

# Dissemination of Marketing Technology to Optimize and Accelerate the Marketing of Local Products in Muntuk Village

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## ABSTRACT

Muntuk Village is located in Dlingo District, Bantul Regency, Yogyakarta Special Region. The Muntuk Village area consists of 11 hamlets, namely Gunung Cilik Hamlet, Muntuk Hamlet, Sanggrahan I Hamlet, Sanggrahan II Hamlet, Banjarharjo I Hamlet, Banjarharjo II Hamlet, Tangkil Hamlet, Karangasem Hamlet, Seropan I Hamlet, Seropan II Hamlet, Seropan III Hamlet. The majority of the population of Dukuh Muntuk work as wood craftsmen (furniture) and bamboo (woven) craftsmen. However, there are also those who work as farmers and traders, but that is only a side job because their main job is wood and bamboo craftsmen. The main problem in wood and bamboo craftsmen is marketing. Therefore, the purpose of this community service is to introduce a marketing method that is more widespread and of course also cost-effective, namely by selling on an online media basis. Publication on social media, and through E-commerce media. Community service activities are assisted by students as well as entrepreneurship learning for students as entrepreneurship knowledge. The innovation being carried out is developing marketing through E-commerce based media which aims to expand the market segment of the skullcap industry.

## KEYWORDS

wood craftsmen;  
bamboo;  
craftsmen;  
community service;  
marketing;



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## 1. Introduction

Muntuk Village is located in Dlingo District, Bantul Regency, Yogyakarta Special Region. Muntuk Village is located east of Bantul City. The distance between Muntuk Village and Bantul City is approximately 25 km and 5 km to the west from Dlingo City. The research area covers the entire area of M Village which consists of 11 hamlets, namely Gunung Cilik Hamlet, Muntuk Hamlet, Sanggrahan I Hamlet, Sanggrahan II Hamlet, Banjarharjo I Hamlet, Banjarharjo II Hamlet, Tangkil Hamlet, Karangasem Hamlet, Seropan I Hamlet, Seropan Hamlet II, Dusun Seropan III. Astronomically, Muntuk Village is located between 07°53'15"S to 07°56'45"S and 110°25'50"E to 110°27'40"E. The total population of Muntuk Village residents in 2019 was 8572 people, with 4295 men and 4277 women. Muntuk Village has 73 RTs. Most of the residents of Dusun Muntuk work as daily labourers, farmers, gardeners, wood and bamboo craftsmen. The majority of the population of Dukuh Muntuk work as wood craftsmen (furniture) and bamboo (woven) craftsmen. However, there are also those who work as farmers and traders, but that is only a side job because their main job is wood and bamboo craftsmen.

The craftsman experienced problems in marketing. This service applies marketing theory with social marketing methods that have been researched by previous researchers. Building the issue of food waste on social media: a discursive social marketing approach researched by Sutinen [1]. Collectivism promotes preventive behavior to contain the spread of COVID-19: Implications of social marketing in public health researched by Cho [2]. Using digital and social media for health promotion: A social marketing approach to address comorbid physical and mental health was researched by Mehmet [3]. Social marketing and behavior change in system settings was researched by Domegan [4]. Uncovering the Use of the Social Support Concept in Social Marketing for Health Interventions was researched by

Baptista [5]. COVID-19 Vaccination Intentions: A Social Marketing Perspective Using Theory of Planned Behavior and Health Belief Model researched by Twum [6]. Consumer dominant social marketing: definition and explanation researched by Anker [7]. Social Marketing Campaigns to Increase Access to Contraceptives during a Public Health Emergency was researched by Powell [8]. The goal of developing social marketing theory: an agenda for driving change was researched by Rundle-Thiele [9]. Does It Work for Biodiversity? Experiences and Challenges of Evaluation of Social Marketing Campaigns researched by Veríssimo [10].

Designing gamified transformative and social marketing services was researched by Mulcahy [11]. A structured review using TCCM and bibliometric analysis related to international marketing, social marketing, and corporate innovation was investigated by Singh [12]. Qualitative impact evaluation of social marketing campaigns for conservation was investigated by Salazar [13]. Evaluation of anti-stigma social marketing campaigns in Ghana and Kenya: Time to Change Globally was researched by Potts [14]. Challenging the planned behavior approach in social marketing: emotions and important experiences researched by Parkinson [15]. Testing empirically the concept of value in behavior and its relevance to social marketing was researched by Gordon [16]. The importance of customer trust for social marketing interventions: the case of energy efficiency consumption was investigated by Issock Issock [17]. Comment: transformative service research and social marketing – convergent paths to social change researched by Russell-Bennett [18]. Creating COVID-19 Vaccination Requests: Overcoming Vaccine Doubt through Social Marketing was researched by Evans [19]. The Meta-Analysis of Social Marketing Campaigns to Improve Global Conservation Outcomes was researched by Green [20].

Upstream social marketing strategy was researched by Kennedy [21]. Live the marketing mix. Testing the effectiveness of the commercial marketing mix in the context of social marketing was researched by Lahtinen [22]. Influencing pro-environmental behavior of tourists: Applications of social marketing researched by Tkaczynski [23]. Co-design social marketing programs with "bottom of the pyramid" citizens. studied by Schmidtke [24]. Reducing or diverting? What social marketing interventions can influence the demand for traditional medicines? studied by Moorhouse [25]. The Rainbow of KIBOU Project: The effectiveness of invitation materials to increase cancer screening rates using a social marketing and behavioral economics approach was investigated by Mizota [26]. The choice of mode of exchange of small exporting firms in international marketing channels for perishable products: The contingency approach was investigated by Nyu [27]. Examining the effect of postharvest commercialization and losses on the choice of marketing outlets among poultry farmers was investigated by Bannor [28]. Changes in food purchases after Chilean policies on food labeling, marketing, and sales in schools: a before-and-after study by Taillie [29]. Artificial intelligence in marketing: A systematic review and future research directions researched by Verma [30].

Modeling of strawberry quality in a longitudinal study under the marketing concept of branding was investigated by Mendes da Silva [31]. An assessment of the challenges of crop production and marketing in the Bench-Sheko, Kaffa, Sheka, and West-Omo zones in southwest Ethiopia was investigated by Tadesse [32]. Presence and Strategic Use of the Mediterranean Diet in Food Marketing: Analysis and Association of Nutritional Value and Advertising Claims from 2011 to 2020 was researched by Jiménez-Morales [33]. Marketing 'English Literature' outside of special interest tourism was researched by Ingram [34]. Using Data Science in Digital Marketing: Framework, methods and performance metrics researched by Saura [35]. The problem of community service is in the form of marketing techniques for bamboo craftsmen in the village of Muntuk. From previous research we can get to introduce marketing methods that are more widespread and of course also cost-effective. Marketing is used in a way that is by selling on the basis of online media. Publication on social media, and through E-commerce media. The innovation being carried out is developing marketing through E-commerce based media which aims to expand the market segment of the skullcap industry.

## 2. Method

To make it easier to realize all planned programs and activities, our group uses several methods, as follows;

- a) Method of Photographing Products

In taking photos of products using a direct approach to every bamboo and furniture craftsman in Dukuh Muntuk. The technique is selecting a number of selected products to be photographed which will be included on the website to be used as content or articles.

b) Website Development Method

Cataloging was carried out by selecting several photos that had been taken previously from Dukuh Muntuk bamboo and furniture craftsmen. The process of making a catalog by editing photos and including them on Dusun Muntuk's website was carried out on 19-22 August 2019.

c) Online Marketing Socialization Methods

The online marketing socialization method is carried out by introducing the importance of branding and social media as a provision for starting the online marketing process by conducting socialization on August 23, 2019.

d) IT Training Methods

This method was carried out on August 23, 2019, by creating a manual for running, adding content, and maintaining the website that has been made.

### 3. Results and Discussion

Observation and retrieval of website content with one of the Muntuk hamlet communities is shown in Figure 1. From the image it can be seen that before carrying out this community service, the KKN students made observations and protested bamboo products.



**Fig. 1.** Observation and Shooting for Website Content

Online marketing, website introduction, and IT training with the residents of Muntuk hamlet which are conducted at night are shown in Figure 2. From the figure it can be seen that the socialization of IT training is carried out so that marketing with OnLine can be carried out



**Fig. 2.** Socialization of Online Marketing and IT Training

The results of making a website whose page is named "PERSONA MUNTU" as shown in figure 3. From the picture it can be seen that the charm of muntuk displays production production in bamboo marketing. The results of the first article as well as a photo gallery display on the website. Seen in pictures 4 and 5.

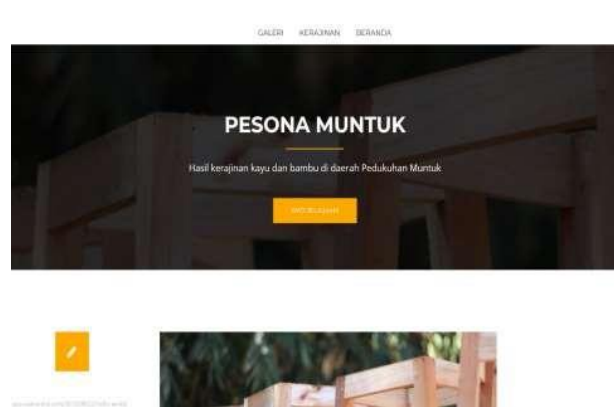


Fig. 3. Main Page of the "PESONA MUNTU" Website



Fig. 4. First Article on the "PESONA MUNTU" Website

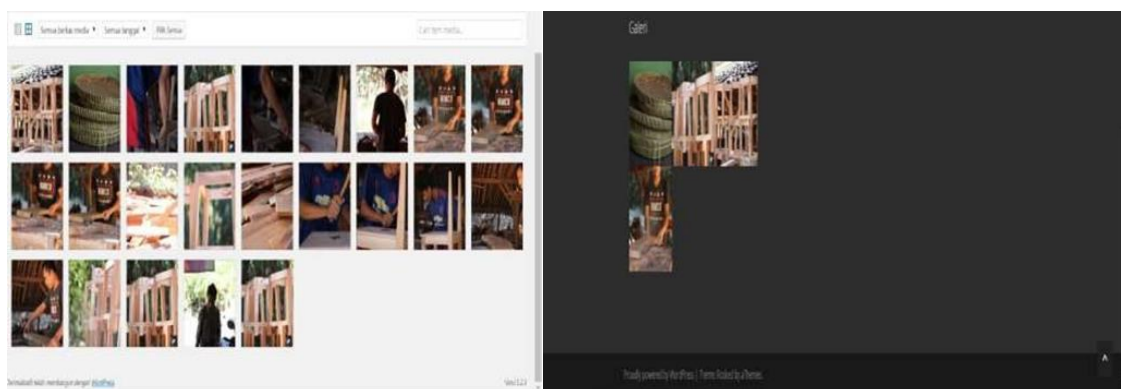


Fig. 5. Photo Gallery on the "PESONA MUNTU" Website

Appearance to operate the website so that residents can manage the website properly and neatly. It looks like picture 5.

#### 4. Conclusion

Such as the main program, namely creating a website to introduce local Dukuh Muntuk products, as well as making a guidebook on how to add content to the website that has been made. So that residents in Dukuh Muntuk can add content to the website according to their needs. Then technically in the

future so that this program can run in the long term, awareness is needed, especially from distributors, so that more in-depth online marketing methods are developed. This program is needed because using the website can increase consumer confidence in producers, the producers referred to here are distributors. If you still use simple methods, of course distributors will lose or be out of date with other competitors. This online marketing method is a program that has a long-term follow-up plan. So that bamboo and furniture business actors are able to develop marketing, not only at the national level but at the international level. For plans for a website creation program, assistance must also be provided to the party entrusted with managing the website. This assistance is carried out by means of training in managing the website that has been made. So in the first year the focus of the short-term website creation program is by providing assistance in managing the website.

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### **Author Contribution**

The activity plan in order to implement the solutions offered that there are five series of activities, namely coordination, logo design, socialization of covid, marketing, and marketing education.

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### **Conflict of Interest**

The authors declare no conflict of interest.

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