

## **DIGITAL MARKETING'S TRAINING AT CV JAMU BANDUNG**

**Noneng Nurjanah<sup>1</sup>, Suci Fika Widyana<sup>2</sup>, Dera Thorfiani<sup>3</sup>, Ali Mohamad Rezza<sup>4</sup>**

<sup>1,2,3,4</sup>Universitas Logistik & Bisnis Internasional, Bandung, Indonesia

<sup>1</sup>noneng.nurjanah@ulbi.ac.id, <sup>2</sup>fika.bharata@ulbi.ac.id,

<sup>3</sup>dthorfiani@ulbi.ac.id, <sup>4</sup>ali@ulbi.ac.id

### **ABSTRACT**

*CV Jamu Bandung is a company in Bandung whose core business is producing traditional medicine, especially herbal medicine drinks, called jamu. The uniqueness of CV Jamu Bandung is that it uses a hereditary recipe with a delicious taste that is liked by millennials and youngsters who generally dislike herbal drinks. Cv Jamu Bandung only uses raw organic materials of high quality while its production process is conducted traditionally. It deploys digital marketing and social media marketing to sell its product. However, CV Jamu Bandung's digital marketing has not been implemented optimally. Therefore, there is a space for improvement, such as recreating its strategy and upgrading the skills of its employee. The activities include digital marketing training, theories, concepts, designing product sales content through digital marketing, and online customer service techniques. Implementation of the training results aims to increase CV Jamu Bandung's brand awareness, increase reach and understand how to establish online communication with customers and potential customers of CV Jamu Bandung.*

*Keywords: Digital Marketing, Strategy, Training*

### **INTRODUCTION**

Although the covid-19 outbreak has some disadvantages, the pandemic also positively impacts people's lives. One example is that people are becoming more concerned about a clean and healthy lifestyle. Many argue that consuming food, drink, and traditional medicine is believed to maintain good health and body immunity. A traditional herbal drink, jamu, is proven beneficial for well-being, fitness, and beauty. Based on

prior research, immunostimulatory plants are good for reducing viral and bacterial infections (Mawardika & Istiqomah, 2021).

Examples of materials that can be processed into herbal medicine include; ginger, roselle, ginger, emptying, turmeric, meniran, galangal, cinnamon, lemongrass, fennel, lime, and many more. These plants boost the body's immune system by containing active compounds such as saponins,

phenols, flavonoids, and tannins (Waluyo, 2020).

MSMEs dominate the traditional medicine industry in Indonesia by 87.2% (Salahudin, 2020). However, the development of MSMEs in this industry faces several limitations, including limited raw materials, equipment, capital, and human resource competencies such as managerial capabilities and limited marketing competencies both offline and online, as well as customer service capabilities.

CV Jamu Bandung was established on August 17, 2019, and is one of the MSME players that produces various variants of traditional herbal medicine. Throughout 2020 CV Jamu Bandung sold 4,212 liters of its products in Bandung, indicating its customers' high acceptance of the company's products. Referring to the company's external and internal environment analysis, CV Jamu Bandung created a pre-order sales system focused on digital marketing.

Digital marketing uses digital or social channels to promote brands or reach consumers. This kind of marketing can be done on social media,

search engines, the internet, mobile devices, and other channels.

The observation results show that digital marketing, which CV Jamu Bandung carries out, only utilizes Instagram stories, feeds, and Insta ads. CV Jamu Bandung has not utilized other media, such as search engines, websites, mobile devices, or Instagram Ads. It becomes a weakness for the company and makes marketing not optimal. Based on this, it is necessary to develop insights related to digital marketing through training.

#### **IMPLEMENTATION METHOD**

The method used for training is related to Digital Marketing Strategy. This activity is divided into two stages preparation and implementation.

Preparatory activities are the initial activities carried out before the core activities of the community service program are carried out. The preparatory activities carried out are as follows:

1. Coordinate with partners, CV Jamu Bandung, regarding implementing activities.
2. Designing the Schedule and venue of training together with partners

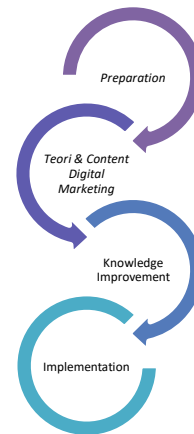
3. Record socialization participants together with partners
4. Preparation of training materials

Implementation of activities consists of related training activities

1. Theory and concept of digital marketing
2. Designing product advertising content through digital marketing
3. Online customer service techniques

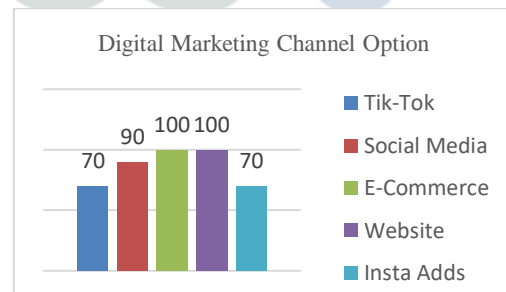
## RESULT AND DISCUSSION

The training was attended by 10 participants consisting of owners and employees of CV Jamu Bandung. Training related to digital marketing strategies and discussions regarding digital marketing content and channels to be used, the final result of this training is that CV Jamu Bandung can implement the training results on these marketing media. An overview of the training program at CV Jamu Bandung through training is presented in Figure 1. below



**Figure 1. Overview of Training Programs**

It was based on the discussion results and determining the ideal marketing channel to be carried out at CV Jamu Bandung, marketing through e-commerce and websites (Figure 2).



**Figure 2. Digital Marketing Channel Option**

Creating an example of digital marketing content such as photo products, copywriting, and videos. They are also given knowledge regarding legal aspects related to personal data protection, terms and conditions, and copyright so that the content created is free from plagiarism

issues and can be safely used at the selected channel.

## CONCLUSION

This activity aims to provide knowledge about digital marketing strategies that can help increase CV Jamu Bandung's brand awareness, increase reach and understand how to establish online communication with customers and potential Jamu Bandung customers through digital marketing media. The strategy that has been formulated and implemented must be periodically evaluated to see the results of the process.

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