

Media Strategy For Umkm Ecoprint Product Promotion Sekar Widuri In Mojosari

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ABSTRACT

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UMKM Sekar Widuri was founded on December 15, 2021 by Imsyak Alifah. UMKM Sekar Widuri provides ecoprint training to PKK group mothers in Seduri Mojosari village. Limited knowledge about promotional media strategies from ecoprint products that have been produced affects sales and the difficulty of competing with other ecoprint products. Because it only uses makeshift promotional media without a logo, less attractive packaging forms, without any labels on the products produced, posters, signboards and social media. So that the results of ecoprint products offered are limited to certain circles. Therefore, it is necessary to increase knowledge not only in terms of ecoprint techniques but also in terms of marketing media strategies so that they can be known by the wider community and have a high selling value. The main output is in the form of logos, unique and attractive packaging, other supporting promotional media such as posters, flyers, signboards, and hang tags. The activities carried out by the proposer team with partners are as follows: 1) Feasibility Study in the form of a preliminary study conducted by the proposer team to find out the problems experienced by Sekar Widuri UMKM in participating in the activities offered, judging from the problems faced. 2) The implementation of activities begins with a licensing process of both places and facilities with Sekar Widuri UMKM in Seduri village to ensure the time and place of implementation. Tracking with technique: presentation. 3) After the activity after the implementation of the activity, the Team prepares a final report which will be presented through an International seminar (ICCSAL). After that, the team also compiled articles to be published in scientific journals/proceedings.

INTRODUCTION

Mojosari is one of the small cities as the capital of Mojokerto regency located at the foot of Mount Welirang, about 15 km north of Pacet. Mojosari as the city of Adipura has a city beauty that is different from other cities, shady trees, flower pots along the road and the cleanliness of the city is well maintained. That way the air of Mojosari is very cool and fresh. The geographical location of Mojosari City is located on alternative routes of big cities such as Surabaya, Sidoarjo, and Malang. Mojosari is a sub-district designated and prepared to become a target city for Mojokerto Regency since early 1990. In 2012, Mojosari was de jure designated as the capital of Mojokerto Regency[1] Ecoprint is a technique to display colors from natural materials on the surface of fabrics without chemicals. The dyeing technique is carried out by attaching natural materials (can be leaves, seeds or stems) to the surface of the fabric. [2], [3]. So that the waste produced does not pollute the environment. Given that Seduri Village is located at the foot of Mount Welirang so that the beauty of nature should be maintained. Seduri Village has natural potential around which can be the basic material for making ecoprints. Natural materials that can be utilized include teak trees (*tectona grandis*), jatropha kepyar trees (*riccius communis linn*), mahogany trees (*switenia mahagoni*), kenikir flowers (*cosmos caudatus*), and waru flowers (*hibiscus tiliaceus*) which is abundant in the village of Seduri [12]. Its leaves as well as abundant flowers can be explored into motifs unique and interesting.

Teak leaves will emit purple and red colors. Kenikir leaves produce unique leaf motifs

because of the thin and fingered shape of the leaves. The shape of *Jatropha Kepyra* leaves is also unique and can produce green to brass colors. Mahogany fruit produces a yellow color on the fabric [4]. The patterns produced from ecoprint techniques often produce unexpected colors and motifs (one of kind) [2]. Ecoprints are unique because they cannot be repeated. The coloring materials (leaves or flowers) used are not the same, the coloring materials used in one place and in another place will be different. Even the two sides of the leaves used cannot be the same [5]. Leaves can be printed only white without the leaf bones. Il peut également être imprimé tout, des feuilles aux pétales. Ainsi, il est très difficile si vous voulez faire une grande quantité de tissu avec le même motif et la même couleur [4].

Limited knowledge on how to promote ecoprint products, makes the products produced by Sekar Widuri UMKM only known in certain circles in Seduri Mojosari village. The turnover of ecoprint products is 30 million rupiah, it's just that the money earned is still 1 million.1.1 Partner Problems.



Fig 1. UMKM Products Sekar Widuri

Based on the observations and interviews of the proposer team, ecoprint products produced or produced by UMKM in Sekar Widuri Seduri Village are quite competitive with other ecoprint products. However, the lack of a promotional strategy carried out by Sekar Widuri made the sales of the resulting products go on the spot. This can be caused by the absence of product identity in the form of the Sekar widuri logo, unique and attractive packaging, brochures as a reference for ecoprint products that have been produced, posters, signboards and social media such as Instagram, of course, all designed communicatively and elegantly. Based on the observations and interviews of the proposer team, ecoprint products produced or produced by UMKM Sekar Widuri Seduri Village are quite competitive with other ecoprint products. However, the lack of a promotional strategy carried out by Sekar Widuri made the sales of the resulting products go on the spot. This can be caused by the absence of product identity in the form of the Sekar Widuri logo, unique and attractive packaging, brochures as a reference for ecoprint products that have been produced, X-banner, signboards and name plate, of course, all designed communicatively and elegantly. 1. Have an identity to make it easier for consumers to remember and know the existence of Sekar Widuri ecoprint in Seduri Village in the form of the Sekar Widuri Logo. 2 . Create or design unique and attractive packaging for Sekar Widuri ecoprint products consisting of primary packaging and secondary packaging in the form of paper bags. 3. Nameplate 4. X-Banner 5. Price tag.



Fig 2. Media of UMKM ecoprint products Sekar Widuri

Starting from the problems faced by partners, the team proposed creating an ecoprint product promotion strategy program for UMKM Sekar Widuri Seduri Village. This program aims to increase marketing reach through the development of conventional/offline promotional media strategies, including: Have an identity to make it easier for consumers to remember and know about the existence of Sekar Widuri ecoprint in the village of Seduri in the form of the Sekar Widuri logo. 2 Create or design unique and attractive packaging for Sekar Widuri UMKM ecoprinting products consisting of primary packaging and secondary packaging in the form of paper bags. 3. Nameplate 4. X-Banner 5. Price tag

SOLUTIONS

Accompagner et aider à augmenter les ventes de produits qui ont été fabriqués grâce à des stratégies media promosi ecoprint UMKM Sekar Widuri Desa Seduri Mojosari Kabupaten Mojokerto by the proposing team as a solution to the partner's problems, namely:

Making the Sekar Widuri Logo as a marketed identity, because currently it does not have a patent logo. The logo will be attached to the packaging and price tag The packaging design consists of two packaging, the first is primary packaging in the form of ecoprint product packaging and the second is skunder packaging in the form of paper bags [11]. The proposer team also helped design the other supporting media such as making signage, and hang tags. Products Sekar Widuri's UMKM ecoprint product promotion media strategy will go through the design process and design principles by determining the target audience, design visualization with product shooting..

IMPLEMENTATION METHOD

To solve the problems faced by Sekar Widuri UMKM and the steps in carrying out this activity are as follows:

- a. Helping to design Sekar Widuri UMKM promotion media
- b. Implementing the design results in several Sekar Widuri MSME products.
- c. Evaluate the results of activities to find out the response of the target audience to the training that has been carried out.

Implementation Strategy

1. Introduction Stage

The introduction here includes the introduction of the team to the owners of Sekar Widuri UMKM, an introduction to the promotional media needed by Sekar Widuri UMKM. And also shown some examples of media design, manufacturing process, and

products produced.

2. Implementation Phase

- a. Place preparation. The place to be used must be prepared in such a way that training can be carried out smoothly, both for the provision of theory and for practice.
- b. Preparation of materials and tools. Materials and tools must be prepared in advance so that training can be carried out on time.

3. Report Documentation Stage

The report documentation stage is the last stage of this training activity.

Activities carried out by the implementation team together with partners outline the following steps:

1. The Feasibility Study is in the form of a preliminary study conducted by the Implementation Team to find out more about the readiness of UMKM Sekar Widuri Seduri Village in participating in the activities offered, judging from the problems faced. This stage is carried out by interviewing techniques and discussing with Imsyak Alifah's mother. The interview was then followed by direct observation to find out in real terms geographical and demographic conditions.
2. The Implementation Team carried out this PKM activity as scheduled by bringing the necessary equipment and materials. During the training, monitoring and evaluation were also carried out both by the proposer team itself and the UNESA Community Service Institute by visiting the location during the activity. The implementation of PKM activities is divided into two stages, namely:
 - a. Designing promotional media strategies For promotional media strategies, the team coordinated with Mrs. Imsyak Alifah as the owner of UMKM Sekar Widuri on how to promote effective and communicative ecoprint product promotion media strategies to raise the ecoprint image of Seduri village, Mojosari sub-district while increasing people's purchasing power for products resulting from ecoprint training in the form of logos, packaging designs and promotional media.
 - b. Creating promotional media Increase people's purchasing power for ecoprint products produced by Sekar Widuri UMKM in the form of logos, packaging designs, x- banners, signboards and price tags. The team provides marketing management coaching that is closely related to the promotion aspect, considering that one of the teams has relevant expertise in the field of product promotion (Visual Communication Design).
 - c. The output at this PKM is in the form of product promotion media from the results of ecoprint in the form of logos, packaging, x-banners, signboards, and price tags.

POST ACTIVITY

According to the implementation of activities, in addition to the output of the products produced, the final report will be presented at an International Seminar (ICCSAL). After that, the team also compiled articles to be published in scientific journals/proceedings.

Partner participation plays an important role in the realization of this PKM program

because the level of partner participation is one of the benchmarks of success. Partners play an active role in participating in the implementation of activities ranging from socialization and direct training in fabric dyeing and making motifs on fabrics with ecoprint techniques. The participation of partners in the implementation of this Community Service Program is:

- a. Partners provide activity facilities in the form of meeting places to make direct observations;
- b. Partners are willing to be assisted in making logos and promotion media from the result of their ecoprint product “equation (1)”.

RESULT AND DISCUSSION



Fig. 3. Logo, price tag, X-banner, signage, paper bag

CONCLUSION

Some existing promotional media still seem sober and have not been designed optimally. As a product identity, the need for a logo as a product identity. So the logo or brand is an element of signs / symbols as an identity that must have a positive image and be effective to support various interests, especially in terms of promotion Thus, to support the media strategy of promoting Sekar Widuri UMKM ecoprint products in Seduri Village, the team designed a logo, packaging, paper bag, X-banner, signboard, and hang tag to increase the selling value of these UMKM

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