



Asri Jewellery's Online Marketing During the Covid 19 Pandemic in Tampaksiring Village, Gianyar

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ABSTRACT

This study was carried out at Asri Jewellery engaged in a craft of bone carving, located at Br. Mantring, Tampaksiring Village, Bali. The training, mentoring, and evaluation methods for the sustainability of service activities. The results were the installation of wifi and neon boxes, website creation, product catalogs and brochures, business cards and business stamps, and online promotion assistance and through social media and marketplaces. The activities that have been carried out have provided the benefit of increasing a wider market share which resulted in the income maintained during the COVID-19 pandemic.

Keywords: Asri Jewellery, Covid 19, Online Marketing

JEL Classification Codes: M30, M31, M39

INTRODUCTION

The outbreak of the Covid-19 pandemic has hit almost all countries in the world, with an unprecedented effect on business and industry (Alan, 2020). One of the impacts is that business people find it difficult to market their products. Moreover, their previously made brands have lost their popularity as the government imposed large-scale social restrictions and social distancing to suppress the growth rate of positive cases. This current condition requires marketers to update their sales system to remain competitive (Hariyanti & Wirapraja, 2018). One of the business tips is online marketing enabling them to update the conventional marketing system. During the COVID-19 pandemic, the government has also begun to consider the issue of online marketing as one of the solutions to overcome the tax deficit due to the economic slowdown and declining state revenues. The movement of online marketing is rapid, especially during the pandemic.

Technological advances bring tremendous impacts on marketing. Information about products/services can be conveyed to potential customers in a matter of minutes of processing transactions, processing payments, and delivery. All can be done without having the physical meeting of buyers and sellers. Technological advances have a positive impact, especially when the pandemic hits as they can save time (Auliya, Umam,



& Prastiwi, 2017). Along with the advances in technology, marketing activities are experiencing development with their various media available. Conventional marketing, which requires a meeting process between sellers and buyers, shifting with the trend of online marketing or internet marketing, is a marketing strategy that requires an internet connection to work. Online marketing is the opposite of conventional marketing, in which the sellers do not have to meet the buyers in the transaction process (Nikmah, 2017).

Online marketing is cost-effective since it does not have to hold a place/outlet to display products/services. It can be controlled without having to recruit employees, unlimited working hours, and has a wide market reach because online marketing is usually supported by the existence of a website, or social media, such as Facebook, Instagram, and Whatsapp (Kee et al, 2021).

The impact of the COVID-19 pandemic has also been felt by micro, small and medium enterprises (MSMEs) in Bali, particularly in the Tampaksiring District of Gianyar. The pandemic has declined their business performance. For this reason, a policy breakthrough and entrepreneur strategy are necessary to survive and improve the competitiveness and performance of MSMEs (Wolok, 2021). The ability to innovate is important to survive and compete amid the Covid-19 pandemic (Putra, Sunarsih, Novitasari, & Sentini, 2020). Innovation is carried out by the way of product marketing. Since the pandemic in early 2020, tourist visits have decreased and this has resulted in a decrease in sales of micro, small and medium enterprises in the Tampaksiring with its regional characteristics of carvings from bones and buffalo or cow heads/horns.

The art of carving heads/horns and bones is one of the highlights that has become an icon of Tampaksiring Village. The handicrafts made from animal bones are highly attractive to tourists and the export market. From the skilled hands of artisans, various themes of artwork are produced from animal bones. Foreign exchange earnings from the art of carving craft are quite stable because the fans are also collectors of art objects at home and abroad.

Tampak Siring tourist area is often known as the beautiful Tampak Siring Palace and is also a center for bone carving crafts. One of the business craftsmen is Mr. I Wayan Suardana, the owner of Asri Jewellery. From the skilled hands of the craftsman, the bones of the animals are transformed into works of art with high selling power. The bones used by the craftsmen are cow bones, buffalo, and buffalo horns. With the aim of utilizing cow and buffalo bone waste, the craftsmen turn the bone waste into various forms of unique bone carving crafts. For Mr. I Wayan Suardana, bone is better than wood, because it has a different level of hardness, and each piece of bone has its own level of complexity.

During the Covid-19 Pandemic, the biggest impact that Asri Jewellery felt was a decline in the number of export orders. This has happened since the existence of social distancing regulations, physical distancing, an appeal to stay at home, and the closure of airports, thus shopping activities are reduced and this has an impact on the decline in



product sales leading to the closure of MSMEs. Based on Paxel's research, 57% of Micro, Small, and Medium Enterprises that sell online are submerged with new customers (Annur, 2020). Currently, people reduce offline transactions, and they are increasingly shifting to online services to meet their needs and. It is evident from an increase in online shopping activities by 32 percent in February 2020 due to changes in people's behavior reducing outdoor activities (Perwitasari, 2020). This suggests increasing the use of online marketing to be more effective and efficient in reaching consumers during the COVID-19 pandemic (Putra, Tamba, & Santi, 2021).

The marketing of Asri Jewellery's business products is still limited to customers and tourists who physically visit the store in addition to serving export orders. However, during the Covid-19 pandemic, sales in showrooms and export sales also decreased. This is due to the implementation of social distancing, psychological distancing, an appeal to stay at home, and airport closures decreasing tourists to come to Bali. To increase the sales turnover of Asri Jewellery during the Covid-19 pandemic, the product marketing network should be further expanded in the domestic market, by conducting online promotions through Instagram, Facebook, and marketplace services. In supporting the marketing activity, Asri Jewellery also needs to have a business card with a new business logo, neon boxes, product catalogs, and brochures.

RESEARCH METHOD

As our initial stage, we conducted an introductory survey at Asri Jewellery to obtain information about the current condition of the place of business and the production site. Also, it is to find out what difficulties the business owner experienced during this pandemic (Yuliastuti, Kepramareni, Sugiantari, & Giri, 2020). From the survey results, the implementation methods were:

1. The discussion method carried out to find out the existing problems and try to solve or find a way out for the problem,
2. Procurement of the necessary tools such as business cards, business stamps, and neon boxes to further streamline the operations of Asri Jewellery,
3. The mentoring method carried out to provide more direction to the owner in the process of increasing sales through online marketing,
4. The evaluation program aimed to see whether the activities carried out has met expectations, for further improvement (Lestari, Yuliastuti, Artajaya, & Putra, 2019).

RESULTS AND DISCUSSION

Business Cards and Stamps

Asri SMEs in conducting sales transactions have not used a stamp containing their business logo. Its existing business card owned did not clearly display Asri Jewellery business logo. We made business cards and business stamps with the new Asri Jewellery business logo. This business card can be used as a means of business



identification and the stamp can be used as an identification mark in every sales transaction (See Figure 1).

Figure 1. Business Card and Stamp of Asri Jewellery



Facebook and Instagram Page

The marketing procedures carried out by Asri Jewellery rely on word-of-mouth marketing. Asri Jewellery has not yet conducted online marketing. Its product marketing was still limited to visiting customers and tourists. This encouraged us to provide a solution; making online sales tools on Facebook and Instagram. Facebook and Instagram can expand its marketing networks, product introduction to the wider community, and to do online marketing (see Figure 2 and Figure 3).

Figure 2. Instagram Page of Asri Jewellery

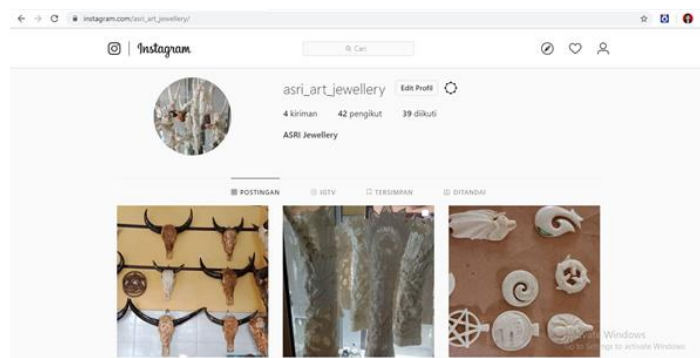
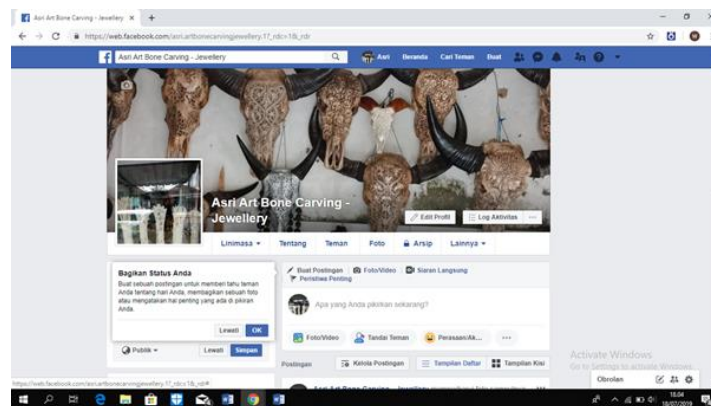




Figure 3: Facebook Page of Asri Jewellery



Product Catalogs and Brochures

From the start, Asri Jewellery did not have a product catalog as a means of introducing the bone carvings they produced and had never made brochures to market their products. Thus, we assisted in making product catalogs and brochures. With the product catalogs, buyers can choose the products they want to buy or order just by looking. Product marketing can also be done by distributing the brochures. The product catalogs and brochures of Asri Jewellery can be seen in Figure 4.

Figure 4. Product Catalogs and Brochures of Asri Jewellery



Neon Boxes

Asri Jewellery used small signboards improperly placed, making it difficult to notice. Buyers often complain that the Asri Jewellery showroom is difficult to find because of its unclear signage. To overcome this, we provided a solution in the form of procurement and assistance in the installation of neon boxes. With this, Asri Jewellery showroom is easier to find as it already has a new name plate with a new logo and design (see Figure 5).



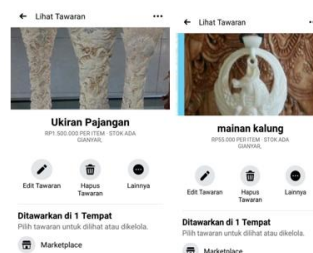
Figure 5. Asri Jewellery Showroom Neon Boxes



Marketing Assistance

The impact of the Covid-19 pandemic on all countries in the world makes online marketing significant for Asri Jewellery. The training provided to partners was not only carried out by lecturers but also by students as student support in learning self-development and supporting independent learning in independent campuses (MBKM). The material provided was understanding how to choose and use the proper internet digital media, and how to start online marketing with an internet marketing strategy. The strategy carried out in the online marketing process is to first understand the role and function of digital marketing and map the business segments of Asri Jewellery (see Figure 6).

Figure 6. Online Marketing Assistance for Asri Jewellery Products on Facebook, Instagram, and Marketplaces



Since this online marketing was carried out, UKM Asri Jewellery has started serving local orders again, although in relatively small quantities due to the impact of the Covid 19 pandemic. This is also what makes UKM Asri Jewellery able to maintain the sustainability of its business during this Covid-19 pandemic.

Wifi Installation

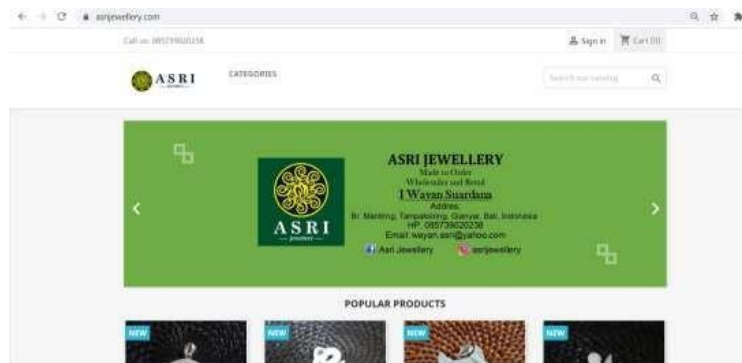
To support the operational process and online marketing, we agreed to procure internet aids in the form of wifi installation. Strong wifi with a stable signal is needed as they previously used tethered cellphones, which sometimes made the signal intermittent and the costs incurred were more expensive. With the provision of wifi, Asri Jewellery can make it easier to carry out operations, namely in doing online marketing and expedite the operation of business websites.



Website Operation

Asri Jewellery did not yet have a website as a means of introducing businesses in the digital world. The website is said to be able to be used to display a more complete business profile, easily accessed at any time by many groups and expand domestic and international marketing networks. Therefore, to further expand the marketing of Asri Jewellery, we made a website with the domain address <https://asrijewellery.com/> (see Figure 7).

Figure 7. Asri Jewellery Website Display



The benefits felt by Asri Jewellery after marketing through online media are getting unlimited access through social media, cost efficiency caused by using online marketing strategies, being able to expand marketing reach with digital advertising, and also in terms of easier transaction monitoring. Supervision of transactions can be carried out anytime and anywhere flexibly for 24 hours. This certainly provides convenience and benefits for UKM Asri Jewellery to market their products.

Participation in Business Management Seminar/Workshop

The rapid development of technology and the conditions of the Covid-19 pandemic that have not ended make business actors must continue to improve their competence and knowledge, especially in the field of business management and application of digital technology in an effort to increase business resilience. To improve the competence of Asri Jewellery owners, Mr. I Wayan Suardana attended several webinars, especially on business management and the application of digital technology.

The implementation of this community service activity was carried out while the Covid-19 pandemic was still happening which greatly affected the activities of MSMEs in all their activities, starting from production activities to product marketing, thus resulting in a decrease in product demand. This began to be felt in early 2020, as the Covid-19 outbreak began to spread throughout the world. The service team together with partners took several anticipatory steps to maintain production and sales so that the sustainability of MSMEs could continue.

Economically, the assistance of the service team is able to help MSMEs to stabilize



sales, maintain product quality, and streamline production costs. The increased promotion was carried out by intensifying promotions through social media such as Instagram, Facebook, marketplaces, Shopee, Tokopedia, and also websites to reach a wider market. This has proven to be effective with resale crawling up compared to the previous year. In the field of production, the team designed to adjust production costs through efficient use of raw materials while maintaining the quality of the products produced. Review of product cost of goods to be able to determine the lower cost of goods manufactured. This is done so that the MSMEs are able to produce competitive prices or even be able to provide discounts to buyers.

Socially, the impact of this service activity for MSMEs and the surrounding community is that a new habit pattern arises in workers, as they always use masks whether they work or not. In the production process, a minimum distance has been applied between one worker and another, in addition to regularly washing hands with soap in running water provided at the production site. The habits in the production room of Asri Jewellery were brought by workers to their respective homes so that indirectly the team is able to educate the public to change old habits into new habits to control the Covid-19 pandemic. The most visible social impact of this activity is that Asri Jewellery is still able to maintain its current workforce of 10 people. To date, Asri Jewellery workers continue to carry out their work activities as usual. This is inseparable from the ability of MSMEs to maintain and generate sales to cover operational costs. This certainly has a social impact, namely, by not increasing unemployment, the economy of the surrounding community of the business can still run.

CONCLUSIONS

The community service program was carried out at Asri Jewellery, one of MSMEs in Tampak Siring, which is engaged in the craft of carving bone waste, which is located at Br. Mantring, Tampaksiring Village, Gianyar, Bali. The results of the activities that have been carried out in the field of marketing management are the installation of neon boxes and wifi, website creation, product catalogs and brochures, business cards and business stamps, and promotion assistance with social media. These activities produce output in the form of an increase in marketing coverage carried out by Asri Jewellery and finally an increase in sales of the products.

Based on all the activities that have been carried out, it is recommended to the managers and employees of Asri Jewellery to always apply high work discipline, by always complying with health protocols and working according to the standard operating procedures that have been set, so that what the business unit has planned goes according to plan. In addition, a continuous and consistent increase in online marketing must be carried out and product quality should be maintained. This is important to maintain the sustainability of the Asri Jewellery business amid the current Covid 19 pandemic.



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