding on the home page of the web & apps, Profiles, legality, integration with delivery services & payment systems, Fast response facilities, product photos with sizes and 3D dimensions, Testimonials, WA Business, Google Maps: <https://www.google.com/maps/place/Kampoeng+Rajoet/>. The following is the URL address for the Partner Web: <http://kampungrajout31.wixsite.com/mysite>
3. Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution in Web & Mobile E-Commerce, Having an Official Store Account on Social Media. Following is the address of Mitra's account: Ig: [kampoengrajoet.id](https://www.instagram.com/kampoengrajoet.id), Fb. : <https://www.facebook.com/Kampoeng-Rajoet->. Besides, partners get facilities in the form of; "Godox" Mini Studio Lighting Package and Mini Studio Background Package.
4. Partners understand and have an Official store account on the Marketplace (Shopee, Tokopedia) <https://www.google.com/search?source=univ&tbm=isch&q=kampoeng+rajoet,+sofiee&safe=strict&client=firefox> . And Shopee: [galleraj.id](https://www.shopee.co.id/galleraj.id) Official store account on Video Streaming Platform (You tube Channel: <https://www.youtube.com>).
5. Synchronization all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages <https://www.facebook.com/Kampoeng-Rajoet-997326230339108/> . Instagram, tokopedia: <https://www.tokopedia.com/kampoengrajoet>, Youtube) <https://www.youtube.com>. and utilized by partners in digital marketing.

The important thing in the Development of Digital Marketing in Small Knitted businesses in Kampoeng Rajoet, Bandung City through this program is the importance of understanding all business actors regarding the processes and stages in Information Technology E-Commerce and Digital Marketing need to adjust to the type of business, and the target market. Another lesson learned is the importance of changing the Mind Set mindset and behavior, especially Digital Mindset, which is a must for today or the Industrial Age 4.0, and especially the impact of Covid 19. any program of implementing Information Technology will not succeed. The next lesson learned is that program managers must always have flexibility or flexibility in running the program, be

able to approach stakeholders with a cultural and empathetic approach, especially for small business actors. Program results in the form of direct results or outputs, indirect results (outcomes) and impacts have been felt for the beneficiaries. The sustainability of the program can continue to be implemented to increase Small Business Contribution to Share Parties.

IV. CONCLUSION

Implementation of community service programs through Digital Marketing Development in Increasing the Competitiveness of Small Knitted Businesses in Kampoeng Rajuet, Bandung City on partners has a positive impact on program implementation, seen according to the program objectives, namely:

1) Change in Digital Maidset partners, and are able to understand the benefits of Information Technology (Digital Marketing / Distribution). 2) Partner Has 1 Unit Laptop Technology Facility (Asus TUF FX505DU), Sony Alpha 6300 KIT Camera and its accessories and has Web & Apps information technology facilities. 3) Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution on Web & Mobile E-Commerce, Having an Official Store Account on Social Media. 4) Partner understands and has an Official store account on the Marketplace. 5) Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Market-place).

The important thing in the Development of Digital Marketing in Small Knitted businesses in Kampoeng Rajoet, Bandung City, through this program is the importance of understanding all business actors regarding the processes and stages in Information Technology E-Commerce and Digital Marketing need to adjust to the type of business, and the target market. Another lesson learned is the importance of changing the Maind Set mindset and behavior, especially Digital Maidset, which is a must for today or the Industrial Age 4.0 and especially the impact of Covid 19.

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