

The UPNVJ Community Service Team Conducts Mobile-Based Social Media Marketing for Cigundi Village

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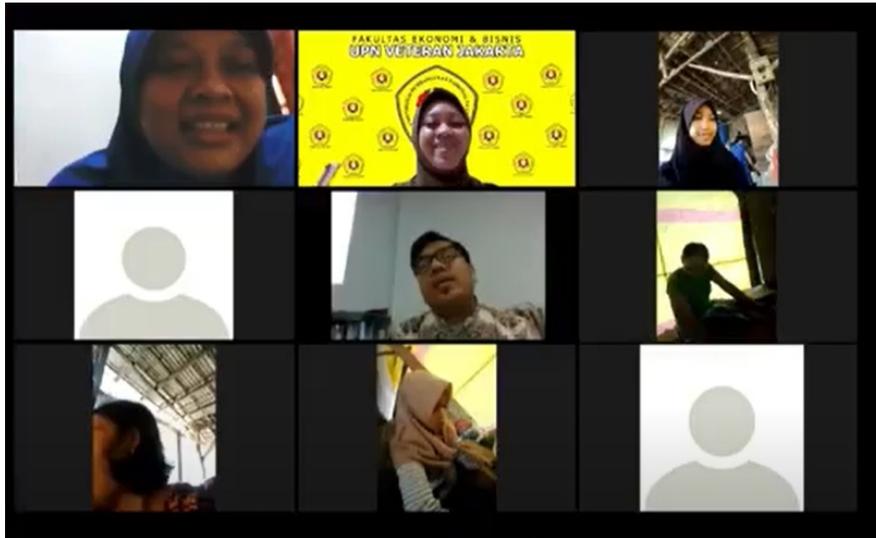


HumasUPNVJ - Thanks to the Ministry of Research and Technology/National Research and Innovation Agency of the Republic of Indonesia (RISTEK-BRIN). The UPN Veteran Jakarta community service team successfully held community service with the theme of the activity "PKM for Pagoda Women's Groups that Produce 'Enye-Enye' Through Mobile-Based Social Media Marketing Within Limited Space During the Covid-19 Pandemic" in Kampung Cigundi, Lebak-Banten.

Activities carried out during 2020 can be carried out with the cooperation of the UPN Veteran Jakarta community service team consisting of lecturers, namely Dr. Miguna Astuti, S.Sc., MM., MOS., CPM as chairman, and Nurhafifah Matondang, S.Kom., MM., M.Ti as members.

This PKM activity was carried out in the village of Cigundi, Kec. Cibadak, Lebak-Banten which is in a strategic location (access is on the route Jl. Raya Pandeglang-Rangkasbitung). This PKM activity was given to women who are members of the PAGODA Women's group in the village.

The purpose of holding this PKM activity is to increase institutional/organizational strengthening, improve product quality, price and packaging, increase the use of cellular phones in improving institutional/organizational and quality, as well as increase in promotional activities and use mobile-based social media marketing as a means of promotion for Cigundi Village, Pagoda Women's Group (KWP), and Enye-Enye," said Miguna Astuti as the PKM Team Leader.



In his report Dr. Miguna Astuti, said that with the participation of women who are members of the Pagoda Women's group in Cigundi village as PKM partners, PKM activities can run smoothly. Even during large-scale social restrictions (PSBB) with various other challenges such as an unstable internet network, there was no understanding of using virtual rooms such as Zoom, Google Meet and even WhatsApp for *voice calls* . Even with all these limitations, the training and mentoring which is part of the PKM activities continues to run well.

Another member, Nurhafifah Matondang also said "This is also due to the willingness of KWP women to take part in additional training on how to download and operate virtual rooms such as Zoom or Google Meet," said Nurhafifah.

This activity, which lasted for one year, began in early 2020 and continued in the midst of the Covid-19 pandemic and the PSBB period both in the Jakarta area where the PKM Team took shelter and in Banten where the women who are members of the KWP are located. "Even though training and mentoring had been carried out several times before the implementation of the PSBB, since the government issued a circular regarding the PSBB, training and mentoring activities have been carried out online," said Miguna Astuti.

Seeing the enthusiasm of the women of the Pagoda Women's Group to advance their business, the PKM Team provided strategies to achieve this. The strategies provided include institutional strengthening, improving product quality, price and packaging, increasing the use of cell phones in improving institutional/organizational and quality, as well as increasing promotional activities and using mobile-based social media marketing as a platform for online and offline promotions.

Miguna Astuti as the PKM Team Leader said that after the implementation of the training and assistance it was reported that not only the knowledge and skills of the women of the Pagoda Women's Group had increased. "Revenue from sales of "Enye-Enye" was also recorded to have increased to almost 300% at the end of last August," said Miguna.

The service team hopes that this PKM activity can make Enye-Enye's superior products in Cigundi Village more widely known by the wider community. To see in detail regarding this community service activity, you can see it on the YouTube link as follows: <https://www.youtube.com/watch?v=FKJxa7VODAI> (<https://www.youtube.com/watch?v=FKJxa7VODAI>) .



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