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Retail Business "Mitra Serba Ada Stores" In Batam City

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Abstract

Currently, more and more business actors are opening convenience store businesses around the Batu Aji area. With so many Department Stores/Retail Businesses in Batam City, it indicates that the level of community needs in Batam City is very large, which causes many business actors to start these businesses. Based on my observations, with the increasing number of competitors emerging at this time, retail business owners must be able to adapt to changes that occur in the market and quickly adapt their business so that it is always in accordance with the needs of the market. And now that technology is growing, business people are starting to venture into the digital world. The name of the Partner of this Job Training activity is the Convenience Partner Store. The Multipurpose Partner store sells various types of goods, starting from stationery, household appliances, electricity, buildings, toys and ice cream, accessories, as well as tools for selling such as plastic bags, styrofoam, rice paper, rice boxes, plastic cups, plastic forks, and also a plastic spoon. The location of Mitra Serba Ada Stores is in the Ruko Mitra Centre Blok. B no. 3,4,5 Batu Aji. The selection of partner locations is very helpful for sales because the Batu Aji area is the most popular sub-district in Batam City. The reason for choosing a Convenience Store as a Practical Work Partner is because the Partner has the potential to be developed even more, marked by an increase in sales turnover every year and a high level of consumer enthusiasm.

Keywords: *Convenience Store, Digital Marketing*

Introduction

Currently, more and more business actors are opening convenience store businesses around the Batu Aji area. With so many Department Stores/Retail Businesses in Batam City, it indicates that the level of community needs in Batam City is very large, which causes many business actors to start these businesses. Based on my observations, with the increasing number of competitors emerging at this time, retail business owners must be able to adapt to changes that occur in the market and quickly adapt their business so that it is always in accordance with the needs of the market. And now that technology is growing, business people are starting to venture into the digital world. According to (Paquette, 2013) in today's technology-driven world, social network sites have become an avenue through

which retailers can expand their marketing to a wider range of consumers. One of the major challenges marketers have to face is knowing how to persuade someone and how to devise ways to attract and retain prospects.

So that in this practical work activity, several designs will be carried out, namely the first is to increase the income of the Convenience Partner Store, other digital platforms such as Instagram are needed. The choice of digital platforms Instagram and Facebook was chosen because they are suitable for age segmentation, namely Instagram tends to be millennial consumers and Facebook for a more diverse age segmentation. Then, the second is to add vendors. With more vendors, more products will be sold in both offline stores and digital marketplaces.

The target of this activity is to sell and market products sold by Convenience Partner Stores such as stationery, household appliances, electricity, buildings, and many more through digital platforms. Not only that, insight and sales revenue through the online marketplace will continue to be monitored so that progress can be seen. This activity is successful if sales through the online marketplace experience an increase compared to the previous 20% versus 80% through offline store sales. Another activity target is to add vendors so that the types of products sold are more numerous and varied.

Methods

The data collection that I use in this activity is as follows.

1. Observation

According to (Widoyoko, 2014) observation is "observation and systematic recording of the elements that appear in a symptom on the object of research". The observation used in this activity is unstructured observation. Unstructured observations are observations made without using observation guidelines, so researchers develop their observations based on developments that occur in the field (Bungin, 2007). In this activity I made observations regarding the attractiveness or interest of consumers in Batam City who shop through digital platforms.

2. Interview

According to Esterberg in (Sugiyono, Metode Penelitian Kombinasi (Mix Methods), 2015) an interview is a meeting conducted by two people to exchange information or an idea by way of question and answer, so that it can be pursued into a conclusion or meaning on a particular topic. In this activity I used the semi-structured interview method; according in (Sugiyono, Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D, 2013) semi-structured interviews are interviews where the subject under study can give free and unrestricted answers, but the subject under study may not deviate from the flow of a predetermined theme. The interview that I conducted in this activity was to complete the data and information that I got through observation.

3. Documentation

In this activity I use the documentation method. Documentation according to (Sugiyono, Metode Penelitian Kombinasi (Mix Methods), 2015) is a method used

to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research. Documentation is used to collect data and then reviewed. This documentation method was carried out to obtain data that had not been obtained through observation and interview methods.

The design process in the activity is divided into several stages, namely as follows.

1. The first stage of designing the output of this activity is to collect data on which products are most frequently sold through the online marketplace.
2. The second stage is to identify the problems faced by Convenience Partner Stores in online sales.
3. The third stage is to make a design so that the online marketplace problem of the Multi-Adapt Partner Store can be resolved, namely the first is to always update creative product status, provide good & fast responses, use attractive photos, and utilize the widest possible buying and selling group.
4. The fourth stage is to start implementing the plans that have been made before.

The stages of implementation of this activity are as follows.

Planning sales through the Facebook marketplace

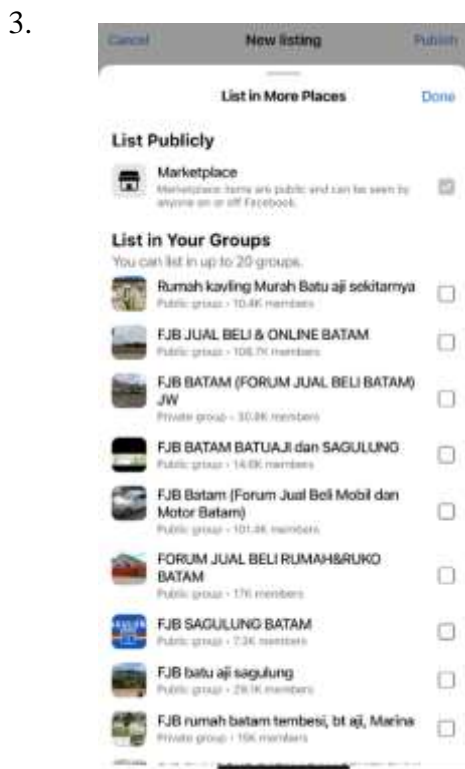
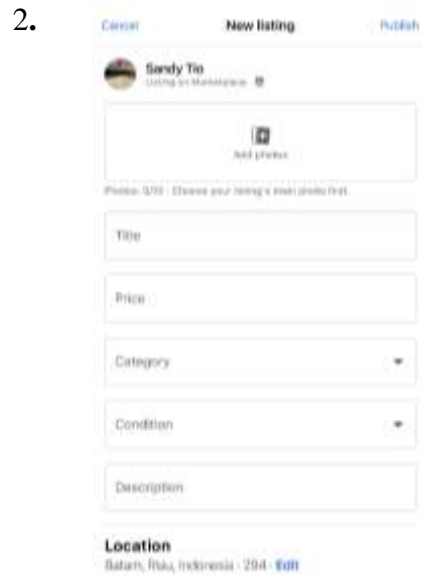
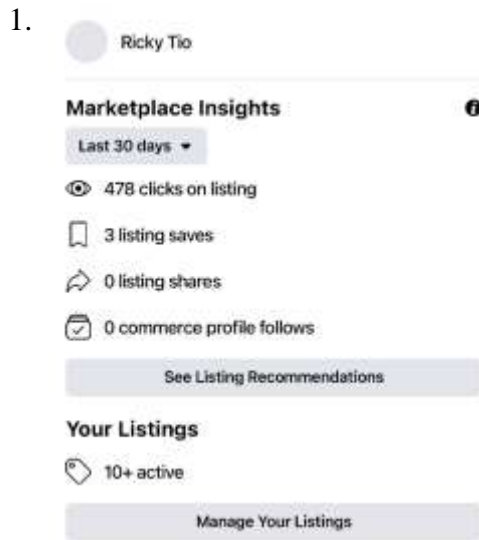
1. Make product image designs as attractive as possible.
2. Conduct a survey on the prices of goods sold on the online marketplace.
3. Upload product photos and include product descriptions clearly
4. Provide a good and fast response or feedback to consumers.
5. Provide reviews or ratings, to see the performance of the online marketplace being run.
6. Monitoring insights and sales revenue through the Facebook marketplace.

Designing account creation, sales and marketing via Instagram.

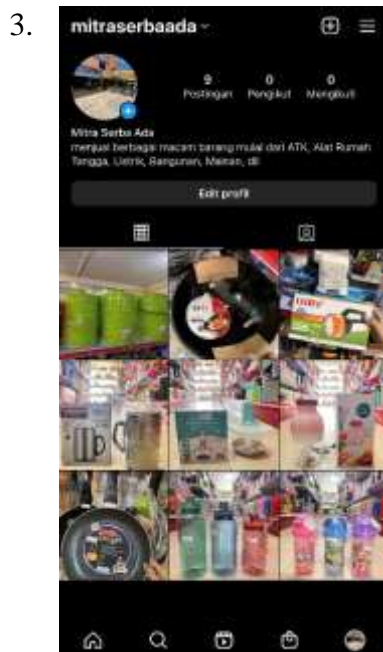
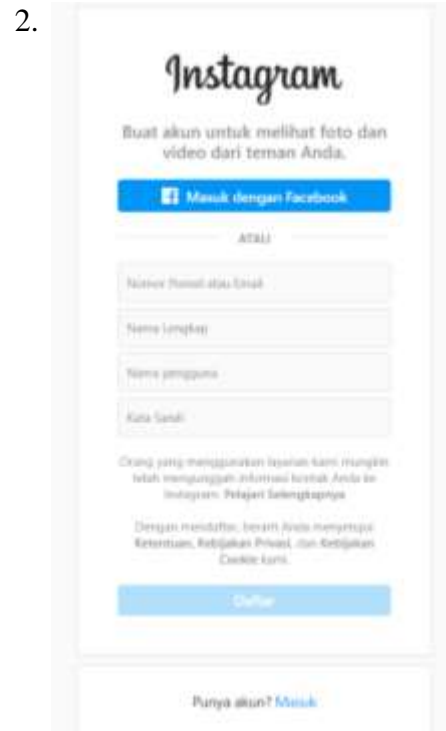
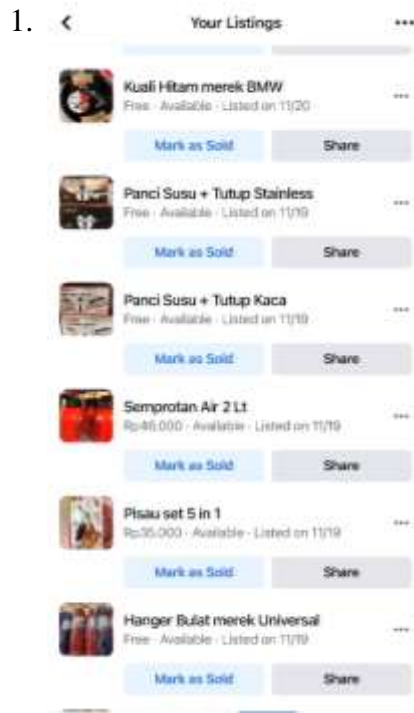
1. Register a new account on the Instagram application.
2. Upload photos of products that will be marketed on Instagram.
3. Promote to friends who have lots of followers on Instagram.
4. Monitoring insight and sales revenue.

Result and Discussion

The first thing to do in the design of the output of this activity is to collect data on which products are most often sold through the online marketplace and identify the problems faced by Mitra Serba Ada Stores. After the problems encountered have been found, a plan is started to be made so that these problems can be resolved. First picture explains the insight into the low number of likes. Second picture explains the process of uploading products to the Facebook marketplace. The first starts with entering a product image, the second is writing the product name, the third is listing the price, the fourth is listing the product category, the fifth is listing the condition of the product whether new or used, then the last is clearly stating the product description. Figure Third picture explains how to enter product postings into buying and selling groups in Batam City.



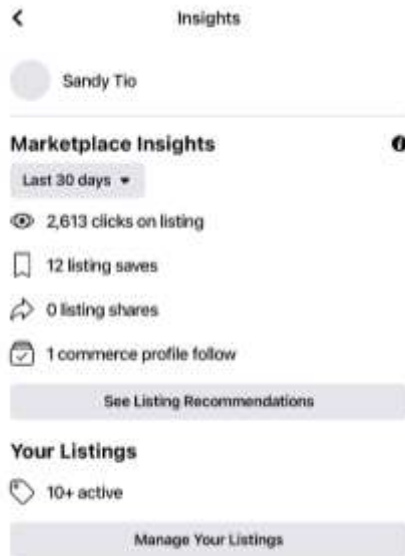
After the design is made, then the design will then begin to be implemented, namely the first is starting by always updating creative product status, then using attractive photos, providing good & fast responses, and utilizing the widest possible buying and selling group. The second design that will be implemented is to create an Instagram account so that it can attract millennial consumers. First picture explains what products are uploaded. Second picture explains the process of creating an Instagram account, which starts with including your email, account name, and password. Third picture explains the products that have been uploaded to Instagram



After the design is implemented, it can be seen that the sales results and insights from Mitra Serba Ada Stores marketplace are growing. First picture explains the insight into the number of likes which has increased rapidly. Second picture, explains the seller's conversation with the buyer. Third picture explains the process

of packing goods. Fourth picture explains the goods delivered by the courier to the consumer's address. Fifth picture, explains about some products that have been sold.

1.



2.



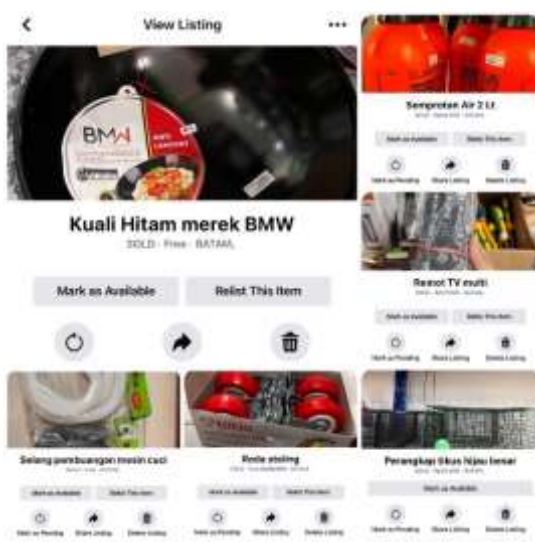
3.



4.



5.



Conclusions

Through these activities, it can be concluded that by uploading more products on the marketplace, more insights or people will visit our marketplace. Not only that, by uploading more products also makes online sales increase. Through Facebook marketplace insight data, currently (12/22/2022) there have been 2,641 clicks recorded in the last 30 days. Then, the use of Instagram media as a marketing and sales medium is to attract millennial consumers, this is based on observations made that millennial consumers are currently more likely to use the Instagram application and older consumers tend to use the Facebook application. By using digital platforms as a media for marketing and selling products, it has proven to be very helpful in increasing the income of Partners, who previously only focused on sales through offline stores.

Recommendation for Mitra Serba Ada Stores are:

It is hoped that Partners will continue to improve their marketing and sales on the online marketplace, so that more consumers will know and shop at Mitra Serba Ada Stores. Apart from that, at Mitra Serba Ada Stores must continue to update the products being sold on the online marketplace and find out what products are currently selling well in the market.

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