

Empowerment of marketing strategies of angkringan traders through social media during covid-19 time in ponorogo

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ABSTRACT

The 2021 KPM-DDR activity will be held in Jingglong Village, Ponorogo District, Ponorogo Regency. We and the community chose the personal asset owned by Mrs. Siti Zulaecha, namely the Angkringan business, on the grounds that the development of personal assets is aimed at making the business owned by Mrs. Siti Zulaecha more developed, especially in this Covid-19 pandemic situation. In a pandemic situation like this, it has a big impact, one of which is in the economic sector, moreover the government has issued a letter related to PPKM policies, one of which is the implementation at 20.00 WIB. Therefore, angkringan businesses that are known to be open until 12 hours and above must be closed according to government policy. The marketing strategy that we did to develop the angkringan business was by making branding, posters and uploading on social media such as Instagram, Facebook and WhatsApp as well as financial management applications. KPM-DDR activities use the ABCD (Asset Based Community Development) method through four stages of implementation, namely inculturation, discovery, define, reflection and RTL. The result of this activity is to implement online marketing strategies through social media and the use of financial management applications can increase revenue and help angkringan business owners discipline financial bookkeeping. In addition, it makes angkringan businesses survive in the midst of a pandemic situation with new innovations to market them on social media.

KEYWORDS

Social Media;
ABCD Method;
Covid-19



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1. Introduction

The rapid development of the world of science and technology in recent years has made the internet a communication tool that is in great demand by the public. Social media is a future communication tool in which there is an innumerable collection of internet-based tools and platforms that can enhance the information shared. With the formation of this new media, sending photos, texts, sounds, videos and information is easier and more frequently used by internet users. The internet is a means to communicate online which is done individually or in groups. The internet is very instrumental in expanding its reach throughout the world. Many products are produced from the internet, one of which is to support online marketing. However, recently the condition of Indonesia is quite worrying due to the spread of COVID-19. This situation has an impact on all sectors, one of which is the economy. Especially in the Ponorogo area, some angkringan businesses last a long time and some take a temporary vacation, due to policies that have been set by the local government.

The PPKM policy has been set by the central government, then instructed to regulate the implementation of restrictions on community activities that have the potential to cause transmission of the COVID-19 virus. Due to such policies various businesses have been affected including shopping malls, traditional food markets, cinemas, micro and small businesses. Marketing is a key concept to the success of a business where marketing takes into account the desires and needs of fulfilling consumers to achieve satisfaction which has a positive impact on entrepreneurs.

Marketing techniques have been studied by previous researchers. Supplementing transportation data sources with targeted marketing data: application, integration, and internal validation researched by Shaw [1]. Cabazitaxel in an 80-year-old patient with castration-resistant prostate cancer: results of a post-marketing surveillance study in Japan studied by Matsubara [2]. The marketing of healthy foods and the purchase of fruit and vegetables in large grocery stores was investigated by Sutton [3]. COGNAC consumption: a comparative study of American and Chinese consumers was investigated by Song [4]. Impact of social marketing campaigns on reducing mental health stigma: results from the 2009–2014 time to change program researched by Sampogna [5]. Crowdsourcing to design marketing packages to promote WHO digital mental health interventions among young Chinese adults was researched by Ling [6]. 1585MO Factors associated with changes in overall survival and quality of life between time of approval and post-marketing among anti-cancer therapies were investigated by Bujosa Rodríguez [7]. The behavioral intention of using animation among students was investigated by Dajani [8]. Post-marketing safety monitoring and re-evaluation of motherwort injection: a clinical study of 10,094 cases was investigated by Shan [9]. Social media as a strategic marketing tool in the Sicilian wine industry: evidence from Facebook researched by Galati [10].

Social media marketing for business: organic promotion of web links on Facebook researched by Chawla [11]. An initial post-marketing safety surveillance review for the recombinant zoster vaccine was investigated by Tavares-Da-Silva [12]. Strong ties versus weak ties in word-of-mouth marketing were investigated by [13]. The optimal storage temperature and combination of 1-MCP treatments for different marketing times of Korla Xiang pears were investigated by JIA [14]. About the taxonomy of social media marketing researched by Hiroshi [15]. Revenue-targeted marketing as a supply-side barrier to low-income solar adoption was investigated by O'Shaughnessy [16]. Cocoa marketing chains in developing countries: How do formal-informal relationships ensure their sustainability in Cameroon? investigated by Lenou Nkouedjo [17]. New visual marketing craze analysis: the effect of line sticker features and user characteristics on download intention and product purchase intention was investigated by Liu [18]. Legal issues of direct selling and direct marketing and their enforcement in Thailand: a comparative study of relevant British and Malaysian laws was investigated by Galasintu [19]. Attitudes towards the audit business environment, corporate governance and the balance between auditing and marketing were investigated by [20].

Brands on social media, using LinkedIn in personal brand communication: a study of perceived communication/marketing and recruitment/human resource specialists was researched by Marin [21]. Health preference research in Europe: an overview of its use in marketing authorization, reimbursement, and pricing decisions—report of the ISPOR special interest research group researched by Marsh [22]. Marketing perspective on digital business models: the framework and overview of the special issue researched by Verhoef [23]. Real-world safety and efficacy of omalizumab in patients with severe allergic asthma: A long-term post-marketing study in Japan was investigated by Adachi [24]. Marketing and Corporate Social Responsibility (CSR). Moving between broadening the concept of marketing and social factors as a marketing strategy is researched by Sanclemente-Téllez [25]. Marketing is also one of the most important functional areas in a business as a support for the survival of a business world. However, current conditions must comply with existing health protocols to carry out physical distancing and limited operating hours, the *angkringan* business has also been significantly affected, namely the reduction in the number of consumers and a decrease in income because consumers also cannot freely go out of the house while carrying out Activity Restrictions. Community (PKM).

Marketplace is used as a promotional medium to increase sales. Marketing products online by utilizing several marketplaces, then registering their business at Tokopedia, Shopee and Lazada. By registering in the marketplace, business owners feel very satisfied because the income from some of these marketplaces has increased. Research on marketplace has been researched by previous researchers. Purchase decisions are influenced by packaging at the bottom of the consumer market pyramid. Evidence from West Bengal,

India examined by Panda [26]. Analysis of economic efficiency in charcoal production in northwest Ethiopia: the cobb-douglas production frontier approach was investigated by Andaregie [27]. Value-based industrial service marketing and sales: a systematic literature review in the digital technology era was researched by Classen [28]. The local learning market for exploring innovation platforms was researched by Fossen [29]. Competing for love: applying the theory of sexual economics to mating contests researched by Baumeister [30].

The application of blockchain technology in a systematic review of marketing technology companies was researched by Stallone [31]. Analysis of preterm birth payment mix patterns in the post-affordable care act insurance market: implications for the Medicaid program researched by Meltzer [32]. Branding in the digital era (dis)intermediation was investigated by [33]. Perceptions of caregivers of different socioeconomic status about the harmful outcome of fever in children under five in the Dodoma region, central Tanzania: a cross-sectional study investigated by Kassile [34]. Estimating premium and out-of-pocket spending based on all child dental coverage options in the federally facilitated market researched by Vujcic [35]. An advanced intelligence system in customer online shopping behavior and satisfaction analysis was investigated by Moon [36]. Acceptance of tools to market data among companies using online community market research was researched by Hayashi [37]. The Effect of miscanthus grass as a bedding source and dietary inclusion of low trypsin inhibitors without heating on the performance of commercial tom turkeys raised to market age was investigated by Evans [38]. Exploring the structural and strategic correlations of difficulties in the internationalization process of Italian wine SMEs researched by Köhr [39]. Concept and use of case-based approach to mapping its security requirements on system assets and processes in industry 4.0 researched by Wang [40].

Dynamic allocation of peer-to-peer clusters in the virtual local electricity market: the market for flexibility is researched by Hashemipour [41]. Inter-organizational collaboration and supplier performance in high-tech supply chains were investigated by Connor [42]. Blockchain-enabled cyber-physical society framework researched by Upadhyay [43]. The future of multilevel timber construction in forest bioeconomy – a delphi study from Finland and Sweden researched by Charoensukmongkol [44]. Social media use for CRM and business performance satisfaction: The moderating role of social skills and social media sales intensity was investigated by Charoensukmongkol [45]. Introducing the application of industry 4.0 solutions for circular supply chain management researched by Mastos [46]. The influence of the wet market on the transmission dynamics of the coronavirus disease (COVID-19) in China, 2019–2020 was studied by Mizumoto [47]. Reputation and performance of new ventures in the online market: The moderating role of market crowding was investigated by Tauscher [48]. Chinese market prices of beche-de-mer: implications for fisheries and aquaculture investigated by Purcell [49]. The privacy paradox in the data-driven marketplace: the role of knowledge lack and psychological distance studied by Airport [50].

Based on the explanation above, the contribution of this service aims to market angkringan traders through social media during the covid-19 period in Ponorogo, especially using Instagram, Facebook and WhatsApp applications and financial management applications. Therefore, with the marketing strategy of angkringan traders through social media, it is hoped that they can increase their income, especially during this Covid-19 period.

2. Method

2.1. Asset Based Community Development (ABCD)

One pattern of community paradigm is social transformation (social change). Service with this pattern focuses more on the process of developing intra-community relationships as a unit by taking on other interests proportionally through the creation of a collaborative and collective learning environment. In this case, the community is seen as one community unit that has power and control regarding assets,

resources and problems. In addition, in this paradigm, society is considered to have something, namely power (strength and power) which is often lacking or even undeveloped [51]. This ABCD method is an approach to community development based on local assets found in an area, then these assets are developed and processed to be able to solve problems that exist in an area when community empowerment is carried out [52].

The approach used in community activities and assistance in Jingglong village is the Asset Based Community Development (ABCD) method, which is a mentoring approach that prioritizes the utilization of assets and potentials owned by the community or community. In the sense of community service and assistance, this does not depart from the needs or problems faced by the community, but departs from the assets or potential of the community in the place of service. The assets in question are in the form of knowledge, abilities, skills and expertise possessed by the community. Thus, the ABCD approach always prioritizes the utilization of assets and potentials that are around and owned by the community. The assets referred to in the explanation above are very broad, meaning that assets are not limited to natural assets such as: land, rice fields, gardens, rivers, ponds (and their natural products), and physical assets (for example: buildings and agricultural tools) but also knowledge, abilities, skills and expertise possessed by the community are also assets, namely individual or personal assets (personal assets). In fact, the form of relations created both between individuals and between groups in a society is also a valuable asset and capital for the community. This is what is called a social asset [51].

The location for this community service activity is Jingglong Village, Ponorogo District, Ponorogo Regency. Jingglong Village is a village located in the middle of the city of Ponorogo with dense residential conditions with residents and housing. Precisely located on Jl. Tluttur RT. 03 RW. 01 Jingglong Village, Ponorogo District, Ponorogo Regency. Where in the village many people have their own businesses, such as angkringan business, woven bags, burger buns, bikang bread, taking orders for cakes and wedding snacks, lazers, peanut businesses and others. Therefore, looking at the number of assets, especially in the economic sector, we took two efforts to carry out KPM activities

The ABCD method has five key steps for conducting the mentoring research process. The stages in the ABCD approach include:

2.1.1. Stages of Inculturation

At this stage it becomes very important in the success of a community development program. This stage is usually carried out in the first week of activity. This is done by surveying KPM locations and making introductions to RT heads and the surrounding community.

2.1.2. Stages of Discovery

At this stage, identify and map the assets and potentials that are already owned by Jingglong village to find and find out their needs. Assets owned can be in the form of people or facilities and infrastructure owned. This is done by means of observation.

2.1.3. Design Stage

At this stage we design several programs that are relevant to existing assets in Jingglong village based on the results of asset identification at the discovery stage.

2.1.4. Define Stage

At this stage is an implementation process of the program that has been designed at the design stage. During the program, we also received feedback from one of the community leaders so that the work program that was carried out could be achieved and get full support from related parties.

2.1.5. Reflection Stage

At this stage a reflection is carried out on what has been implemented, whether it is in accordance with the program that has been designed.

3. Results and Discussion

3.1. Implementation of Service

The implementation of online community service lectures from home began on July 5, 2021. The KPM-DDR program was officially opened by the Chancellor of IAIN Ponorogo through a zoom meeting and was attended by all participants. Before we carry out KPM activities, we conduct observations and surveys in the field with the aim of being able to observe firsthand how the condition or condition of the village is, so that the implementation from the first stage to the fourth stage can run more easily because we already know the condition of the village. Based on the method we took, namely ABCD (Asset Based Community Development), there are four stages, namely the inculturation stage, the discovery stage, the design stage and the define stage.

3.1.1. First Week

In the implementation of the KPM-DDR in the first week, there were two activities carried out by the research team, namely inculturation and discovery which are shown in Table 1. The Table 1 shows that the activities in inculturation are that we stay in touch on Tuesday, July 6, 2021 to ask permission from the RT in Jingglong Village, with the aim that the RT or other community members know the purpose of our arrival as KPM-DDR participants is shown in Fig. 1. Therefore, trust from the local community will emerge. The picture shows that when we stay in touch we are welcomed by the local community and with the attitude of self-disclosure from the head of the RT, we can more easily dig up information about Jigglong village, especially in RT 03/01. The supporting factor is that one of the research teams is very familiar with the RT and the local community, because he is active in community activities. The inhibiting factor is that when we came to stay in touch, we forgot to make an appointment with the RT, so it was difficult to meet him because he was busy at work.



Fig. 1. Activities in inculturation

The activity in discovery is that we coordinate on Wednesday, July 7, 2021 with the RT and the local community in order to identify assets in Jingglong Village, especially in RT 03/01 shown in Fig. 2. The picture shows that the purpose of this stage is to find out the potential that exists in Jingglong village so that it can make it easier for KPM participants and the community to formulate activities that will be carried out later. To find these assets, we surveyed the field with the RT and the local community through interviews and deliberation so as to produce the assets desired by the community, namely personal assets. "Mr. Sekar Panjang" as the head of RT 03 said that some of the villagers' livelihoods were traders such as angkringan traders, but during the COVID-19 pandemic many closed temporarily or could not survive, due to a very significant decline in consumers and many experiencing losses so that they have to go out of business, the micro and small angkringan business referred to by Mr. Sekar Panjang is included in the

personal assets in the village of Jingglong. After knowing the obstacles and potentials, we together with the community decided to provide assistance related to the management of personal assets for micro and small angkringan businesses that have gone out of business or temporarily closed.



Fig. 2. Activities in discovery

The reason for choosing personal assets is that during a pandemic like this the biggest impact is the economic sector. We together with the community decided to manage and develop the angkringan business owned by Ms. Siti Zulaikah, the business development was carried out by implementing online marketing strategies through social media such as Instagram, Facebook and WhatsApp and introducing financial management applications to make it easier for business owners to find out capital and income every day because there is a graph in it so that business owners can find out the profit and loss in sales every day. Social media is a means for consumers to exchange ideas, seek information about something [53]. The minimum income per day is approximately Rp. 8,000, then the maximum income is around Rp. 600,000 and even then, when in Ponorogo there are events such as grebek suro, CB motorcycle birthday, for normal days it is around Rp. 200,000 – Rp. 250,000. The supporting factor is that the RT and the local community are very welcome so that it is easy for us to carry out activities. The inhibiting factor is that there are no obstacles in identifying assets because we are directed directly by the head of the RT.

Table 1. First Week

Stage	Aim	Activity	Tools/Media	Proof
Inculturation	So that the local community can know the purpose of the arrival of students.	Carry out gatherings with the head of the RT and carry out initial assessments in Jingglong Village.	Friendship	Fig. 1
Discovery	Students and the community explore and find assets or potentials in Jingglong Village.	Conducted interviews with the head of the RT as a representative of the community and Mrs. Siti Zulaikah as the owner of the Cak Al angkringan.	Manuals, and notebooks.	Fig. 2

3.1.2. Second Week

The second week of KPM-DDR activities from [Table 2](#) is to carry out the Design shown in [Fig. 3](#). The [Fig. 3](#) shows that this stage is the stage of planning activities after determining the assets to be managed. This activity was carried out on Monday, July 12, 2021 in order to prepare a temporary work program as shown in [Table 3](#). We discussed in Angkringan Kalem to develop a work program that was in accordance with the assets in Jingglong Village. The supporting factor is being able to discuss together in

one group to unite several ideas or opinions so that there is no miscommunication between individuals. The inhibiting factor is the occurrence of differences of opinion between individuals. The following is a temporary work program that we have compiled together.

Table 2. Second Week

Stage	Aim	Activity	Tools/Media	Proof
Design	In order to find out the assets or potentials of Jingglong Village so that they can easily arrange work programs..	Planning activities or work programs to develop existing assets with the community.	Notebook	Fig. 3



Fig. 3. Planning activities

Table 3. Temporary Work Program

No	Assets or Potential Owned	Problems Faced	Temporary Activity Program Plan	Planned Parties to be Involved
1.	Personal assets of angkringan micro and small business, Cak Al.	One of the impacts of increasing Covid-19 cases in Ponorogo Regency is the implementation of emergency PPKM, so that buyers or consumers decline. Therefore, in addition to selling offline, an online marketing strategy is needed, namely through social media Instagram and Facebook.	<ol style="list-style-type: none"> 1. Prepare the angkringan menu. 2. Disseminate marketing strategies through social media Instagram and Facebook. 3. Assist in assisting selling offline. 4. Socializing financial management applications to make it easier for business owners to view profit and loss charts. 5. Holding workshops on online marketing strategies by utilizing technological advances in the form of available social media. 	The owner of the angkringan business, Cak Al, Mrs. Siti Zulaikah, the local community, the head of RT 03 and the village head and his staff.

Then on Tuesday, July 13, 2021, the research team disseminated the results of the work program to the community so that they would know their assets, then identify opportunities and partnerships to choose work programs. The supporting factor is that when conducting socialization, there are many enthusiasms from the people who take part. The inhibiting factor is when they want to socialize the results of the work program to the community, there is one community who does not agree with the work program that has been prepared. Due to the unfavorable situation and conditions and increasing the spread of COVID-19.

3.1.3. Third Week

The third week of KPM-DDR activities are shown in [Table 4](#). This activity was held on Wednesday, July 14, 2021 in order to conduct interviews with angkringan business owners. The research team interviewed Ms. Siti Zulaikah to dig up information related to the angkringan business that was being run. The supporting factor is that he is very welcome to us and explains in detail so that we know information about the business in detail and clearly.

Table 4. Third Week

Stage	Purpose	Activity	Tools/Media	Proof
Define	The implementation of work programs prepared with the community..	Assist in preparing angkringan menus, assisting with and developing Instagram, Facebook and financial management accounts, as well as helping to market angkringan menus offline and online.	Smartphones, notebooks, as well as tools and materials for making angkringan menus	Fig. 4

On Thursday, July 22, 2021, cooking for the angkringan menu. We helped Ms. Siti Zulaecha fry tempura and various kinds of fried foods as well as dump the tempura, make tempe bacem, quail eggs, intestines, gizzard and liver. The supporting factor is that Ms. Zulaecha is patient in teaching us from frying to putting skewers on the grilled menu. The inhibiting factor is the difficulty in descending the intestines, because there is a way of doing it yourself.

On Friday, July 23, 2021, prepare to open the basic angkringan. The next day we helped him to open the basics such as arranging the angkringan menu, laying out mats, installing banners and helping sell until they closed. Angkringan is open from 15.00 to 20.00 WIB. The supporting factor is that the angkringan cart is already in place, so we immediately help prepare. The inhibiting factor is the presence of strong winds causing the mat to fall into the river, the plates also fly into the river. And the PPKM policy is open until 20.00,

On Saturday, July 24, 2021, socialize online marketing as shown in [Fig. 4](#) and the use of financial management applications. The picture shows that we socialize social media as an online marketing platform and help create accounts and market products through applications such as Instagram, Facebook and WhatsApp. As well as socializing how to use financial management applications for bookkeeping related to income or expenses that can be recorded neatly. The supporting factor is that the angkringan owner accepts us to create social media accounts and use financial management applications. The inhibiting factor is that the range of delivery orders is less extensive and the lack of employees to deliver delivery orders.



Fig. 4. Planning activities

3.1.4. Fourth week

The fourth week of KPM-DDR activities shown in Table 5 is to carry out reflection and follow-up plans. The Table 5 shows that this activity was carried out on Monday, July 26, 2021 to prepare a follow-up plan. We observe ongoing activities and make reports. Can the program that we arrange bring about changes in terms of income from the angkringan business owned by Ms. Zulaecha.

Table 5. Fourth Week

Stage	Purpose	Activity	Tools/Media	Proof
Reflection and Follow Up Plan	To find out to what extent the work program that has been prepared with the community has brought about change.	Observe ongoing activities and make reports.	Notebook	Journal article reports, daily journals (LoogBook) and video documentation.

4. Conclusion

Based on the description in the discussion, it can be concluded that the KPM-DDR activities carried out in Jingglong Village using the ABCD method are 1) The service activities carried out can help Mrs. Siti Zulaecha as the owner of the Cak Al angkringan on Jl. Ir H Juanda Ponorogo on marketing strategies through social media. 2) The use of applications such as WhatsApp, Instagram and Facebook can increase Mrs. Siti Zulaecha's business results by helping to upload/post accounts, posters and brands. 3) The use of financial management applications that are downloaded through the play store can tidy up their business records and there is a graph in which Mrs. Siti Zulaecha can find out the ups and downs of daily income. For the drawback, if you are not used to using financial management applications, it will be very difficult and confusing. 4) The implementation of KPM-DDR activities is said to be successful, this can be seen from the increase in income earned by Mrs. Siti Zulaecha through social media marketing.

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Author Contribution

The author contributes to community service activities with assistance in Jingglong Village, Ponorogo District, Ponorogo Regency with the Asset Based Community Development (ABCD) method, which is a mentoring approach that prioritizes the utilization of assets and potentials owned by the community or community.

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Conflict of Interest

The authors declare no conflict of interest.

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