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Development of Sustainability-Based Marketing Strategy for UMKM Stores Sembako Berkah Makmur: Feasibility Study in South Cikarang

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Abstract

The community's need for affordable and easily accessible basic necessities has become , Revan great opportunity for the development of grocery store business. Through the community service program This community, assistance and improvements were provided to the Berkah Makmur Grocery Store in the KSB Housing area, Serang Baru. The aim of this activity is to improve operational effectiveness and strengthening the store's marketing strategy to be able to compete and develop sustainably. This study uses a qualitative method which includes field observations, problem analysis, implementation of digital-based solutions and innovative services, and evaluation of results. In addition, to analyze problems and The potential that can be developed from the Berkah Makmur Grocery Store is also carried out SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach which aims to to formulate the right strategy for business actors. The solutions implemented include: digitalization of stock recording, rearranging store layouts, active promotion through social media, development of delivery services, as well as the creation of customer loyalty programs. Results devotion shows an increase in turnover of 15% in one month, increase in new customer visits by 25%, as well as significant improvements in speed of service. This finding proves that the development of small businesses can done effectively through simple innovations that focus on customer needs and utilization of easily accessible technology. This program is expected to be a model for development of similar businesses in other communities.

Keywords: community service, digital marketing, stock management, service innovation, customer loyalty

Introduction

In the current era of globalization, business competition is increasingly competitive for business actors. both large and small business actors. MSME actors must be able to adapt quickly to address changes in consumer behavior, digital trends, technological advances information and market openness. In this era of globalization, the right strategy is not only includes the ability of MSME actors to provide products that have quality at competitive prices, but need to have the ability to take advantage of digital technology to carry out operations and marketing, as well as building relationships with customers. Therefore, marketing activities that have innovation are the main key. so that businesses such as the MSME Toko Sembako Berkah Makmur can develop, compete and survive with similar businesses amidst increasingly competitive global flows.

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In this case, the application of the principle of sustainability is very important. important in running a business. Sustainability refers to the ability of a efforts to continue to survive and develop their business to maintain the long term without sacrificing the most important aspects that will support the sustainability of the business itself. In the business world, sustainability covers 3 things, namely economic, social and environmental sustainability. and the environment.



In everyday life, the need for basic necessities such as rice, cooking oil, and eggs are necessities that cannot be postponed. As the demand increases population and increasing economic activity in residential areas such as KSB Housing, this need continues to soar. However, not all areas have access which is easy and affordable to obtain these needs. Therefore, The Berkah Makmur Grocery Store was born as an alternative provider of basic necessities in the area.

This store was designed with a simple but important goal in mind, namely to provide convenience. to the surrounding community in meeting their daily needs at more affordable prices. competitive compared to large minimarkets. Behind its establishment, there is a big vision to become a trusted grocery center in the area with fast, friendly service, and professional. However, in the business world, having good intentions is not enough. The challenge Operations, market competition, and changes in consumer behavior are real obstacles that must be faced. Therefore, real dedication based on research is needed to helping Toko Berkah Makmur not only survive, but also grow and develop on an ongoing basis.

In the process of establishing and developing the Berkah Makmur Grocery Store, of course It is necessary to have mature financial planning so that the business can run effectively. and efficient from the start. Based on the results of the discussion and needs analysis, the initial capital estimate The amount needed to open this grocery store is Rp. 38,500,000. This figure is not just a rough estimate, but has been calculated in detail. based on real needs in the field. This capital covers various important aspects that support the store's operations. comprehensive, including: rental fee of Rp. 12,000,000 per year for the location strategically located in the KSB Housing area which is quite densely populated; purchase of shelves, tables, and shop display equipment amounting to Rp. 3,500,000 as a means of displaying merchandise to be neatly arranged and attractive; and an allocation of Rp. 20,000,000 for initial procurement capital stock of goods such as rice, cooking oil, sugar, instant noodles, eggs and other basic necessities the most sought after by household consumers.

In addition, there is also a need for supporting equipment such as digital scales, baskets small purchases, and simple cash register equipment with a total cost of Rp. 2,500,000, which very helpful in speeding up the transaction process and maintaining accuracy. To support smooth operations at the start, a reserve fund of IDR 500,000 has also been prepared as a cost initial operations, such as electricity payments, shopping bags, and other light needs. All of these fund allocations are carefully arranged so that the store can operate immediately. good service standards, but still within the limits of realistic personal capital capabilities for the general public.

This initial capital planning is an important part of community service activities, because with the existence of a concrete and applicable budget simulation, a business model like this can be used as inspiration or an example by other people who want to start a business similar. It is hoped that this careful calculation can reduce the risk of business failure in initial

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stage and provides a clear picture that building a home grocery store is Neat and tidy does not always require large capital, but rather focused planning.

Based on the results of observations and interviews conducted with business actors, It appears that there are several problems that are obstacles in implementing development. business. The problems that occur include several aspects starting from recording stock which still done manually, marketing/promotional activities are still not fully implemented optimal, as well as less efficient and less organized shop layout which ultimately results in hampering customer service. In addition, there are also problems faced from the aspect of lack of innovation, namely there is no loyalty program for customers, which makes it difficult for customers to return to shop because there is no emotional bond.

Therefore, the absence of a digitalized system can hinder MSMEs in decision making and also reduces the ability to adapt to market changes. This shows the importance of implementing sustainable business. (business sustainability) in efforts to improve so that the business remains relevant and competitive. In addition that, it can build long-term relationships with customers and communities. around which is one of the cores of social sustainability in the MSME Grocery Store Prosperous Blessings.



This community service program is carried out with a scientific approach but simple, adapted to the scale of small businesses. This activity includes observation, analysis problems, designing solutions, assisting with implementation, and evaluating results. With enthusiasm for empowering local small businesses, this service aims to bring real changes that can be felt directly by business owners and the surrounding community.

Seeing the various problems that exist, the solutions provided do not only focus on just one aspect, but rather comprehensive, from operations to marketing strategies. more modern and innovative.

To overcome the problem of stock recording, this service introduces the use of simple stock recording application based on Android. Applications such as “Stock and Inventory Simple” was chosen because it is easy to operate even by people who are not used to it. using technology. With this application, every purchase and sale of goods can be recorded automatically, so that shop owners can know the stock conditions directly. Real-time without having to calculate manually. In addition, this application provides notifications if certain items are almost out of stock, so stock management becomes much more efficient. From In terms of marketing, a series of major improvements were made. First, a promotional calendar was created which sets the promo theme for each week. For example, the first week is “Cheap Rice Promo”, the second week “Cooking Oil Discount”, and so on. Every Promos are published regularly via WhatsApp status, local Facebook groups, and printed in the form of small flyers that are distributed to customers while shopping. In addition, it is made light content such as economical shopping tips, simple recipes, and interesting trivia about basic necessities to enrich digital communication and make customers feel closer with the shop.

To make the promotion more attractive, visual design using the Canva application was also applied, with a combination of bright colors and a simple yet effective message. Not only that, Collaboration with local online motorcycle taxi services is also carried out to facilitate ordering services. delivery, especially for elderly or busy customers. In this way, the store can still serving customers without distance and time constraints.

Reorganizing the store layout is also an important part of this solution. Goods arranged

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by category and level of need. Products with fast turnover such as rice and oil are placed in easy-to-reach positions, while products with lower demand is placed in other areas. Shopping lanes in the store are also arranged to be more wide and comfortable, so that customers do not crowd each other when choosing items.

To strengthen customer loyalty, a “Blessing Stamp Card” program was created. Every minimum transaction of Rp50,000 customers get one stamp. After collecting ten stamp, customers are entitled to a discount of Rp. 10,000 for their next purchase. This program not only makes customers shop more often, but also increases store turnover stably. With this combination of operational and marketing solutions, Toko Berkah Makmur is expected to not only able to survive in the midst of competition, but also grow into a grocery business modern local, responsive to customer needs, and has a strong position in the hearts of the surrounding community.

Method

The implementation of community service begins with the field observation stage. conducted directly at the Berkah Makmur Store. Observations were conducted by means of pay attention to daily operational activities, customer transaction flow, stock recording system, to the way the store markets its products. To obtain more accurate data, it is carried out in-depth interviews with the store owner and one permanent employee.

After the data is collected, problem identification is carried out using an approach simple but systematic, namely using the 5W1H method (What, Why, Where, When, Who, How) to dig deeper into the roots of each problem. The next stage is the preparation of an improvement plan, where solutions are designed to suit the conditions. human and financial resource capabilities available in the store.



The implementation of the solution was carried out by providing a short training for two days. consecutively, including the use of stock recording applications, digital marketing techniques simple, how to rearrange products in the store, and promotional content creation. After training, intensive mentoring was carried out for two weeks, where every day the shop owner given a daily checklist to complete to get used to using the new method. The evaluation was conducted one month after the entire program was run.

The evaluation method was in the form of open interviews with shop owners to find out what changes they felt, as well as simple analysis of monthly turnover, customer service speed, and growth number of new customers. The evaluation results show an increase in average turnover by 15% compared to before the improvements were made, as well as increased customer interaction on the store's social media by 30%.

Results and Discussion

After the improvement program was implemented at the Berkah Makmur Grocery Store for less than more than one month, various real results were obtained which showed significant changes. on operational, marketing, and customer satisfaction aspects. The solution implementation is carried out gradually and involving all elements of the business, from owners to employees.

In operational aspects, the use of Android-based stock recording applications bring

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about major changes to the management of inventory. If previously the owner The shop has to record incoming and outgoing goods manually, which often results in error, now all recording activities are done digitally with just a few clicks simple. This application automatically calculates the amount of stock available and sends warning when the stock of a particular product is running low. This makes the procurement of goods a more timely and reduce the risk of shortages during times of high demand. Owners Stores also claim to feel more at ease because they can monitor stock conditions at any time. only via mobile phone.

From a marketing perspective, the implementation of a weekly promotional calendar shows positive results. very positive. Every week, the store consistently posts promotions on featured products. via WhatsApp status and local Facebook groups. Attractive promotional design, accompanied by with the use of simple yet persuasive language, successfully attracting the attention of customers new, especially from housewives who are active on social media. In addition, the program Savings shopping tips and simple recipes shared regularly make the store look more active and close to the daily lives of customers. As a result, the level of customer visits just increased by 25% compared to the previous month.

Improvements to store layout also have a direct impact on the shopping experience. customers. By rearranging shelf positions and placing products more strategically, Customers can now easily find the items they need without having to many ask questions. The aisles between shelves are widened to reduce congestion in the store, especially during rush hour. Employees also admit that they are quicker in serving customers because the items are neatly arranged by category. Average time service per customer was reduced by about 20%, which overall improved store operational efficiency.

The delivery service also started to run well after the store collaborated with several local motorcycle taxi services. Although these services are still limited to areas around housing, Customers are very enthusiastic about taking advantage of this facility, especially during bad weather or when is busy. Every day, there are an average of 5 to 8 transactions using the messaging service between, which of course increases the store's daily income without increasing operational costs. significant.

The loyalty program in the form of a "Berkah" stamp card also has a positive impact. Many regular customers feel more appreciated because of this program. Some customers even deliberately increase their shopping amount to be able to get additional stamps and immediately get discounts. During one month, about 30 stamp cards were successfully filled and exchanged with a discount, which shows that the program has been successful in increasing the frequency of customer visits.

From the overall results of the implementation, the store turnover increased by 15% in one month. Not only that, customers also provide many positive responses regarding the changes they feel, especially in terms of ease of finding goods, services which is faster, and there is clearer and more interesting promotional information.

In a deeper discussion, the success of this implementation shows that the efforts Small businesses like grocery stores don't have to make big, expensive changes to be able to developing. It is precisely small changes that are made consistently and focused on the needs real customers can deliver extraordinary results. Simple digitization, increased communication with customers, as well as small innovations such as loyalty programs, if implemented well, able to increase the competitiveness of small businesses amidst tight market competition

modern. In addition, this success also shows the importance of adaptation to technological developments and changes in consumer behavior. Currently, the speed of information and Ease of service is a major factor in customer decisions. Therefore, the store traditions that want to survive and develop need to continue to keep up with the times, one of them is by being active on social media, providing delivery services, and offering a comfortable and enjoyable shopping experience.

However, there are still future challenges that must be anticipated, such as the need to expand digital payment services, increase product variety, and strengthen the store's branding to be more widely known. The success of this initial stage is the foundation strong for further development, where it is hoped that this community service can become a simple yet effective model for other small businesses in various regions.



Conclusion

Based on the results of the implementation of the community service program carried out at the Shop Sembako Berkah Makmur, it can be concluded that the changes are simple but focused able to bring a significant impact on the growth of small businesses. Digitalization Stock recording helps improve the accuracy of inventory management and reduces risk of running out of stock, while improving the store layout speeds up service to customers. Active marketing strategy through social media, accompanied by loyalty programs and delivery service, successfully attracting new customers while retaining existing ones long.

Increased turnover by 15% and increased customer visits by 25% shows that the public needs fast, convenient and reliable services. informative can be a key factor in the success of a small business. This success is also proves that traditional grocery businesses can compete with modern minimarkets if able to adapt to the development of the times through simple innovation and service based on customer needs. As a basis for development strategy, the table below summarizes the conditions at the Berkah Makmur Grocery Store, as follows:

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Table 1. SWOT Analysis

SWOT Analysis	Information
Strengths (Strengths)	The shop's location is quite strategic in the middle of a residential area, with more competitive prices compared to other competitors, and has good relations with customers.
Weaknesses (Weakness)	The goods recording system is still manual (not using technology/digitalization), lack of active promotion to attract consumers, less efficient and unorganized goods arrangement.
Opportunities (Opportunity)	The high interest of customers in shopping, the increasing trend of online shopping, and utilizing social media to attract consumer attention.
Threats (Threats)	Competition with modern minimarkets.

However, to maintain the continuity of this growth, Toko Berkah Makmur need to continue to carry out periodic evaluations, expand product variations, consider use of digital payments, as well as building stronger branding in local communities. With consistency and a spirit of innovation, it is hoped that this shop can grow bigger. and become an inspiration for other small business actors in various regions.

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