

IMPLEMENTATION OF PROMOTIONAL ACTIVITIES FOR SEUHAH SNACKS AT THE SEUHAH FESTIVAL 03 EVENT

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ABSTRACT

The culinary world is closely related to tourism. This sector is utilized by businesspeople as activities in all fields return to normal. In accordance with its instinct to meet food needs, its potential needs to be utilized as much as possible. Various culinary events began to be carried out along with the disappearance of social restrictions. The situation analysis in this community partnership program is focused on the introduction of Seuhah snacks and the achievement of business targets from PT Wibawa Karya Abadi in Seuhah Festival Level 03. Business activities must always be followed by the preparation of a solid strategic plan, to achieve sustainable company success. The role of AKPAR NHI Bandung as a partner is to implement promotional activities in the event. A promotional strategy is needed in marketing an event with the implementation of promotional activities. Promotional activities through advertising go well and using social media platforms will be more in touch with the target market. Likewise, personal selling, direct marketing, sales promotion supports the event according to the expected target. In sales promotion activities, the impact on consumer visits and consumption at the Seuhah 03 hawker festival is more significant. In addition, public relations activities through organizing competitions involving many parties are an indicator that the implementation of these promotional activities is effective.

Keywords: MSMEs; Promotional Activities; Culinary Events

INTRODUCTION

Situation Analysis

The post-pandemic economic boom has given new hope to businesspeople, whether small, medium, or large businesses. This is an opportunity for every business sector. The tourism sector welcomes this opportunity to be able to recover from the downturn. According to data from the Ministry of Industry, the restaurant

and restaurant industry sector grew 3.68 percent in 2022 compared to the previous year (Wadhani, 2023).

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along with the disappearance of social restrictions.

PT Wibawa Karya Abadi is a company engaged in event organizing. Various events have often been organized by this company. For example, Hijab Batik Fashion Exhibition, Fashion Festival, Food Fest, Islamic and Ramadhan Festival, Braga City Fashion. Besides this, the company also organizes events such as Valentine Festival, New Year Festival, Ramadhan Bazaar, Lebaran Bazaar, Pesona Batik Nusantara, and other events. When viewed from the specifications of the event, PT Wibawa Karya Abadi more often manages fashion events and only two events that intersect with the culinary world, namely Food Festival and Seuhah Festival.

Bandung and culinary are closely related. Bandung is one of the cities that is already famous for its various culinary specialties. Local tourists call Bandung a culinary paradise (Lukihardianti, 2023). For this reason, the partners organized the Seuhah Festival as a means of facilitating spicy food lovers in the city of Bandung. After successfully holding Seuhah Festival Level 01 and Level 02 in 2022,

the company took the initiative to hold Seuhah Festival Level 03. The concept of this event is to invite spicy culinary entrepreneurs to participate in the event.

Based on the situation analysis, AKPAR NHI Bandung, in this case a college in the field of hospitality and tourism, became a partner of PT Wibawa Karya Abadi to again succeed and enliven the Seuhah Festival Level 03 event in 2023. This festival aims to promote snacks in the city of Bandung which are famous for being delicious (Wamad, 2022).

Promotional activities are an absolute activity carried out in an activity, especially culinary event activities. Promotion according to Lestiana (2016) is an activity that aims to influence someone to be interested in a product and then buy it so that an exchange in marketing is achieved. Explained by Liliweri (2011), in the marketing mix promotion is one part of the eight main marketing communication models, namely advertising, sales promotion, public relations, public relations, events and experiences, direct marketing, interactive marketing, word-of-mouth marketing and sales force.

Seuhahh snacks or spicy snacks are interesting to highlight. This type of culinary is a special attraction for both locals and tourists. This potential requires a means of publication so that information about this Seuhah hawker food can be more widely known. Expertise in the culinary field that is owned if not supported by a good and creative way of promotion can have an impact on business continuity (Pessak and Joroh, 2022).

The target of the event is the determination of young people as the main segment. Their potential as a segment that is easily exposed to promotions is expected to organically spread information through social media. In addition, other targets are venue visitors from the family segment which is a potential market. The venue was held at the Rooftop Paris Van Java Mall Bandung which is a high-end mall in the city of Bandung. So that the target of the visiting family segment has a good economic ability can be a potential market as well.

According to Pessak and Joroh (2022), business activities must always be followed by the preparation of a solid strategic plan, to achieve the success of the company. The role of

AKPAR NHI Bandung as a partner is to implement promotional activities in the event. For this reason, this community partnership service proposal is proposed with the theme "Implementation of Seuhah Culinary Promotion Activities at the Seuhah Festival 03 Event" in collaboration with PT Wibawa Karya Abadi or Wika Organizer.

Partnership Problems

Based on the situation analysis, it can be formulated that the focus and priority of this community partnership service problem is cooperation in the success of the event through Seuhah snacks education, implementation of promotional activities and achievement of business targets from partners. This activity is in collaboration with PT Wibawa Karya Abadi by holding Seuhah Festival Level 03. This event is one of the activities in welcoming the 78th Indonesian Independence Day. The role of the university is as a collaborative partner in enlivening Seuhah Festival Level 03 by collaborating in promotional activities so that the target of the partner is achieved.

IMPLEMENTATION METHOD

The stages or steps in implementing the solutions offered to overcome the problems are as follows:

Coordinating with PT Wibawa Karya Abadi

Coordination was carried out with the sales team of PT Wibawa Karya Abadi as well as submitting an official letter of event cooperation. Interviews were conducted to explore the potential and analyze the situation on the partner side to be used as material as well as solutions in this community service program.

Internal coordination

Coordination is carried out with related parts for the running of this community service program. Coordination is carried out with all teams related to this community service program through focus group discussions. The next stage of coordination is making an official letter and submitting an activity proposal.

Determining the priority and schedule of events for each solution offered

Determining the priority and schedule of each solution is done by meeting with all or representatives of parties related to the community service program. The result of the meeting is the prioritization of the solutions offered.

Implementation of each activity according to priorities

The implementation of each activity is based on a priority scale. The implementation method is as follows:

(1) Providing product knowledge and culinary education on Seuhah snacks: explanation, question, and answer. (2) Demonstration featuring chef table of Seuhah snacks: presentation, question and answer, practice, and demonstration. (3) Implementation of promotional activities: practice and demonstration, practice in the form of arranging static displays related to events, personal selling, product tasting, competitions.

RESULT AND DISCUSSION

Logbook (daily notes)
Implementation of Seuhah Culinary Promotion Activities at the Seuhah Festival 03 Event "in collaboration with PT. Wibawa Karya Abadi or Wika Organizer.

Table 1: Time Schedule for Event

No	Date	Activity	Presenter
1	July 25, 2023	Initial Coordination	1. Sri Marini, S.P., M.M. 2. Sara Rabasari, SE.Par., MM.Par 3. Dewi Fitriani, S.E., MM.Par. 4. Head of LPPM Unit 5. Representative of the Sales Team of PT Wibawa Karya Abadi
2	July 26, 2023	Strengthening the concept	1. Sri Marini, S.P., M.M 2. Sara Rabasari, SE.Par., MM.Par 3. Representative of Sales Team of PT Wibawa Karya Abadi
3	July 27, 2023	Strengthening the concept	1. Sri Marini, S.P., M.M. 2. Sara Rabasari, SE.Par, MM.Par 3. Representative of Sales Team of PT Wibawa Karya Abadi
4	July 29, 2023	Team Coordination Meeting	1. Sri Marini, S.P., M.M 2. Sonny Sanjaya, S.E., MM.Par. 3. Idham Sakti Wibawa, S.E., MM.Par 4. Dewi Fitriani, S.E., MM.Par. 5. Sara Rabasari, S.E., MM.Par 6. Yayan Setiawan, S.ST.Par 7. Head of LPPM Unit 8. Kitchen and Pastry Student Representative
5	August 11-15, 2023	Promotional Activities: (1) Designing static displays such as flyers, banners, promotion on Instagram and Facebook. (2) direct marketing to high schools / vocational schools (3) Product Preparation and Processing and internal coordination meetings	1. Sri Marini, S.P., M.M. 2. Sonny Sanjaya, S.E., MM.Par. 3. Idham Sakti Wibawa, S.E., MM.Par 4. Dewi Fitriani, S.E., MM.Par. 5. Sara Rabasari, S.E., MM.Par 6. Yayan Setiawan, S.ST.Par 7. Head of LPPM Unit 8. Kitchen and Pastry Student Representative 9. Representative of the Sales Team of PT Wibawa Karya Abadi
6	August 16-20, 2023	Activities at the venue include Seuhah snacks education, demonstrations and Seuhah snacks plating competitions held on August 18, 2023: 09.00 Registration of Participants 09.30 Opening 09.35 Committee Report 09.45 Introduction of the Jury and Reading of the Rules of Competition 10.00 Competition Sessions 1-3 11.30 Friday Prayer Break 13.00 Jury Session 13.30 Announcement of Competition Winners 13.45 Prize Distribution 14.00 Closing	1. Sri Marini, S.P., M.M. 2. Sonny Sanjaya, S.E., MM.Par. 3. Idham Sakti Wibawa, S.E., MM.Par 4. Dewi Fitriani, S.E., MM.Par. 5. Sara Rabasari, S.E., MM.Par 6. Yayan Setiawan, S.ST.Par 7. Head of LPPM Unit 8. Kitchen and Pastry Student Representative 9. Representative of the Sales Team of PT Wibawa Karya Abadi

7	August 22, 2023	Evaluation implementers	Meeting for	1. Sri Marini, S.P., M.M. 2. Sonny Sanjaya, S.E., MM.Par. 3. Idham Sakti Wibawa, S.E., MM.Par 4. Dewi Fitriani, S.E., MM.Par. 5. Sara Rabasari, S.E., MM.Par 6. Yayan Setiawan, S.ST.Par 7. Head of LPPM Unit 8. Kitchen and Pastry Student Representative 9. Representative of the Sales Team of PT Wibawa Karya Abadi
8	August 24, 2023	Preparation of Final Report		1. Sri Marini, S.P., M.M. 2. Sonny Sanjaya, S.E., MM.Par. 3. Idham Sakti Wibawa, S.E., MM.Par 4. Dewi Fitriani, S.E., MM.Par 5. Sara Rabasari, S.E., MM.Par 6. Yayan Setiawan, S.ST.Par

Results Achieved

The results achieved in the PKM activity Implementation of Seuhah Snack Culinary Promotion Activities at the Seuhah Festival 03 Event in collaboration with PT Wibawa Karya Abadi went well. The achievement results have reached 100% of the overall program plan. The stages that have been carried out include:

(1) Licensing and duplication of proposals (2) Coordination with the Sales Team of PT Wibawa Karya Abadi.

Coordination was carried out through offline and online meetings with PT Wibawa Karya Abadi. The results of the coordination were about the activities and promotional plans for the festival Seuhah 03 event. This initial coordination emphasized the

role of each party in the event. PT Wibawa Karya Abadi is an event organizer which in the implementation of the event has a certain target and collaboration is needed with parties that are in accordance with the competence in their fields to support the event. The support and participation is by being part of the event to enliven it. PT Wibawa Karya Abadi provides support in the form of: (1) Venue measuring 2,800 m² (2) Sound System (3) Crowd Permit (4) Tables and chairs for competition needs (5) MC (6) Money Rp1.000.000. - (7) Goodie bag for the winner of the competition.

The AKPAR NHI Bandung with its experts plans and organizes according to the capacity and needs of the partners.

3. Internal Coordination

This stage analyzes the situation and condition of the target and its potential so that it can find solutions to problems. The number of merchants involved is approximately 100 merchants, so that it becomes the target of promotion from AKPAR NHI Bandung, in addition to visitors with traffic data of 5000 visitors per day on weekdays and 8000 visitors per day on weekends. Providing product knowledge and Seuhah snack education

Food is a basic need that everyone needs and must fulfill. In addition to staple foods, snacks and snacks are currently developing and innovating rapidly in accordance with the need to eat and become promising products in the culinary business. The culinary business is growing both from modern culinary and local culinary. Local food and beverages, including snacks and mixed ingredients or ingredients used traditionally, and have long developed specifically in the region and are processed from recipes that have long been known by the local community with local sources of ingredients and have flavors that are relatively in

accordance with the tastes of the local community.

One of the local cuisines is Seuhah snacks. This snack has a distinctive market niche in the community, especially the people of Bandung who are Sundanese. Various Seuhah or spicy snacks have developed in the Bandung community. The Seuhah snacks are not only sourced from the special area of Bandung, but snacks that are modified and adapted from outside the region and even abroad have become popular with their spicy flavors.



Figure 1. Seuhah Snack Education

Education is carried out to further introduce and to instill awareness of spicy local snacks in the minds of consumers who have an interest in spicy snacks. This is done to further popularize snacks so that their existence and acceptability increase.

According to Candra, Singapurwa and Suriani (2022), in the current era, traditional Indonesian snacks are foods that have undergone improvements and changes in development, namely by providing rice, cassava, corn and other auxiliary materials to support taste, texture, aroma and shape, so that these snacks can be said to be nutritious snacks. Traditional snacks are one of the processed foods that people often choose (Ariani, 2017).

These niche snacks business actors need to evaluate better marketing strategies so that products can reach a wider market. Conduct coaching and cooperation with related parties so that this business continues to get attention in increasing production (Mulyati et al, 2020).

4. Implementation of promotional activities

The implementation of promotional activities at the Seuhah festival event includes:

a. Advertising

Advertising is done through the preparation of static displays such as backdrops, flyers, banners, promotions on Instagram and Facebook.



Figure 2. Static Display

Advertising is done using social media platforms such as Instagram, Facebook, WhatsApp broadcast. Online platforms are currently more effective than conventional advertising, although conventional advertising is still needed.

b. Sales Promotion

Sales promotion by enlivening culinary events by participating in the Rp. 17 all-round sale promo programs.



Figure 3. Vouchers and Flash Sales

Sales promotion activities are carried out both in the form of discounts and gift vouchers where visitors are given gift vouchers to be exchanged for products at the merchant. What is interesting about this sales promotion is that there is a sale in the form of a flash sale of all Rp.

17, - which is held every 17.00 to 18.00. Payment is made using QRIS scan and applies at certain merchants which are rotated every day. This attracts visitors to buy existing products.

c. Direct Marketing

Direct marketing is carried out by recruiting prospective competition participants from high school / vocational school students, students, and the general public by sending official letters to the relevant sections.



Figure 4. Example of Direct Marketing

Direct marketing activities are carried out by approaching visitors directly by distributing flyers and vouchers. It is effective to attract visitors and participate in activities.

d. Personal Selling

Personal selling is done by approaching personally at the venue regarding culinary education of Seuhah snacks to visitors.

In addition, tasting of Seuhah hawker food culinary products was also carried out to the visitors, and demonstrations by displaying the Chef Table according to the event theme.

e. Public Relation

- Public relations are carried out by holding a competition involving high schools / vocational schools, students, and the public at the venue on one of the days of the event. In addition to organizing competitions, the event also features a "Celebrity Appear



Figure 5. Public Relations Activities Through Competition and Celebrity Appearance

5. Competition

The competition was organized by AKPAR NHI Bandung as part of the event. Preparations were made by designing flyers and competition registration links, determining competition technical guidelines, invitations, determining competition judges, attendance lists, competition participant cards, jury assessment forms, prizes and goodie bags for

participants. The competition participants are high school students/ vocational school students, and the public with a target of 50 participants. The title of the competition is Seuhah Snack Plating Competition, and the tag line of the competition is "Express Your Best Seuhah Creation with AKPAR NHI Bandung". The competition judges are from Bank BJB, The Pucuk and AKPAR NHI Bandung.

6. Monitoring and Evaluation

After the activity is completed, the PKM implementer monitors and evaluates all activities that have been carried out. Each activity will be evaluated with a combination of attendance lists, pre and posttests or observation forms for the activeness of the target participants. The attendance list can show the enthusiasm of the target participants while the pre-posttest is to assess the increase in knowledge. The observation form is used to assess the improvement of target skills. As well as evaluating the overall activity to the details of the funds that have been used.

7. Preparation of the Final Report

Making the final report is carried out by the PKM implementer to detail all activities that have been organized and

to detail the funds that have been used during the activity.

8. Publishing Publication PKM implementers publish Community Service articles that are published in the Community Service Journal.

CONCLUSION

PKM activities Implementation of Seuhah Snack Culinary Promotion Activities at the Seuhah Festival 03 Event can be concluded in several ways, namely: (1) Educational activities are important so that public knowledge about Seuhah hawker food culinary and local hawker food culinary is better so as to encourage the sustainability of local hawker food culinary and support for MSMEs in Bandung, (2) He need for a promotional strategy in marketing an event with the implementation of promotional activities. Promotional activities through advertising are going well and using social media platforms will be more in touch with the target market. Likewise, personal selling, direct marketing, sales promotion supports the event according to the expected target. In sales promotion activities, the impact on consumer visits and consumption at the Seuhah

03 hawker festival is more significant. In addition, public relations activities through organizing competitions involving many parties are an indicator that the implementation of these promotional activities also has a significant impact, (3) The joint target has not been fully achieved even though in terms of products it has represented the title and theme of the activity. Likewise, the price is relatively affordable for consumers. For promotion, it has utilized all promotional tools, only in terms of place needs to be considered because the place where the event takes place is at SkyLevel where it is less accessible to visitors. In addition, other events were held, (4) Collaboration between partners and AKPAR NHI Bandung is important in the running of the Seuhah 03 Festival event. From the partner's side, it is helped by making AKPAR NHI Bandung part and supporting the event while AKPAR NHI Bandung gets media as a forum for lecturers in carrying out one of the tridharma of higher education.

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