

Received : November 31, 2022  
Accepted : December 21, 2022  
Published : March, 2023

Conference on Community Engagement Project  
<https://journal.uib.ac.id/index.php/concept>

## Design And Implementation Of Promotion Mix On Pecel Lele Pak Eko

Listia Nurjanah<sup>1</sup>, Jason Jerico<sup>2</sup>

Universitas Internasional Batam

Email of correspondence: listia@uib.ac.id,1941073.jason@uib.ac.id

### Abstract

This activity aims to help solve problems with Pecel Lele Pak Eko. The lack of knowledge of business owners about the promotion mix results in a lack of income for business owners. Therefore the authors designed a marketing system in the form of a promotion mix to further introduce this business to a wider range by relying on advertisements through social media and designing promotions to attract customers and potential customers. The writing and practical work activities were carried out by the author from September to December 2022. As for the method used by the author to obtain partner data, by observing and interviewing. Judging from the problems found by the author, there is a completion stage given to the Pecel Lele Pak Eko business owner so that the problem can be resolved. Several promotional mix variables used by the author consist of advertising, direct marketing, and sales promotion. The solutions provided by the author include making banners, electronic posters, advertising on social media, and bundle packages. The result of the implementation of the system that has been designed is the emergence of promotional activities that have not previously been carried out by Pecel Lele Pak Eko and the effect of increasing sales.

**Keywords:** *promotion mix, advertising, direct marketing, sales promotion*

### Introduction

Micro, Small and Medium Enterprises (MSMEs) are businesses that are run by most of the people of Batam. MSMEs are divided into several fields, including electronics, lifestyle, culinary, and other fields (KEMENKOP UKM, n.d.). The business sector that is often found today is the culinary field. In the city of Batam itself culinary business can be found everywhere. The large number of businesses in this field, of course, there are also many businesses with similar products, resulting in competition between one another (wong cerdas.com, 2021). Competition that arises in making a business must be able to follow the changes made by competitors so as not to lose competitiveness, so a business must have a special strategy to fight competitors, create something unique with certain characteristics, and also follow similar competitor strategies so as not to experience a decrease in sales.

A business is said to be able to survive in this era of intense competition, of course it must have a good sales strategy to be competitive and seen from the sales achieved from year to year, so that marketing has a very important role in a business. Marketing is also said to be the spearhead in a business (Kumparan, 2022), so that if a business does not have good marketing then over time, the business will be out of date in business competition. Therefore, how does a business retain consumers in terms of delivering information, how to increase sales and create an advantage that is different from competitors so that consumers can be loyal to the business.

The problems faced by Pecel Lele Pak Eko are due to sales that are more focused on receiving orders when customers visit locations, no promotional activities, lack of use of social media, and lack of utilization of the Gojek application that is owned in helping sell and make it easier for customers to buy remotely without must come visit.

The owner of this business is also aware of the problem, but the owner does not have ideas that have a big impact on his own business. He also thought about doing promotions and using social media applications but canceled it. because according to him this method would not have a big impact on his business and felt bothered to take care of social media so the idea was not implemented. It is hoped that the application of marketing activities with the promotion mix in Pecel Lele Pak Eko will create promotions and communication channels that can provide improvements in terms of relationships and customer engagement. Increase sales or profits in terms of marketing management that has been implemented.

From the problems that have been described, the marketing strategy that will be applied to Pecel Lele Pak Eko is a promotion mix from one of the elements of the 4P marketing mix which consists of product, price, promotion, and place (Hamdat et al., 2021). The application of the promotion mix is expected to help solve the problems currently being faced by the Pecel Lele Pak Eko shop.

## **Methods**

In this study, data were collected by interviews and observations methods. During the interviews, a question and answer session was conducted face to face. Questions were asked regarding information regarding the profile of restaurant, daily activities, sales promotions carried out, and the problems encountered during this pandemic, and others. The author makes observations by entering directly into the field and see the condition of these MSMEs. The MSME that was used as a place of practical work was Pak Eko's Pecel Lele, located at Tiban Indah Mc Dermot 1 block D1 no 1, Batam.

The output design carried out at Pecel Lele Pak Eko begins with observation. Interviews were conducted to find out the problems faced by MSMEs. Therefore, the problem can be identified by the author.

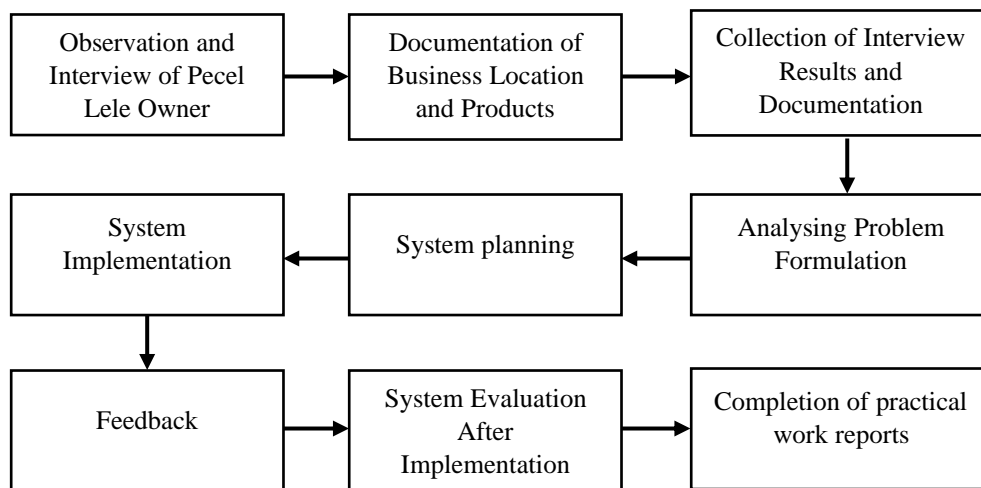
1. Conducting observations at Pak Eko's Pecel Lele stall
2. Conduct an interview to find out current condition of the restaurant
3. Identify the problems faced by the restaurant.
4. Designing a promotional mix strategy in the form of advertising, direct and digital marketing, and sales promotion to solve problems at Pecel Lele Pak Eko Restaurant.

5. Apply promotion mix strategy in the form of advertising, direct and digital marketing, and sales promotion to restaurants.
6. Monitor and evaluate whether the strategies implemented can cope with the problem of Pak Eko's Lele Pecel Restaurant.
7. Provide input and suggestions to restaurants for the future

#### Outer Design Process

The output design process is the content of the output of the activity to be implemented. Good and effective output results are produced by good and structured design. The project output design process consists of several stages, including:

Table 1 Outcome Design Process Chart on Pak Eko's Pecel Lele



Sources: Authors (2022)

1. Observations and interviews with the owner of Pecel Lele Pak Eko  
The initial step was taken after the author identified Pak Eko's Pecel Lele business as a goal in community service activities through practical work, the author conducted interviews with business owners.
2. Documentation of business location and products  
After asking questions related to the business and the problems encountered, the author conducted documentation such as location photos, photos of food products in Pak Eko's Pecel Lele.
3. Collection of data from interviews and documentation  
After the interviews and documentation activities were carried out, the authors collected data to conduct a systematic review which was applied to Pecel Lele Pak Eko.
4. Analyze the formulation of the problem  
After conducting analysis and evaluation, the authors formulate a problem to detail the problems faced by partners and provide solutions to the problems being faced.
5. System design

After detailing the existing problems and designing solutions, the author carried out a systematic plan for the activities of the Pecel Lele Pak Eko shop. The following is the system design that will be implemented:

- Banner
- E-poster
- Google account
- Sign up for social media
- Advertisement
- Bundle package

#### 6. System implementation

The system designed by the author is then implemented in the Pecel Lele Pak Eko food stall for use by partners.

#### 7. Feedback

After the author implemented the system that had been designed, the author received feedback from the owner of the Pecel Lele business, Pak Eko.

#### 8. System evaluation after implementation

With the implementation of the system and input from business actors to the author, the author conducts further evaluation of the system, to find out whether it has been running effectively at the Pecel Lele Pak Eko food stall.

#### 9. Completion of KP report

The final design stage is the preparation of a practical work report, on the results of the implementation that has been carried out at the Pecel Lele Pak Eko food stall.

### Implementation Schedule and Budget

The research implementation at the Pecel Lele Pak Eko food stall starts from the beginning of September 2022 to December 2022. The following describes the schedule for community service to support the relationship between the preparation and implementation of community service and the activity budget. The budget is filled with estimated costs incurred to run the community service program issued by the executor.

In the preparation stage, starting with the initial steps by surveying partner locations and conducting interviews for introduction and problems experienced by partners. Then proceed with the second stage, namely the implementation stage, where the continuation and process of designing the output of the project such as making designs in the first week of October, creating an Instagram account to implementing the results of the design. after all processes have been carried out, design and implementation, the report preparation and assessment stage is carried out which is carried out at the end of the year, namely in December

Table 1 Schedule of Community Service Implementation at Pecel Lele Pak Eko

Activity	September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<b>Preparation phase</b>																
Location Survey																

Interview with business owners																				
Advisory Lecturer Consultation																				
<b>Implementation Stage</b>																				
Designing banners, posters, and advertisements																				
Create an Instagram account																				
Drafting and designing content and posts for promotions																				
Monitoring the performance of MSMEs to continue monitoring and evaluating																				
<b>Assessment and Reporting Stage</b>																				
Preparation of reports																				
Finalization																				

Sources: Authors (2022)

Table 2 Activity Implementation Budget

No	Activity Plan	Type of Budget	Volume	Unit	Unit	Quantity
1	Observation and interview	Consumption Cost	20	times	Rp 40,000	Rp 800,000
		Transportation Cost	40	times	Rp 30,000	Rp 1,200,000

No	Activity Plan	Type of Budget	Volume	Unit	Unit	Quantity
		Internet Connection Fee	4	times	Rp 100,000	Rp 400,000
2	Outer design	Banner Fee	1	pieces	Rp 100,000	Rp 100,000
		Laser printing costs	2	pieces	Rp 20,000	Rp 40,000
		Laminating	2	pieces	Rp 5,000	Rp 10,000
		Advertisement	1		Rp 200,000	Rp 200,000
3	Outcome Implementation Assistance	Laser paper printing costs	2	pieces	Rp 20,000	Rp 40,000
		Internet Connection Fee	4	pieces	Rp 100,000	Rp 400,000
		Consumption Cost	20	Kali	Rp 40,000	Rp 800,000
		string	1	pieces	Rp 10,000	Rp 10,000
		Transportation cost	40	times	Rp 30,000	Rp 1,200,000
4	Report generation	Cost of Consumables (ATK)	1		Rp 300,000	Rp 300,000
		Stamp duty	1	10	Rp 10,000	Rp 100,000
<b>TOTAL BUDGET</b>						Rp 5,600,000

Sources: Authors (2022)

### Result and Discussion

The implementation of this practical work activity shall take place from 5 September 2022 to 5 December 2022. After conducting interviews and observations, the implementation of the project output is carried out in Pecel Lele Pak Eko Restaurant, which is in the form of advertising, direct and digital marketing, and sales promotion (LinovHR, 2022).

The following is the implementation of practical work activities.

#### 1. Banner

At this early stage, the author designed a digital banner design in which the contents of the banner were information about partner businesses, such as business names, food menus, telephone numbers, go food logos, as well as pictures of food that were photographed to be printed and installed on the front of the stand, as a form of introduction to the public's business description. Especially for prospective customers who do not know about the business, so that with information about the product, it is hoped that potential customers will be interested in making a purchase. Installing a banner on the front can also make it easier for potential customers to find the location of Pak Eko's Pecel Lele business.

Picture 1 banner installation



Sources: Authors (2022)

2. Google Account

Google account registration is an initial requirement before creating a social media account. Creating a Google account will also be used to claim ownership of a Google Business Partner that was previously registered but has been inactive for a long time.

3. Social media

After creating a Google account, the author immediately creates social media accounts, namely Instagram and Facebook as a means of advertising. After completing registration, the author introduces both social media to partners and how to use them. After several weeks of using the partner refused to use the Instagram application, so that only Facebook was used for social media on the grounds that the owner was more familiar with how to use Facebook. After the Facebook account is created, the author submits products to be sold through the marketplace feature, while the submission is made so that the product can appear and be seen in sales of local products.

Picture 2 Product offerings on the marketplace on Facebook



Sources: Authors (2022)

The author forms a WhatsApp Business account that has been connected to a Facebook account, to facilitate the owner's interaction with customers. This approach is taken as a way for direct marketing where owners can promote their business on Facebook through the WhatsApp feature.

Picture 3 WhatsApp Business

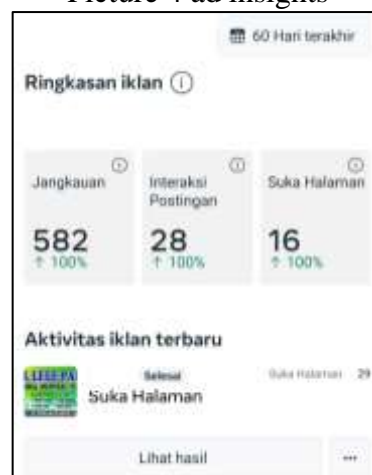


Sources: Authors (2022)

#### 4. Advertising

The next implementation after social media is accepted by partners is to carry out promotions in the form of advertisements. The steps needed in making an advertisement are the creation of a business page on the Pecel Lele Pak Eko Facebook account. After page creation is complete, the author does target ads in the form of; Batam community, age 21-65 years, Facebook page promotion category. The results of the advertisements that have been carried out managed to reach 1,098 accounts with 29 likes on the Facebook page. Apart from the insights obtained, the results of this advertising also receive incoming messages from potential customers who want to order products.

Picture 4 ad insights



Sources: Authors (2022)



## 5. Bundling Menu

Discounts are given in the form of food packages and displayed on the food menu list. Printing menus are made on 2 sides, with the front showing the price per product and package. Also, the other side displays menu packages at lower prices if customers buy a certain amount of products.

Picture 5 Price List



Sources: Authors (2022)

## Conclusions

With the existence of a community service program planned and implemented by the author for the Pecel Lele Pak Eko restaurant business, it can be interpreted as follows:

1. Prior to this Job Training activity, Pak Eko's Pecel Lele did not yet have an adequate marketing system. After the author carried out the project, Mr. Eko's Pecel Lele business already had a Google account and a social media account, namely Facebook as a medium for promoting business to the people of Batam. The creation of Facebook is also utilized by selling products on the marketplace, as well as linking social media with WhatsApp numbers to make it easier for customers to communicate with business owners.
2. The author also makes banners that are placed on the front as a form of introduction to partner businesses and bundle packages in the menu list that has been printed.
3. There are updates to Google Business such as changes to names, hours of operation, contact information and other information.
4. The application of the promotion mix system created by the author is proven to be able to make Pak Eko's Pecel Lele better known by the wider community and increase sales.

The condition after implementation, namely the promotion mix that was implemented, was able to have a positive impact on sales of Pecel Lele Pak Eko. The application of advertisements also introduces the surrounding community

through social media, so that this can increase partner business activities to people who do not know about partner businesses.

The problems faced by Pecel Lele Pak Eko can be adequately resolved with an ongoing community service project. The increase in sales obtained directly via WhatsApp and direct visits explains that the activities carried out by the author can have a positive impact on increasing partner income. The increase that occurred was 17.5% of the calculation of gross income with sales of approximately 80 pcs per day.

### References

- Hamdat, Arfah, A., Kusuma, A. M., Cahya, B. T., Sri, D., Sriwardiningsih, E., Astri, F., Salam, K. N., Islamiah, M. H., Mandey, N. H. J., Leni, P., Nabila, R., & Dwita, V. (2021). *Buku Manajemen Pemasaran dan Perilaku Konsumen* (Issue September 2020).
- KEMENKOP UKM. (n.d.). *Apa Saja Jenis UMKM di Indonesia dan Bagaimana Perkembangannya?* <https://smesta.kemenkopukm.go.id/apa-saja-jenis-umkm-di-indonesia-dan-bagaimana-perkembangannya/>
- Kumparan. (2022). *Alasan Mengapa Pemasaran Merupakan Ujung Tombak dari Suatu Unit Usaha.* <https://kumparan.com/berita-terkini/alasan-mengapa-pemasaran-merupakan-ujung-tombak-dari-suatu-unit-usaha-1yp8bdsbv5>
- LinovHR. (2022). *Tingkatkan Bisnis Perusahaan dengan menerapkan Promotion Mix.* <https://www.linovhr.com/promotion-mix/>
- wong cerdas.com. (2021). *50+ Peluang Usaha di Batam Modal Kecil & Paling Laris.* <https://wongcerdas.com/peluang-usaha-di-batam/>