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Implementation Of Digital Marketing At Jerry Me & Nails

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Abstract

The era of the Covid-19 pandemic throughout the world is in the midst of recovery, including Indonesia. Because it causes most of the daily activities to be replaced by the online system. This has caused some MSMEs to implement business marketing through digital systems. This research aims to create and implement the best business strategy in this current digital era for Jerry Me & Nails, which is located in Batam, Indonesia. This business strategy is to scan barcode to visit existing social media pages, one of them is Instagram as a social media platform. Not only that, we have interesting events, one of which is holding a promotion for the 13th anniversary celebration by making digital posters with attractive prizes within the specified time. The project started in September 2022 and was carried out until November 2022. The strategy that will be used in promoting Jerry Me & Nails is digital-based advertising. The implementation of this marketing strategy is expected to increase sales of Jerry Me & Nails.

Keywords : *Digital marketing, Digital advertising*

Introduction

A nail art shop is a place where various services related to the feet and hands are available, for example, such as pedicures, manicures, nail and hand polish, waxing, SPA and other services. One of the MSME nail art shops in the city of Batam, namely "Jerry Me&Nails" is engaged in foot and hand care services. Founded in 2009 by Mrs. Maydahani whose address is at BCS Mall 2nd Floor Block C no 12. The Jerry Me&Nails store has operating hours 10.00 – 22.00 WIB. Partner conditions are currently decreasing -+35% from usual since covid19. Where previously shop operating hours were from 10 a.m. to 8 p.m. and 9 p.m. depending on mall operations, the turnover generated by Jerry Me&Nails was around 200 million per year (net costs) erratic *before the Covid-19 period.

Jerry Me&Nails also has 9 employees and 1 owner working at Jerry Me&Nails. Their daily activities include: 9 employees serving customers and cleaning dead skin, dirt on feet and hands, such as pedicures and manicures. There is a chart below, there are 2 employees who only focus on hands, 4 people can focus on two parts, namely feet and hands, 3 employees who only focus on feet and 1 owner who serves payments and takes care of conditions. in store.

The problem faced during operations through interviews with the owner of Jerry Me & Nails is that consumers have experienced a decline since Covid19 to -+35% (Sudhartio & Anzrika, 2024). At the beginning of 2020, which occurred during the Covid19 pandemic, it greatly affected the turnover and income that applied to Jerry Me & Nail's or in general to other businesses/businesses which were also affected. Even though the location of the Jerry Me & Nail's nail art shop is in a mall, since Covid19 the mall has been operating quietly and there are rarely visitors (tourists) from outside so Jerry Me&Nails only relies on the local community to visit the mall. However, seeing opportunities in the modern era, the use of social media is increasing. This can assist business actors in providing information and introducing their business more broadly (Agustinus S., & Alden N. 2021).

in 2019, has a lot of digital marketing and digital marketing. It is used by various groups. In Indonesia, advertising methods are carried out using digital marketing, including virtual (Sumarsono, N, et, al (2022). Reality (a digital marketing strategy that is usually done by companies in promoting their products or brands), Instagram Stories (digital promotion through videos or product photos introduced in instastories), Internet of Things/IoT (promoting their products through the internet of things), Search Engine Optimization / SEO (AMELIA, 2021).

Social media is a tool used by humans to find or share information in the form of text, images, video or audio. Social media can also be used by someone to interact with other people in an easy way (Syafira, 2020). As well as the author also created a business Google account by placing a location on Google Maps to make it easier for potential new customers to find the location of Jerry Me & Nail's. Meanwhile, digital marketing media is useful for increasing the awareness of Jerry Me & Nail's new prospective customers.

Google maps not only have a significant impact on users' personal lives, but also open up new opportunities in business marketing, business analysis, urban planning, development of transport engineering and infrastructure strategy (Horbiński, 2019).

Methods

This research is a qualitative research, conducted using the case study method. The case study method is carried out by examining data in the form of detailed information obtained about a case and the circumstances surrounding it (Lily Purwianti 2023). Data collection techniques were carried out through in-depth interviews to gain insight by developing questions based on the answers given by informants (Boer & Lesmana, 2018). Then collect more data by documenting it in the form of photos, videos and pictures to carry out the community service project that the author has done. Printing each object in writing, photocopying or recording knowledge can provide information about its broad interests as a human activity, so that there are many documentary activities related to libraries and non-libraries, so that the process can be said to be documentation (Sudarsono, 2017).

Table 1.
Schedule for the Implementation of Job Training Activities Jerry Me & Nail's

Activity	August '22				Sept-Oct'22				Sept-Oct'22				November '22						
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
Survey and find practical work locations.	■																		
Conducting Site Visits.	■																		
Interview and request permission to do practical work with the owner of the company.		■																	
Develop practical work proposals.		■	■																
Collection of proposals and approval of supervisors and heads of study programs.			■																
Make observations and gather information.				■	■														
Application of digital marketing at Jerry Me & Nail's.						■	■	■	■										
Collection of Observation Results and preparation of strategies.									■	■									
Implementasi strategi di Jerry Me & Nail's.										■	■								
Compilation of Reports Through Guidance.												■	■	■	■				
Work Report Revision practice.												■	■	■	■				
Finalization of Reports and lecturer visits to Jerry Me & Nail's.												■	■	■	■				

Source: Author (2022).

Table 2.
Budget for the Implementation of Job Training Activities (KP) Jerry Me & Nail's.

No	Activity Plan	Budget Type	Volume	Unit	Satuan	Jumlah
1	Observations and interviews	Consumption Cost	10	Times a month	Rp 70,000	Rp 700,000
		Transportation costs	5	Times a month	Rp 50,000	Rp 250,000
		Internet Connection Fee	5	Times a month	Rp 100,000	Rp 500,000
2	Outer design	Module Development Fee	1	unit	Rp 1,000,000	Rp 1,000,000
		System design costs	1	unit	Rp 1,000,000	Rp 1,000,000
		App store usage fees	1	unit	Rp 100,000	Rp 100,000
3	Report generation	Cost of Consumables (ATK)	1	time	Rp 65,000	Rp 65,000
		Promotional costs	4	times	Rp 250,000	Rp 1.000,000
		Conference/publication registration fee	1	time	Rp 150,000	Rp 150,000
		other costs	1	time	Rp 235,000	Rp 235,000
TOTAL BUDGET						Rp 5.000,000

Source: Author (2022).

Result and Discussion

The output regarding the external environment that the author plans to do in community service activities through KP will be carried out, namely the creation of Jerry Me & Nail's (Instagram) social media, logos, digital menus, video content and promotional posts as well as Jerry Me & Nail's Google maps.

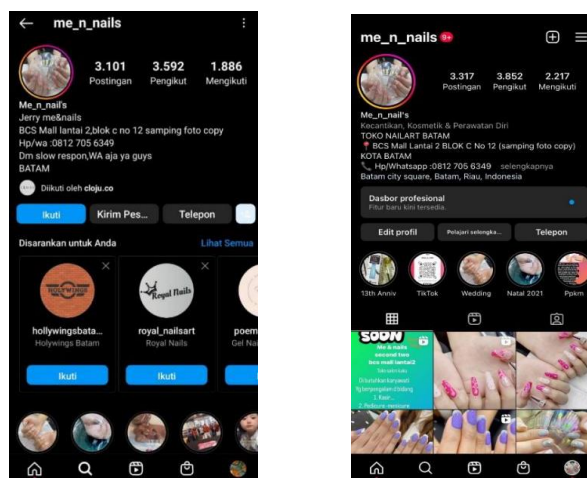
Discussion

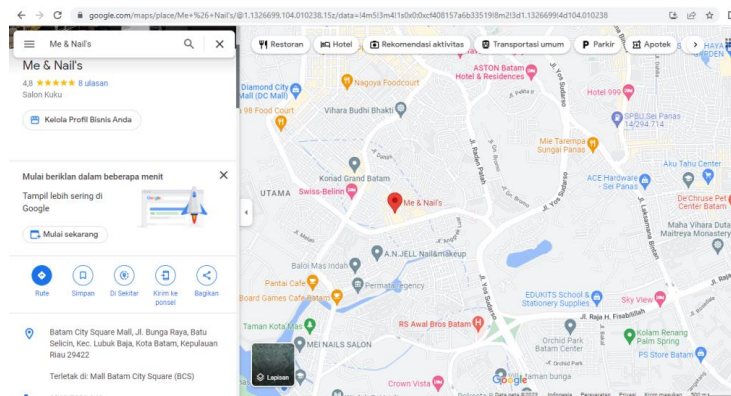
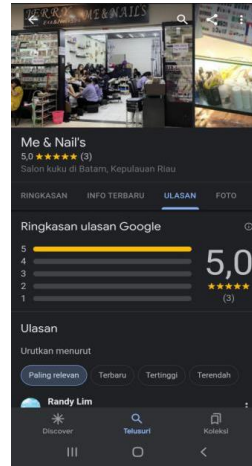
The following is an overview of the output design of KP activities.

The first stage of implementation was to create Jerry Me & Nail's social media accounts such as Instagram and Google Business accounts for Google Maps with the aim of promoting Jerry Me & Nail's so that people would be more aware of the location. The account will become a business account which will

later be used for promotion, one of which is Instagram which is one of the social media used for promotion. Instagram is one of the most trending and most used social media not only for personal purposes but also for business purposes. Through Instagram we can post pictures or videos, Instagram is a platform for digital marketing through Instagram we can create video content about Jerry Me & Nail's and create creative flyer ads. such as the Instagram advertising feature, which is a feature from Instagram where the author makes a payment of Rp. 20,000/day to carry out a sponsor promotion for 1 day starting from October 27 2022 to October 28 2022. on the Jerry Me & Nail's Instagram account. Because large social media users can increase public knowledge of the existence of Jerry Me & Nail's and through Instagram it is also usually very effective for increasing traffic. Next, from our business Google account, we create a Google map where we point out the location of Jerry Me & Nail's and provide information. The second stage, create a logo. Here the author also made the Jerry Me & Nail's logo, so that with this logo it can create brand awareness of potential new customers at Jerry Me & Nail's. The third stage is making a video and posting photos that are used for promotion at the Jerry Me & Nail's. The designed content is expected to increase Jerry Me & Nail's awareness, gain customer loyalty and increase the number of followers or offline customers. Content creation starts with posting product-related photos on an Instagram account, then inserting videos on snapgram such as promotional information, opening hours, and attractive trailers to attract customer interest. In the promotional content carried out by the author, namely loading various photo posts that are formed in the video and also some video content that is made then video editing is carried out using the existing app store so that the promoted video attracts new interest. potential customer. Apart from that, the author also made ad banners to promote Jerry Me & Nail's using the Canva editing application. following digital marketing strategy planning: Setting up Instagram and Google Business social media accounts for Google maps. The fourth stage, making a special promo at the 13th anniversary event by holding a 13% discount starting from October 10 to 30 and also a special gift, namely a beautiful bottle for every transaction at Jerry Me & Nail's

Project picture activities





Source : Author (2022)

After carrying out a community service project through KP (practical work) by the author to the Jerry Me & Nail's. So far, the owner believes that the digital marketing system can help MSMEs Jerry Me & Nail's to increase their profits. This also makes the Jerry Me & Nail's have a new market segmentation through social media (instagram). There was a positive response that was obtained after implementing a digital marketing strategy, an increase in the number of potential new customers outside the location of the Jerry Me & Nail's. ohh. so that

since the implementation of the digital marketing strategy in the Jerry Me & Nail's business, gross profit has increased by approximately 5%.

Conclusions

With the community service program planned and implemented by the author for the Jerry Me & Nails business, it can be concluded that after carrying out practical work for three months from September to d. November as follows:

1. Previously, Jerry Me & Nails had never carried out any form of promotion, causing his business to become less well known to the public. So with this, the author advises the owner to create a social media account to post on that account.
2. Previously, Jerry Me & Nails did not have a good or adequate marketing system, such as marketing through social media. After carrying out this KP project, Jerry Me & Nails' business has a social media account (Instagram) as a medium for promoting digital marketing by creating promotional content.
3. The author has registered the Jerry Me & Nails MSME business on Google Business so that the address for Jerry Me & Nail's location can be displayed on Google Maps.
4. The digital marketing system via Instagram can be a marketing system that can be used for a long time.
5. Instagram advertising is proven to be able to reach the intended audience, namely individuals from all walks of life and are also residents of Batam City.

Suggestion

Based on the analysis conducted by the author, including: there are several suggestions that can help develop and increase sales of Jerry Me & Nail's, this can be a suggestion that can be conveyed to business owners so that they can continue to grow, including:

1. Jerry Me & Nails can consider and try to advertise online regularly, because using Instagram ads can reach and attract new customers.
2. Jerry Me & Nails can implement a digital marketing system because the costs are somewhat cheaper than traditional marketing systems such as printing brochures.
3. The owner of Jerry Me & Nails can continue to adapt to the times, so that the owner of the Jerry Me & Nails restaurant will be more accustomed to using the marketing system that has been designed.
4. Can carry out other price promotions, namely conducting promotions on national holidays such as August 17 and December 25.
5. Can increase the spread through social media such as Facebook, Youtube and other online chat applications so that consumers can reach or make reservations through the application.

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