

## Marketing for MSME Angkringan Sellers in Diro Bantul Village with Health Protocols

Idiani Darmawati <sup>a,1,\*</sup>, Ratna Indriawati <sup>a,2</sup>, Iswanto Suwarno <sup>a,3</sup>

<sup>a</sup> Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

<sup>1</sup> [idiani@umy.ac.id](mailto:idiani@umy.ac.id); <sup>2</sup> [ratna@umy.ac.id](mailto:ratna@umy.ac.id); <sup>3</sup> [iswanto\\_te@umy.ac.id](mailto:iswanto_te@umy.ac.id)

\* Corresponding Author

### ABSTRACT

Micro, Small and Medium Enterprises is one of the fields that makes a significant contribution to spurring Indonesia's economic growth. SMEs in Indonesia still face various promotional and marketing problems. Angkringan is a place that sells simple food that does not recognize social strata. As information and communication technology develops, it has been used for online product marketing. Online product marketing has many advantages, namely wide coverage, does not know time and space, can be done anytime and anywhere. Pak Nardi's Angkringan doesn't understand online marketing strategies and health protocols, so it needs to get training. With education on health protocols and online marketing, it is hoped that partners can implement health protocols well and can manage online marketing accounts independently. This activity aims to find strategies to improve the implementation of health protocols and increase online sales turnover. The methods used are offline and online mentoring and education. As a result of this assistance, angkringan business actors can improve their health protocol discipline and can market their products online, so that sales turnover increases. The conclusion obtained is that by providing educational assistance on health protocols and online marketing strategies, business actors can improve health protocol discipline and can market their products online, so that sales turnover increases.

### KEYWORDS

Marketing Strategy;  
Angkringan;  
Small And Medium Enterprises (Ukm);  
Health Protocols;  
Digital Marketing



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### 1. Introduction

The world health body agrees with the current world conditions by stating that Covid-19 is a "pandemic" [1]. A pandemic refers to an epidemic that has spread across several countries or continents, and affects a large number of people [2], [3]. Corona virus disease 2019 (Covid-19) is a name given by WHO to patients with infection with the 2019 novel corona virus which was first reported from the city of Wuhan, China at the end of 2019 [1], [4]–[8]. Most patients show symptoms of the respiratory system such as fever, coughing, sneezing and shortness of breath. The community has an important role in breaking the chain of transmission of Covid-19 so as not to create new sources of transmission/clusters [2], [3], [9], [10]. The community's role in breaking the chain of transmission of Covid-19 must be carried out by implementing health protocols, namely using personal protective equipment in the form of a mask that covers the nose and mouth up to the chin when leaving the house, cleaning hands regularly by washing hands with soap with running water or using alcohol-based antiseptic fluid/hand sanitizer, maintaining a distance of at least 1 meter from other people to avoid being exposed to droplets from people talking, coughing or sneezing, as well as avoiding crowds, crowds and crowds, and increasing body endurance by implementing Clean Living Behavior and Healthy (PHBS) [4], [11]–[17]. Covid-19 cases in Indonesia continue to increase, including in Bantul district. The average age of Covid-19 patients in this hamlet is 30-50 years old with the most comorbidities, namely hypertension, and currently it has also spread to school-aged children. from kindergarten to university, for this reason the service team must do their best to socialize the adaptation of new habits by educating the community on the 5 M Health Protocol through direct meetings, mobile counseling, mask operations, also via WhatsApp, telephone and cooperation from the surrounding environment. However, its effectiveness is still not good because there are still people who have not implemented it according to the rules [18]–[23]. The violations that people in Diro Bantul Hamlet usually commit are not wearing masks, and still holding meetings/crowding, especially when there is a wedding event that does not comply with the

Covid-19 protocol [24]–[31]. Handling Covid cases in Indonesia and community health centers, especially those which are among the first health facilities in handling Covid, should implement efficient steps to reduce the increase in the number of positive patients and the transmission of Covid-19 itself [32]–[34]. Policy replication efforts were taken by the Indonesian Government as a form of government sensitivity to policies that have been formulated and implemented and are considered successful by other countries [35]. Meanwhile, on the health side, the Indonesian Government is providing personal protective equipment (PPE), masks, medicines, converting several hotels and meeting buildings into special hospitals for handling Covid-19 [36]–[40]. The service team is trying to carry out preventive measures such as providing educational outreach on Health protocols including providing education at Angkringan Pak Nardi in Diro Bantul hamlet, with the hope that all levels of society can receive information well, so as to reduce the transmission of Covid-19 [41], [42]. There are several things that can be done, such as strengthening the immune system by getting enough rest, namely 7-8 hours, eating more vegetables and fruit, avoiding stress, smoking and alcohol and also exercising regularly, as well as implementing health protocols properly and correctly according to government guidelines [43]. Other things that can help reduce the transmission of Covid-19 are washing your hands regularly for at least 20 seconds, don't touch your eyes, nose and mouth, avoid crowds, isolate yourself when you feel sick and always wear a mask.

Micro, Small and Medium Enterprises (MSMEs) are one of the fields that make a significant contribution in spurring Indonesia's economic growth [44]–[46]. This is because MSMEs have a very large absorption capacity for labor and are close to the small people. One of the MSMEs in Diro Padukuhan, Kapanewon Sewon, Bantul Regency is a group of business actors selling toast. Micro, Small and Medium Enterprises (MSMEs) are one of the pillars or pillars of the economy in Indonesia (Razak, 2012). MSMEs based on a people's economy have proven capable of being the savior of the national economy when the economic crisis occurred in Indonesia in 1998. MSMEs are generally stronger in facing various challenging economic conditions in Indonesia. Until now, MSMEs still remain the foundation for national economic stability, because of their role in creating prosperity for the Indonesian people. Since the government imposed crowd restrictions, all community organizations in Padukuhan Diro have stopped, and existing MSMEs have experienced a very sharp decline in sales turnover. This is in line with research conducted by Andi Amri which stated that the condition of MSMEs in the midst of the pandemic experienced a decline in capacity, both production capacity and income [47]–[50].

Angkringan was first introduced by a man named Mbah Pairo in the 1950s. This man is known to be originally from Klaten who then migrated to Yogyakarta. At that time, Mbah Pairo was selling angkringan in the pikul version. At that time the name was not yet called angkringan. Mbah Pairo sells every day around Tugu station. When walking around or hanging out, Mbah Pairo often shouted 'Ting.. Ting.. Hik. This scream is what makes angkringan known as hik. Hik itself is recognized as an abbreviation of Special Village Dish. Gradually, Mbah Pairo's merchandise became increasingly visited by buyers. He decided to hang out and provided a long chair in front of his cart. The name angkringan became known from the eating habits of Mbah Pairo's customers. The long dining chairs provided by Mbah Pairo actually make customers comfortable so they eat by lifting their legs. The legs that are perched above make Mbah Pairo's shop known as a place to eat angkringan, which means you can eat while perched or *metangking*. Since then, Mbah Pairo's shop has been called an angkringan. Seeing the shop which was always busy at night, many people finally imitated Mbah Pairo's efforts. This is the beginning of the proliferation of angkringan in Yogyakarta. As time went by, angkringan became not just a place to eat food, but became a place to gather and socialize. Javanese people often gather to just chat or discuss important things in angkringan. Moreover, angkringan are increasingly having large eating areas even though they are still simple. Even though many angkringan now provide cross-legged eating areas, the sellers still provide long chairs for perching. Because in reality, angkringan is a place to eat that can make visitors raise their legs perched style. In Yogyakarta, angkringan are places that sell simple food, but here there are no social strata. Everyone can eat and gather at the angkringan while eating and chatting. Don't be surprised if you come to the angkringan alone and you will definitely come home with acquaintances after chatting at the angkringan.

## 1.1. Situation Analysis

Entrepreneurs as business owners need to keep up with changes in technology and consumer tastes. The development of the times means that everyone must keep up with the changes that occur, especially technological sophistication. As technology advances, humans are forced to adapt to circumstances. Before the 20th century, buyers paid great attention to promotions through various advertisements offered by entrepreneurs. Consumers carry out a number of purchasing processes to find information about the products or services they will use. This is different from the current millennial era. Consumers pay more attention to recommendations from other people who have used the product or service. Recommendations from other people are often called word of mouth. According to Kotler and Keller (2009:512), Word of Mouth is a marketing activity through person-to-person media, either verbally, in writing, or via electronic communication tools connected to the internet, which is based on experience with products or services. For millennials, who are very familiar with gadgets, they pay more attention to electronic word of mouth when looking for information related to the goods or services they want to buy.

Generation Z, which is a generation that understands technology, has new habits in socializing. They have a lifestyle of hanging out with friends and colleagues. This is because the Indonesian nation is a nation that has a high social spirit. In any case they need help from other people, including discussing light matters. This situation is exploited by entrepreneurs to set up cafes, restaurants, coffee shops and various similar restaurants to accommodate millennials to gather. Businesses like this are popping up like mushrooms in the rainy season. This makes entrepreneurs in the café sector determine marketing strategies to attract buyers to visit and make purchases at their place of business. Café visitors pay attention to many things when making purchases, for example facilities, atmosphere, location, cleanliness, whether there are health protocol facilities and infrastructure and so on. The comfort of the business premises makes visitors feel at home in the café or coffee shop for a long time.

Angkringan Pak Nardi as one of the angkringan stalls has quite a lot of customers. They come from various circles and ages, ranging from students, university students, private employees, and entrepreneurs. Pak Nardi's Angkringan market segmentation is lower middle class, so the facilities and product prices are adjusted to the market share. Employees, workers, pupils and students visit Angkringan Pak Nardi to gather with friends, study in groups, do assignments, have meetings and so on. Workers who visit Pak Nardi's Angkringan usually take a break or have a meeting.

In an increasingly advanced era, information technology is developing very quickly. Many social media provide facilities for many people to manage their business and promote it virtually. One of these facilities is digital marketing and through Facebook and Instagram business accounts. Many entrepreneurs are flocking to take advantage of this social media. This account is free and easy to use, making it easier for businesses and organizations to manage information, including maps. There are many benefits that can be gained from creating a business Facebook and IG account, including:

### 1.1.1. Make it easier for consumers to get information about our business

By using a business Facebook and IG account, it will help consumers to find our business more easily. Reporting from forbes.com, as many as 82% of smartphone users conduct online research before making a purchase. Therefore, entrepreneurs must provide clear information and be able to attract consumers to carry out purchasing activities. Not only that, by registering a business account on Facebook and IG, the business you run will automatically appear on Facebook and IG, of course it will make it easier for consumers to find our products.

### 1.1.2. There is a customer analysis feature

Entrepreneurs can conduct customer analysis using the Analytics feature.

The analysis provided will help entrepreneurs to see the performance of their business compared to other businesses, the number of customers who search and find the business, as well as customer interactions with the entrepreneur's business. This feature will also provide information about how consumers find the entrepreneur's business, so that entrepreneurs can provide search keywords. which is more suitable so that the business is easier to find.

### 1.1.3. Communicate with consumers

Facebook and IG business accounts can display consumer reviews who have used the entrepreneur's business products or services. They can read and respond to reviews given by consumers. Apart from that, entrepreneurs and consumers can also upload photos of activities or company photos on the business account; Research conducted by The ROBO Economy explains that as many as 45% of consumers will look at reviews before making a purchase.

Apart from the great benefits this business account has, entrepreneurs can find out its functions, namely:

- As a source of business information. One of the advantages of creating a Facebook and IG business is that it can be a source of business-related information, starting from opening hours, business websites, telephone numbers and business/enterprise locations.
- Make it easier to interact with customers. The function of Facebook and IG business accounts can be as a means of interaction between business owners and customers. With a Facebook and IG business account, customers can write reviews about their satisfaction with business services/products.
- Promotional tool for business products to customers. Because it is intended for business or businesses, Facebook and IG Business Accounts really facilitate the marketing and promotion process for business people's products. Moreover, if business actors include photos related to the business they run. That way, business actors can take steps to build a good business image in the eyes of customers.

## 1.2. Partner Conditions

Mr. Sunardi, as the head of the MSME group of angkringan business actors in Diro hamlet, is a person who does not understand information technology as shown in Figure 1. The picture shows that he did not realize that we had helped him put his business into his Facebook and IG business accounts. FB and IG business accounts have been available since 4 (four) years ago. During that time, this business account was never managed by the owner.

Understanding the implementation of health protocols and the owner's poor information technology capabilities has moved our service team to provide training and education about health protocols and managing Facebook and IG business accounts. Partners, in this case the owner of Angkringan Pan Nardi, are happy to accept the training and education offered by our service team. This is because the owner wants to gain additional knowledge in implementing health protocols properly and correctly according to government guidelines, and wants to be able to manage business accounts on Facebook and IG, with the hope that the number of buyers will increase and sales turnover will also increase.



**Fig. 1.** Observations on Angkringan MSME group business actors in Diro Bantul Hamlet

### 1.3. Solutions And Problems

Angkringan business owners need to develop a series of strategies to face increasingly fierce competition. Most of Pak Nardi's Angkringan competitors are people who understand the sophistication of information technology. They use social media to attract customers to visit their place of business. Competitors are very aware of how important social media is in promoting their business. Promotions carried out via social media accounts are free, free of charge. Competitors also make improvements to various comments submitted by customers via their social media accounts.

The fact about the competitors' expertise has made Angkringan owner Pak Nardi make improvements in all aspects, one of which is management. The owner is willing to receive training from our service team to improve his business. Apart from that, with good business account management, the owner can communicate with his consumers via social media. Complaints from consumers will be accommodated by the owner and then improvements will be made so that consumers feel satisfied after visiting Angkringan Pak Nardi. Based on the description above, there are solutions that can be delivered by providing education on health protocols and training on managing business accounts on Facebook and IG, including:

- Angkringan owner Pak Nardi will have the ability to know the ins and outs of Facebook and IG business accounts.
- The owner will have additional knowledge about Facebook and IG business accounts
- The owner of Pondok Angkringan will have knowledge and understanding in communicating with customers by answering comments from the owner.

Based on the description given of the partners' conditions, a number of problems and solutions faced by partners can be formulated as shown in Table 1. This table shows that there are problems that already have solutions.

**Table 1.** Solutions and Problems

<b>Problem</b>	<b>Solution</b>
Lack of understanding about creating and managing business accounts on Facebook and IG	Providing education on how to create a business account on Facebook and IG
Don't have any knowledge regarding managing business accounts on Facebook and IG	Providing education on how to manage business accounts on Facebook and IG Helps increase turnover Helped buy a tent and make a new standing banner
Sales turnover decreased during PPKM	Facilitate soap and hand washing facilities, and education regarding health protocols (5M)
Banners and tents are outdated	Online and offline education (distributing masks and hand washing soap, educational posters)
There are no facilities that support health protocols (5M) yet	Assisting in the creation of more attractive product photos and uploading them on social media (FB and IG)
There are still many sellers and buyers who do not comply with health protocols (5M)	Accompanied by creating a location point on Google Maps

## 2. Method

A series of implementation methods are shown in Table 2 which can be used to provide solutions to a number of problems that occur with Pondok Angkringan partners in the field of Google My Business management to improve marketing management efforts, namely:

**Table 2.** Methods for Implementing this Community Service

Executor	Solution	Outer	Stages
Chief Executive	Assistance and transfer of information related to promotions in the digital era via Google My Business media	Know about the use of business and Ig accounts	1. Provide information about understanding business accounts and Ig 2. Provide a number of knowledge related to managing business and Ig accounts. 3. Provide knowledge about how to add images and answer comments from consumers
Chief Executive	Assistance and transfer of information related to the proper and correct implementation of health protocols according to government guidelines	Knowing about implementing health protocols properly and correctly according to government guidelines	4. Facilitate soap and hand washing facilities, and education regarding health protocols (5M)

The service method carried out begins with a meeting with the Head of the Dukuh in Diro Hamlet, Pendowoharjo Village, Bantul with the aim of discussing existing MSMEs and Community Organizations. After that, direct observations and interviews were carried out in the field to identify problems and continued with determining work objectives that were appropriate to the situation and conditions existing in our service partners. After the work objectives have been determined, we formulate a solution to the problem with several work programs which are expected to provide benefits and achieve the success indicators that have been summarized in the work objectives section. Next is the implementation of activities that are adjusted to the planning work objectives, including:

- Renovation of the angkringan
- Making Pak Nardi's Ankringan banner
- Education on Health protocols and Providing 5M infrastructure
- Assistance in creating business accounts on Facebook and Instagram as well as other digital marketing.

Activities are carried out offline to achieve the goal of practicing directly by implementing health protocols. After carrying out the activities, monitoring and evaluation of each work program carried out is carried out.

## 3. Results and Discussion

The results of implementing the community service program can be seen from the achievement of two indicators, namely the program output target and an increase in partners' insight regarding marketing and business financial management skills.

Goal Achievement Indicators:

### 3.1. General Indicators

- Angkringan owner Pak Nardi has an understanding of business accounts and Ig.
- Have received a certain amount of knowledge related to managing business accounts and Ig.
- Owners can now add images and answer comments from consumers on business and IG accounts.
- Angkringan owner Mr. Nardi has increased his discipline in implementing the 5 M Health protocol properly and correctly according to government guidelines.

### 3.2. Custom Indicators

- The level of success in transferring knowledge about managing FB and IG business accounts in detail through a number of trainings on Pak Nardi's FB and IG business accounts.
- Increase the service team's insight into efforts to utilize Facebook and IG business accounts.
- Increase the service team's insight into efforts to improve health protocols, especially during the pandemic.
- Train writers' skills, especially in contributing to society so that they can be useful for people's lives.

From education about health protocols and training to increasing sales productivity through adding insight into various social media. The output results resulting from the community service program are:

#### 3.2.1. Providing partners with an understanding of business and Ig accounts

Facebook and IG business accounts are free and easy-to-use accounts from Google that make it easier for businesses and organizations to manage their information on Google, including maps. The free and easy to use FB and IG business accounts are shown in Figure 2. The picture shows that registering a business on FB and IG is also not difficult. Entrepreneurs must go to the Facebook or IG page first, then register your business on that page. Entrepreneurs only need to fill in information such as business name, business category, location, and other information they want to add. Apart from that, entrepreneurs can also find other insights to develop their business by taking classes from the Skill Academy. Entrepreneurs can choose classes in the Business & Finance category and the Marketing category. Skill Academy has a variety of class options that can help develop business and entrepreneur skills.



(a) (b)

**Fig. 2.**(a) Handing over of Banner Stands and supporting equipment for the 5M health protocol to MSME owners. (b) Mr Sunardi's Angkringan Facebook account

Looking at the graph in Figure 2, it can be compared that the level of angkringan sales experienced a significant decline during the pandemic and PPKM period. Before the pandemic, sales turnover amounted to IDR 350,000 per day but experienced a very sharp decline to IDR. 100,000 during the pandemic. However, in the end it started to gradually increase again during the assistance period and the PPKM period began to end, the increase in sales turnover was around 15% or if converted into rupiah, the increase reached IDR 150,000. every day.

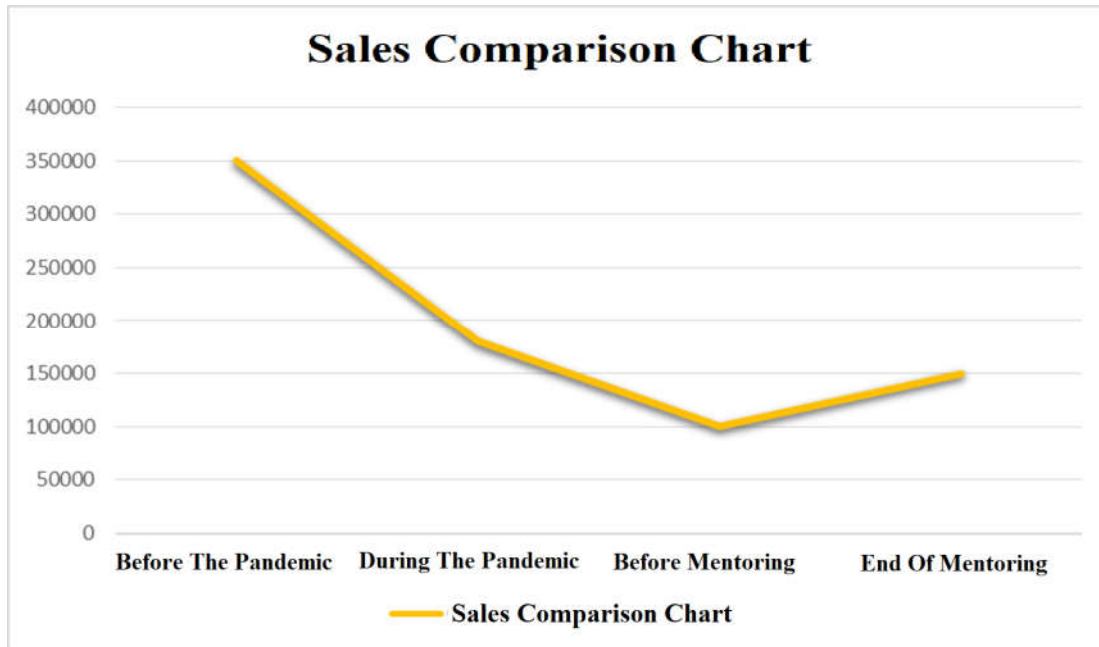


Fig. 3.Sales Comparison Chart

#### 4. Conclusion

From the results of this service activity the following conclusions can be drawn Comparison of sales turnover before and after service assistance saw a very significant increase in sales turnover, namely 15%. By updating the angkringan tarpaulin, making banner stands and also adding location points on Google Maps, sales turnover can be increased by 15% or up to 150 thousand. With education and the availability of the 5 M health protocol facilities, Pak Nardi's angkringan business has further improved health protocol discipline, thus attracting more buyers and increasing sales turnover. .

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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.

#### Funding

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#### Conflict of Interest

The authors declare no conflict of interest.

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