

Strategies to Increase Income during the Covid-19 Pandemic Traditional Snack Food Products Business in the Religious Tourism Area of Ulakan, Padang Pariaman Regency

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ABSTRACT : The purpose of implementing community service (PKM) activities in micro business partner groups for snack food products made from marine fish in Kenagarian Ulakan, Ulakan Tapakis District, Padang Pariaman Regency, is to increase partner income during the Covid 19 pandemic, improve marketing strategies and increase partner knowledge in implementing marketing with social media and social media. on-line delivery applications through training and mentoring activities. The approach method offered to solve partner problems is to conduct training and mentoring. The training was attended by 2 groups of partners, namely: Partner 1 with 5 members, and Partner Group II with 5 members. The methods used in the training are in the form of demonstrations, lectures, discussions, questions and answers, and mentoring. The results of the activities show participants acquire knowledge and methods of a) good product marketing, b) knowledge and skills in promoting products on social media, and c) have knowledge of working together with on-line delivery applications. From this activity, participants have been able to apply it in their daily business activities. Thus, it is hoped that these new entrepreneurs will be able to develop their businesses and be successful through the development of entrepreneurial activities.

KEYWORDS: *Micro Business, Marketing, Sales, Income*

I. INTRODUCTION

Preliminary

The COVID-19 pandemic has had a tremendous impact on the world economy, including Indonesia and West Sumatra in particular. Data from the Central Statistics Agency (BPS) shows that Indonesia's economic growth in 2020 fell to -2.07% from the previous year. On the other hand, West Sumatra Province as part of the Indonesian state itself also experienced an economic contraction in 2020 by -1.60% from the previous year.

This phenomenon is also felt by SMEs in West Sumatra, one of which is in Kenagarian Ulakan, Ulakan Tapakis District, Padang Pariaman Regency. MSME actors in this area are well-known for their seafood-based food products, such as Sala Lauak, Rakik Kapitang, Shrimp Rakik, Baledang Rakik and others. This business is around the tomb Sheikh Burhanuddin, a great scholar in West Sumatra. Many religious activities are carried out in this tomb, including the Basapa tradition. In addition, this business is also located at a fairly dense traffic crossing between the city of Padang and the city of Pariaman.



Figure 1: Locations of Micro Business Snacks Made from Marine Fish in Kenagarian Ulakan

This business potential is very good to be developed because the market potential of this business is quite wide. Almost every day private vehicles, office vehicles and tourist vehicles pass through this area. Not to mention that this area's religious holidays are visited by many people both from inside and outside West Sumatra, especially during the Basapa Tradition. Therefore, the market potential of this business is still there so that it is not wrong that this business can last for many years.

However, the Covid 19 pandemic has had a significant impact on the sales of these business actors. Based on the results of interviews with several business actors (our partners in 2020), it can be seen that the Covid 19 pandemic has reduced their income by an average of almost 70%. Before the Covid-19 pandemic their average income per day on weekdays was around IDR 100,000 – 200,000, on big days (Eid and long holidays) around IDR 350,000 – 700,000 and on Basapa (holidays in the area) around IDR. 2,000,000 – 4,000,000. However, during the Covid-19 pandemic, their average income fell drastically. On weekdays they earn around Rp 30,000 – 60,000, on holidays 245,000 – 490,000 and on Basapa day around Rp 300,000 – 600,000 per day. This condition can be clarified in Table 1.

Table 1
Average Income Earned by Food Product Businesses
Snacks Made from Marine Fish at Kenagarian Ulakan
Before and During the Covid 19 Pandemic

Period	Usual Price (Rp/Day)	Holidays (Rp/Day)	Father's Day (Rp/Day)
Before the Covid 19 Pandemic	100,000-200,000	350,000-700,000	2,000,000-4,000,000
Covid 19 Pandemic Period	30,000-60,000	245,000-490,000	300,000-600,000

Source : Interview with Several Traders (March 2021)

From interviews conducted with partners, apart from the significant decline in partner income due to the Covid 19 pandemic, there are still other problems felt by partners, namely marketing products with social media. They have a little difficulty using social media because they are still not used to using it such as Facebook, Instagram, Twitter, WhatsApp, Line, Youtube and so on. Even though the current use of social media for product marketing is one of the keys to the success of a business (Kotler, 2019; Ratnadianti, 2020; Saienko, 2020). Moreover, product marketing applications have also developed with on-line delivery applications such as GoJek and Grabs. Therefore, the marketing strategy of this business must be improved because if you rely on the old method, which is just waiting for buyers to come, of course, product sales will not increase (Adam, 2020; Indriastuti, 2020). In addition, it is not recommended for people to gather such as Lebaran homecoming and Basapa activities during this pandemic by the Padang Pariaman Regency government. Thus, through this activity, we will provide solutions to Partners so that their product sales can increase during the Covid 19 pandemic.



Figure 2: Interviews with Partners Regarding the Impact of the Covid 19 Pandemic on Partners' Business Income and Several Other Problems

From the results of surveys and interviews with partners, it can be identified the problems faced by partners today, including:

1. Revenue has fallen drastically due to the Covid-19 pandemic.
2. There is still limited knowledge and ability in terms of good product marketing.
3. Do not have the knowledge and skills in promoting products on social media.
4. Do not have knowledge of cooperation with on-line delivery applications.

Method

The approach method offered to solve partner problems is to conduct training (marketing strategies, marketing with social media, and marketing with on-line delivery applications) and mentoring. The training will be carried out by instructors who are experienced in the fields of entrepreneurship, marketing, and catering. The training will be attended by 2 groups of partners, namely: Partner 1 with 5 members, and Partner Group II with 5 members. The methods used in the training are in the form of lectures, demonstrations, discussions, questions and answers, practice and mentoring.

The training will be carried out in several stages as follows:

- 1) Preparation: Meeting with the Wali Nagari Ulakan and the head of partner I and partner II to agree on the schedule and location for the implementation of activities.
- 2) Preparation of training materials by instructors.
- 3) Implementation of training activities (September – October 2021).
- 4) Assistance and monitoring of the results of the training that has been carried out.

The problem-solving framework in this activity can be seen in the following figure:

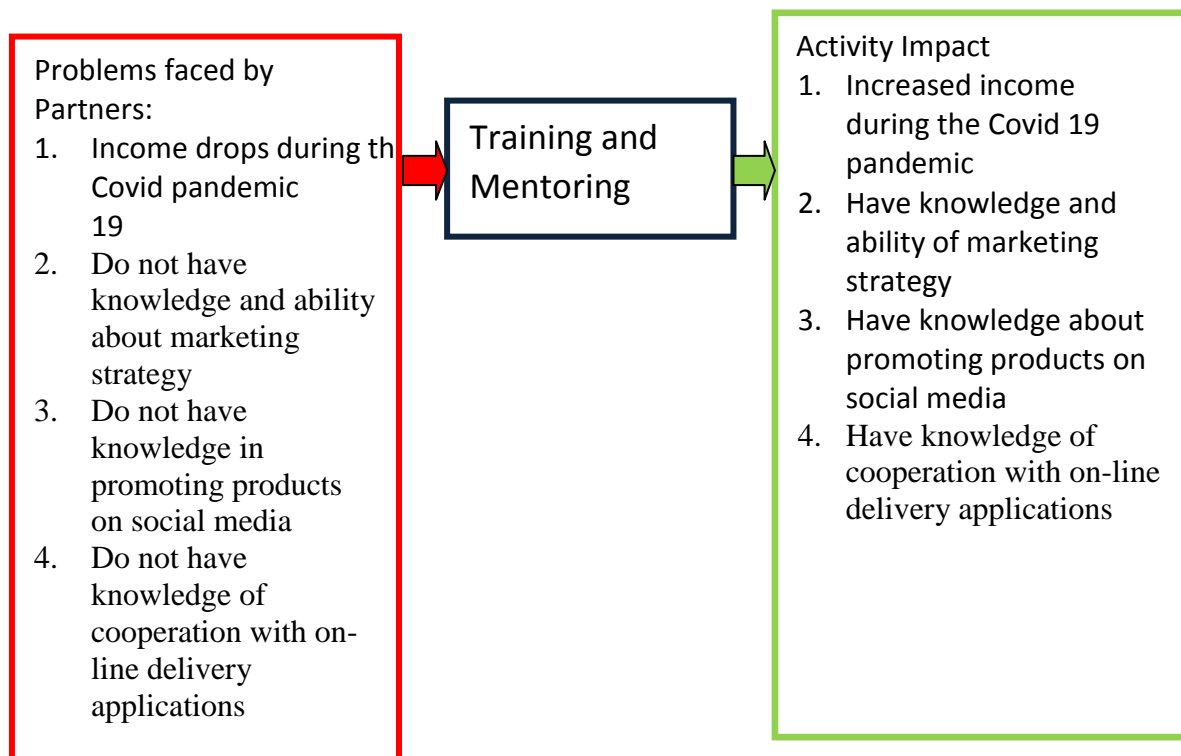


Figure 1. Problem Solving Framework

Results and Discussion

The results that have been achieved during the proposal submission process until this final report is made include:

1. Conduct initial assessments in order to find out the problems faced by Partners. Based on the problems faced by the Partners, this PKM proposal was prepared.
2. Conduct discussions with the head of traditional food product partners for micro businesses in the Ulakan Religious Tourism Area, Padang Pariaman Regency and the local Wali Nagari to agree on coaching activities in order to overcome Partner problems.

3. Carry out administrative management in the form of a permit to carry out service from the faculty level to the university level, precisely at the Universitas Negeri Padang Research and Community Service Institute (LP2M).
4. Prepare other administration for coaching activities such as compiling the schedule of training and coaching activities for Partners, participant attendance list, participant transportation assistance list, presenter honorary list, seminar kit for participants, sound system, vehicles, snacks, participant lunch and others.
5. Carry out coaching activities in order to overcome Partner problems with the following activities:
 - a) Attendance in Coaching Activities

Participants in the PKM activity strategy to increase income during the Covid 19 Pandemic business of traditional snack food products in the Ulakan Kenagarian Religious Tourism Area, Padang Pariaman Regency. This is 10 people. All of these participants are members of the traditional food product business group chaired by Mrs. Jusnelti.

b) Motivation to Participate in Coaching Activities

The motivation of participants in participating in PKM activities is a strategy to increase income during the Covid 19 pandemic, traditional snack food products in the Ulakan Religious Tourism Area, Padang Pariaman Regency, are very high, where all invited participants are present and are present on time both when the training event starts and the presence of participants. at the time after the lunch break. Participants are willing to leave their other activities to take part in the coaching program conducted by the instructors.

c) Material knowledge about a strategy to increase income during the Covid 19 pandemic business of traditional snack food products

In PKM activities, the strategy is to increase income during the Covid 19 Pandemic, traditional snack food products in the Ulakan Religious Tourism Area, Padang Pariaman Regency. There are 4 materials presented by the resource persons, namely:

- 1 Turnover Strategy. This material was delivered by mother Ariusni, SE, M. Si from the Development Economics Study Program, Faculty of Economics, Universitas Negeri Padang.
- 2 Marketing strategy. This material was presented by Mrs. Vidyarini Dwita, SE, MM, Ph.D from the Department of Management, Faculty of Economics, Universitas Negeri Padang.
- 3 On-Line Marketing. This material was delivered by Mr. Dr. Alpon Satrianto, SE, ME from the Department of Economics, Faculty of Economics, Universitas Negeri Padang.
- 4 Production Governance. This material was delivered by Mrs. Dr. Sri Ulfa Sentosa, MS from the Department of Economics, Faculty of Economics, Universitas Negeri Padang.

The results achieved in the implementation of this PKM activity are in the context of: increase income during the Covid 19 Pandemic, traditional snack food products in the Ulakan Religious Tourism Area, Padang Pariaman Regency seen from the high participation of participants. The participants who attended this activity were 10 people (Appendix 1). The large number of participants who attended this activity was due to the high participation of Partner members, especially prospective new entrepreneurs to gain knowledge from this activity as well as the active socialization of this activity by the chairwoman of the Partner members.

As with the level of attendance of the participants above, the motivation for prospective entrepreneurs to take part in this activity is as follows:

- a. Prospective entrepreneurs want to gain knowledge about: 1) Turnover Strategy, 2) Marketing strategy, 3) On-Line Marketing and 4) Production Management. From this activity, participants will be able to apply it in their daily business activities. Thus, it is hoped that these new entrepreneurs will be able to develop their businesses and be successful through the development of entrepreneurial activities.
- b. All of the invited participants were present at the location where the training was held. These participants had arrived one hour before the event started.
- c. Participants paid great attention to the speakers in explaining the material presented to them and the participants' enthusiasm was high to ask questions and discuss.
- d. The curiosity of these participants was very high. This can be seen from the number of participants who asked the presenters so that the presenters were also very enthusiastic in responding to these questions.
- e. The participants were very enthusiastic and enthusiastic about this activity so most of the participants wanted this training to continue in the future.

V. Conclusion

Conclusions that can be drawn from the activities PKM strategy to increase income during the Covid 19 Pandemic business of traditional snack food products in the Ulakan Kenagarian Religious Tourism Area, Padang Pariaman Regency is :

1. Participants gain knowledge about: a) Turnover Strategy, b) Marketing strategy, c) On-Line Marketing and d) Production Management. From this activity, participants will be able to apply it in their daily business activities. Thus, it is hoped that these new entrepreneurs will be able to develop their businesses and be successful through the development of entrepreneurial activities.
2. Participants gain knowledge about how to manage production and marketing well.
3. Participants gain knowledge about understanding, goals and strategies for on-line product marketing, how to collaborate with on-line delivery applications, and how to create advertisements on social media.
4. Participants gain knowledge about increasing access to marketing so that it will increase partner income.
5. Participants gain knowledge about the importance of Production governance.
The suggestions put forward in this regard are:
 1. Prospective new entrepreneurs must seriously realize that knowledge of: a) Turnover Strategy, b) Marketing strategy, c) On-Line Marketing and d) Production Management. Thus the business that will be run can operate properly and can achieve the targets that have been set.
 2. Partner members need to practice and apply the materials that have been presented earlier so that the business or business being undertaken will be even better so that it can improve the welfare of the family.
 3. More intensive training and coaching is needed in the future so that prospective new entrepreneurs can continue to improve their knowledge and skills in business. In addition, good small business management will be able to improve the quality of life for the families of prospective new entrepreneurs.

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