

## *Empowering Society to Support Creative Economy by Stocking Flower Craft in Sumber Rejo Village Umbulsari Subdistrict*

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### **Abstract**

Creating stocking flower craft in Sumber Rejo Village is an activity to support creative economy and empower society. A creative economy is an activity to create added value based on ideas that come from the creativity of human resources and are based on science, cultural heritage, and technology. The handicraft sector is one sector that can be developed. The partner of the executor is the PKK (The Indonesian Family Welfare Guidance) in Sumber Rejo Village, Umbulsari District, Jember Regency, has a creative idea by using stockings to turn them into beautiful flower-shaped crafts. The partner problem that will be resolved by the proposing team is to provide training on online digital-based marketing plans and strategies with the hope of being able to increase a broad market share and increase sales turnover. Besides that, it also carries out product development by forming flowers in a bouquet and placing it in a frame as a wall decoration. Based on the implementation of community service to partners in the Sumber Rejo Umbulsari area of Jember, it can be concluded that there has been an increase in knowledge and abilities about stocking flower creation, increased abilities regarding the use of online media as a media for marketing products, and strategies in marketing online.

**Keywords:** Stocking Flower, Creative Economy, Marketing, Online

## **I. INTRODUCTION**

### *A. Situation Analysis*

In creating jobs, creative ideas are needed, hence the products produced have more economic value than other products. This is a true concept of creative economy. Creative economy is an activity to create added value based on ideas coming from the creativity of human resources. Moreover, it is also based on science, cultural heritage, and technology<sup>1</sup>. The concept of creative economy is a concept in the new economy by intensifying information and creativity based on ideas and knowledge (stock of knowledge) by human resources who are the main production factors in the economy<sup>2</sup>. Various creative product industries in Indonesia that continue to develop include crafts, advertising, publishing and printing, television and radio, architecture, music, design, and fashion.

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<sup>1</sup> Siti Nur Azizah & Muhfiatun Muhfiatun, "Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Pandanus Handicraft dalam Menghadapi Pasar Modern Perspektif Ekonomi Syariah (Study Case di Pandanus Nusa Sambisari Yogyakarta)" (2018) 17:2 Apl J Apl Ilmu-Ilmu Agama 63.

<sup>2</sup> Nina Ikhwati Wahidah, Ike Festiana & Uswatun Khasanah, "Training Of Flannel Fabrics To Encourage The Creative Economy Of The Wayangur District Community [Pelatihan Kain Flanel Untuk Mendorong Ekonomi Kreatif Masyarakat Kecamatan Way Bungur]" (2019) 2 Proceeding Community Dev 405.

The creative product industry often experiences problems in running its business. Based on the survey, there are several problems that can be identified, such as small capital, sub-optimal marketing, intense competition, hard-to-find raw materials, shortages of production technical and expertise, lack of managerial skills, and inadequate financial and accounting management skills<sup>3</sup>. The use of digital technology makes entrepreneurs need to make new breakthroughs, especially related to marketing. Technological developments have changed the perception of marketing, which was previously done conventionally to digital by utilizing social media, marketplaces, and websites. Digital marketing means the use of technology as a link between sellers and consumers. By digital marketing, it will promote, make marketing reach wider, and lower in cost. One of the digital marketing media is the internet. Internet technology causes marketing done by online. Online marketing can be done using social media. The use of this media is very popular among communities because its existence provides features that are connected to the internet, so that each individual can access their social media quickly and easily. The existence of cell phones also supports a significant increase in social media users<sup>4</sup>.

Marketing is one of the main activities that is important for entrepreneurs to develop their business, so that they are able to sustain the economy and make a profit<sup>5</sup>. Therefore, we need a strategy in marketing thus we can achieve the best target. The implementation of an online marketing strategy should aim to attract the attention of the target (consumers), maintain consumer retention, and manage ongoing relationships with consumers<sup>6</sup>.

The handicraft sector is one sector that can be developed. The partners of the executor are the ladies united in PKK (The Indonesian Family Welfare Guidance) in Sumber Rejo Village, Umbulsari District, Jember Regency. They have a creative idea by using stockings to turn them into beautiful flower-shaped crafts. The use of stockings to become flowers is something that is rarely done, especially in the subdistrict. Making crafts in the form of ordinary flowers uses plastic, straws, and flannel. Based on these conditions, making flower crafts made from stockings will have more economic value as they are produced from unique materials.

Stocking cloth is chosen as a craft material because its basic fabric is nylon fabric. Nylon fabric has some advantages. The advantages of nylon fabric itself are that it is light, strong, and elastic, and resistant to mildew. The nature of the fabric which is light, strong, and elastic makes it easy to make flower shapes. Moreover, its resistant texture to fungus will make flowers last longer. However, in the production process, making one petal is difficult if the creators are not used to it. When wrapping the stocking cloth on

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<sup>3</sup> Aditya Wardhana, "Strategi Digital Marketing Dan Implikasinya Pada Keunggulan Bersaing Ukm Di Indonesia" (2015) 12.

<sup>4</sup> Femi Oktaviani & Diki Rustandi, "Implementasi Digital Marketing dalam Membangun Brand Awareness" (2018) 3:1 Profesi Humas J Ilm Ilmu Hub Masy I.

<sup>5</sup> Ridho Azlam Ambo Asse, "Strategi Pemasaran Online (Studi Kasus Facebook Marketing Warunk Bakso Mas Cingkrank Di Makassar)" (2018) 14.

<sup>6</sup> Lingga Detia Ananda, "Dinamika Trust pada Pemasaran Online di Media Sosial" (2018) 6:1 J Komun Indones 14-25.

a wire that has been made in a circle, it takes care, patience, and habit. For those who are not used to wrapping, they will make the fabric prone to tears. Meanwhile, it cannot be used and reduce the production material. It is different for those who are used to it, but they still have to do it even though they are used to it.

Arranging the petals one by one to form a finished flower needs creativity such as to estimate the how many petals used to make a particular flower. The choice of fabric thickness in the manufacturing process must also be considered to match the type of flower made. If you choose the wrong choice, the fabric will risk in ripping. The standard thickness fabric is used for small to medium size flower petals and there are no angular grooves. The thicker fabrics are usually used for larger size petals and there are angular grooves. Actually, in making this flower, you do not need to have special skill. Everyone can be accustomed to making it as long as they never stop trying.

The types of flowers that have been produced by this partner have varied, such as lilies, roses, orchids, and hibiscus flowers. The selling price varies depending on the number of flowers. The price range is IDR 25,000 - IDR 50,000. For actual production time, if they are trained sufficiently, the partners themselves in one day can make up to 3 types or 3 small pots.

This stocking flower craft business has existed for about 1 year. The sale of this stocking flower product is only made by order. If a customer orders, flowers will be made then. Therefore, products from partners are still sold at home with a limited marketing strategy, that is marketing from person to person because the first person has bought before spreading to others. Based on partner problems, community service activities are needed to solve problems. The priority justification for solving the problem is about the partner's product marketing plans and strategies in order to bring in further consumers and make the best-selling product purchased. The plans and strategies carried out are based on online digital media so that they are expected to be able to make marketing reach wider.

## II. SOLUTIONS AND METHODS

### *A. Solutions Offered*

Based on the problems faced, appropriate problem solving is needed, thus problems can be resolved properly. Moreover, they provide maximum results for business partners. There are two solutions agreed upon the partners. The first ones is increasing the ability to make flowers other than those that have been produced to increase the variety of products. Apart from adding to the types of flowers being made, another solution offered is product packaging. If the flowers made by partners are only placed in a vase, then as a form of renewal, the flowers can be arranged in a bouquet and placed in a frame as a wall decoration. Those styles are now trending. People use flower bouquet to make a gift on special occasions, such as wedding party, birthday party, and anniversaries. A trend that is popular nowadays is celebrating graduation day. Students usually greet their friend who graduate (mostly done by university students) and give them flower bouquet. They not only celebrate the graduation, but also after thesis seminars. One student often get

more than one bouquet. Therefore, that kind of tradition increase the demand of artificial flowers. Another trend is popular decoration in modern wedding party. The former trend of wedding needed fresh flowers as decoration. Nevertheless, the recent trend is utilizing artificial flowers for the minimalist concept. Using artificial flowers surely minimize the budget and the types of flower can be in various kinds. The second ones is improving the marketing capabilities of partner products by conducting training on online-based marketing plans and strategies. Therefore, partner products can be widely recognized, thereby increasing sales turnover. Online-based marketing is chosen because in the era of broadband technology, consumer behavior has shifted from direct shopping to online shopping. Online marketing is a strategic process to create, distribute, promote, price, and provide the best service to consumers via the internet<sup>7</sup>. Beside lower cost required, this type of marketing can reach a wider consumer segments. The segments variously reach any age and social status<sup>8</sup>.

Besides lower cost and wider access, there are several advantages of online marketing activities<sup>9</sup>, these are:

1. Prospective customers can be targeted specifically.  
In marketing online, entrepreneurs can target potential customers based on desired criteria. For example, the Facebook media has a Facebook ads service that can target potential consumers based on criteria for area, age, interest, occupation, and so on. This will save more costs thus there are no wasted expenses. The types of flower maybe are different for some kinds of customer. The business actor may concentrate to what kind of customer they want to promote. Facebook users are not only consist of young people, but also the elderly people. The entrepreneurs can run the business from faraway and for any levels.
2. Easier calculation of ad conversion rates.  
In calculating the progress of a business, an ad conversion rate is needed. If the advertisement carried out does not result, there is no need to continue. Online media can judge this conversion rate as they can see and find out who bought the product. In addition, online media also provides a useful platform for tracking the advertisements displayed.
3. Ability to build community.  
The existence of online media will help in forming a community of business. Customers will always be connected with various information from businesses such as the latest products, discounts, and so on.
4. Transacting without meeting.  
By online media, transactions with customers do not need to be done face-to-face. This makes it easy for businesses to open shops without cost and space needed.

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<sup>7</sup> Dian Sarastuti, "Strategi Komunikasi Pemasaran Online Produk Busana Muslim Queenova" 16 20.

<sup>8</sup> Bayu Bagas Hapsoro & Achmad Slamet, "Peran Digital Marketing Sebagai Upaya Peningkatan Omset Penjualan Bagi Klaster Umkm Di Kota Semarang" 4.

<sup>9</sup> Sarastuti, *supra* note 7.

The customers also get advantages from this, because they do not need to visit the shops, they just wait the orders arrival.

Besides having advantages, online marketing also has disadvantages, these are:

1. Resistance to online purchases.  
People who never purchase by online will feel awkward when they buy goods without meeting the seller. As they cannot see the real condition of the stuffs offered, they usually feel worried whether the stuffs are similar to the pictures displayed or not. Besides, they are afraid of unreceiving payment. In addition, there is also fear when goods are not delivered or not received. The most worrying factor is the condition of the goods. Since the goods are delivered from certain places and need time, probably the goods will arrive not in well condition.
2. The payment system is considered complicated.  
The cause of resistance to buying products online is because the payment system is considered to be complicated. Many people are hesitant about paying to their accounts directly by bank transfer due to fears of fraud. Another way of payment is through digital wallets. However, not everyone is familiar with it, so they feel troublesome. Moreover, sometimes there are cases of undelivered order, meanwhile the customers have paid.
3. Limitations of internet users.  
In Indonesia, if you want to market a product, the majority of those who carry out these activities are young people. Only a few people aged over 45 years and over use the internet to transact online. If the marketing target is for elderly people, it will find difficulty as they prefer the conventional way of purchase.

#### *B. Time and Place of Activities*

Community service activities were carried out in October-December 2020 in Umbulrejo Village, Umbulsari subdistrict, Jember regency. There were three training activities which have been carried out, the first activity was the delivery of material on marketing plans and strategies to partners using online media. The second activity was training on the development of stocking flower handicrafts. The third activity was activity of evaluating and mentoring.

#### *C. Steps of Activities*

- a. Discussing and Reference Gathering  
The activity carried out is to discuss the problems experienced by the partners and the solutions offered by the proposing team. After the discussion, the next step is to collect references to answer the problem. This is important, hence the community service activities are able to provide appropriate, appropriate, and strategic solutions for partners based on the references obtained.
- b. Conducting Marketing Plans and Strategies for Training

Providing training in product marketing plans and strategies is important. This training is very appropriate so that partners can formulate marketing strategies in which they will study planning strategies, market segmentation, product and development plans, promotions, distribution, and prices. To be carried out properly, training activities must require an active role from partners. Partner participations are as follow:

1. Discussing with the implementation team in finding solutions to problems faced by partners by explaining their experiences while selling stocking flower products. This activity is important to know the background of the problems faced by partners, especially when marketing stocking flower products before the implementation of the activity.
2. Preparing the equipment needed during the training. In conducting training to increase sales, good promotional media and materials are needed.

This activity is carried out using lectures and discussions, as well as giving questions and answers. The presenter delivers material on planning strategies, market segmentation, product and development plans, promotions, distribution, and prices. After the delivery of the material is carried out, a question and answer activity is held for partners if the material presented is not understood.

c. Conducting Stocking Flower Development Training for Ladies

To make activities run smoothly with partner participation is to prepare the tools and materials needed during the training. The tools and materials needed include stockings, wire for making flower petals, wire for stalks, imitation pistils, mini flower vases, photo frames, wraps or bouquet cloth, and scissors. The equipment and materials are needed to make stocking flowers during stocking flower development activities, in which this development is a flower product that is placed in a photo frame and arranged into a flower bouquet. This is because so far the partners only arrange the finished stocking flowers into flower vases of various sizes.

d. Steps to Evaluate Program Implementation and Sustainability

After the beginner service activity has been completed, the steps that will be taken by the implementing team are to conduct periodic evaluations as a form of program sustainability to see the development of partner businesses after being given training by visiting partners who have been fostered through this program. Other programs sustainability include making attractive and creative promotional videos, taking good photos to make them look attractive to consumers, and designing production labels. All those efforts are important to do, hence the business continues to grow and partners are able to independently utilize online media in product marketing activities.

### III. RESULTS AND DISCUSSION

The era of digitalization affects the economy in business world. Business actors are required to move according to existing progress if they do not want to be left behind or want to compete with competitors who have the same business. Based on economic principles that always want to get as much profit as possible and continue to increase without experiencing losses in operational costs carried out, in this digital era, many business people are starting to switch to online media to market and sell their products<sup>10</sup>.

In response to the change from conventional to digital, the good social and digital strategies are needed to reduce customer or customer retention and acquisition costs, as well as production costs. In addition to social and digital strategies, steps are also needed to move customers to online stores from who were originally offline (conventional) stores. This step requires maturity of business actors to integrate offline (conventional) and online operating systems into an operational manual that is jointly established and implemented.<sup>11</sup>

Marketing can be done using a strategy whose success is determined by various factors such as research, planning, implementation, and evaluation of the results of the marketing mix. Marketing strategy is the idea of marketing a product that is sold with the hope that the business will achieve its marketing goals. A well-executed marketing strategy will enable business actors to market their products smoothly, so that they are able to compete with other players. Business actors must be able to know the wants and needs of customers so that they are able to satisfy customers and create a good business image<sup>12</sup>.

Communication in marketing has a role as a liaison between business actors and customers. Therefore customers can understand well and they decide to be loyal in using the products offered. Good communication will be able to win the market because there will definitely be competitors or business competitors selling similar products. Information related to the product being sold must be stated clearly, precisely, and easily understood by potential customers. Therefore, it requires understanding, persuasive efforts, and informative messages to potential customers or buyers regarding the product.

The development of information and communication technology affects the pattern of marketing strategies. Before the usage of the internet, the products were marketed manually and were limited. This marketing system used a conventional model. However, when the internet began to be introduced and its use was very common, marketing strategies began to shift to internet. This marketing strategy is called online marketing. Marketing by internet causes a shift in focus from initially focusing on the producer view to a more interactive state, as it directly involve customers and consumers.

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<sup>10</sup> Asse, *supra* note 5.

<sup>11</sup> Afifatur Rohimah, "Era Digitalisasi Media Pemasaran Online Dalam Gugurnya Pasar Ritel Konvensional" (2019) 6:2 KANAL J Ilmu Komun 91.

<sup>12</sup> Kus Daru Widayati, "Implementasi Swot Strategi Pemasaran Online Dan Offline Pada Pt Roti Nusantara Prima Cabang Jatiasih, Bekasi" (2018) 2:2 8.

Social media is an online media which involves the participation of its users. Social media includes blogs, social networks, forums, wikis and cyberspace. The forms of social media that are commonly used by the public are wikis, social networks, and blogs. Social media can be an adaptive marketing medium in promoting products<sup>13</sup>.

Social media becomes diverse as customer behavior changes. This is due to the increasing number of internet users from year to year with the order of the media used for the top five largest users, these are Youtube, WhatsApp, Facebook, Instagram, and Twitter<sup>14</sup>.

Marketing planning and strategy training activities carried out in Sumber Rejo village, Umbulsari, Jember Regency, are devoted to the use of social media as a marketing tool. In the implementation of the activities, there were three training activities carried out. The first activity was the delivery of material regarding marketing plans and strategies to partners by utilizing online promotional media. The second activity was training on the development of stocking flower handicrafts. The third activity was activity evaluating and mentoring.

This service activity ran well. This can be seen in the enthusiasm of the trainees in attending every meeting that was held. The participants gave positive response, because the training on online product marketing plans and strategies increased their knowledge and abilities in making good marketing plans. Moreover, the training could add skills in utilizing online media as a means of media promotion. Online marketing is necessary because today's technology runs very fast. Many sectors of life take advantage of technology, especially the use of the internet. There are so many internet users today because of the ease with which people can get gadgets. This is an opportunity for sellers or business actors to take advantage of the internet in developing, or expanding market share<sup>15</sup>.

In the training conducted, online media used are Facebook and WhatsApp messenger. Facebook is chosen since it has functional features. Facebook is able to create advertisements targeting specific users. By utilizing Facebook, businesses can promote products by advertising at the lower cost than advertising products conventionally (usually through mass media). In addition, Facebook media users are the most popular community for product marketers. Through this community, marketers in this case, who are business actors, are able to identify the latest or currently popular tastes and interests of consumers. This is important for creating market segmentation, targeting, and positioning. Business actors can obtain information about profiles of community members who will become potential customers through news posted on their walls and Facebook pages.

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<sup>13</sup> Asse, *Supra* Note 5.

<sup>14</sup> Chandra Hendriyani Et Al, "Analysis Of Whatsapp Business Usage In Encouraging Sales And Customer Engagement At Pt Saung Angklung Udjo" 8.

<sup>15</sup> Mohamad Trio Febriyanto & Debby Arisandi, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean" (2018) 1:2 JMD J Ris Manaj Bisnis Dewantara 61-76.



Facebook media covers all aspects and marketing strategies, these are Segmentation, Targeting, Positioning (STP) and its marketing mix (P). This can be seen in terms of segmentation and target, that is the method of advertising on Facebook which is based on a radius system. The target can be adjusted according to gender, interest, occupation, status, and other specific things. Meanwhile, in terms of position, it can be seen from Facebook's marketing content that takes into account the business value and standard rules of uploading marketing content. Meanwhile, in the marketing mix, products are described in the form of content followed by prices that can be displayed on Facebook such as on fanpages, outlets or branches that will be listed on the location feature which is integrated with GPS. Promotional activities carried out using the Facebook fanpage are used for business clouds, personal accounts with the aim of building loyalty with consumers or the public, and Facebook groups to send marketing information that is in accordance with the group's identity and rules. As a result, Facebook actually covers the whole theory and general formulation which is more effective and efficient than conventional marketing. In this service activity, the implementation team carried out a strategy on the personal accounts of partners and groups through content on the Facebook media.

Apart from using Facebook, this activity also introduced a message-based social media application, that is WhatsApp. By using WhatsApp, you can chat and connect around social networks to communicate on smartphones with a limited number of people, but you have better features compared to ordinary SMS services. Currently, WhatsApp users occupy the highest percentage, so it is categorized as the most active platform. The existence of this media is able to create value for potential consumers or customers in strengthening relationships, increasing performance, entertainment, and fun. This is because by this application, users can chat or exchange messages by sharing files, photos, videos, and so on. The existence of WhatsApp can also replace face-to-face communication with emoji features, voice message notes, text messages, phone calls, and video calls.

In this community service, the implementation team introduced the use of the WhatsApp Business application to partners. WhatsApp Business can be used as a medium of communication between product sellers and buyers. This application is a free application that can be easily downloaded on the Google Play Store for android users. This application has service features for various locations, files, contact lists, and website usage. Additional features in this application, such as a business profile contains business profile information, these are address, business description, and so on. Other features are automatic messages that can provide automatic answers to customers who send messages. Chat labels are used to manage contacts, or chats with labels in the inbox, thus communication can be controlled and directed. Then there are also features, these are message statistics that are used to find out the statistics on messages sent and received. This aims to see the percentage of messages that reach the target.

The process of delivering material in the first activity, which is about marketing plans and strategies, can be seen in Figure 1.



Figure 1. Presenting materials about introduction to online media.

After delivering the material successfully, the next activity was the development of stocking flower handicraft products. The development carried out was presenting product creations that are attached to frames and flowers that are arranged into a bouquet. So far, partners have been selling the products. The products are flowers placed in vases. Figure 2 is a product of the creations carried out.



Figure 2. Development of stocking flowers product.

Stocking flower product development activities are an effort to make innovation. Innovation activities in building a business can be in creating products or goods, services, or ideas that are accepted as a form of novelty. Innovations made by partners from the activity implementation team are making new and different products from existing products. Furthermore, the innovation also includes making improvements to existing

products as a business mechanism to adapt to an increasingly dynamic environment, as well as to provide satisfaction to customers. Product innovation aims to meet market demand, so that innovative products can be used as superior products to be able to compete in the market. In general, buyers or customers of products being sold want innovative products. If the product has more value, it will attract buyers or customers to purchase. This requires businesses to be able to create new ideas and offer innovative products and service improvements to customers. Success in innovation will make the business one step ahead from its competitors. Therefore, product innovation must be planned carefully and seriously<sup>16</sup>.

According to Kotler and Bes in<sup>17</sup>, product development has main approaches based on fixed market assumptions, these are as follow:

- a. Innovation based on modulation  
This form of innovation involves changing the basic characteristics of a product by increasing or decreasing those characteristics.
- b. Innovation based on size  
The form of innovation that is carried out only changes the volume without any other changes.
- c. Innovation based on packaging  
Products are packaged by changing consumer perceptions about the benefits, functions, or reasons for purchasing the products offered.
- d. Innovation based on design  
The form of innovation taken is to modify the appearance or design of the products being sold but the product, content, packaging and size remain the same.
- e. Innovation based on the development of complementary materials  
This innovation involves thing such as adding complementary ingredients as a form of additional services for the product being sold or offered.
- f. Innovation based on reducing effort  
In this innovation, the size of the product from the market is increased without changing the product itself.

According to Suendro, increasing the marketing performance of a business is influenced by innovation<sup>18</sup>. Better innovation will surely improve marketing performance, so that the number of customers will also increase. Marketing performance means the concept of measuring the marketing achievements of business actors. Business actors need to know their achievements as a reflection of the success of their business when they compete in the market. The form is the result of implementing strategies such

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<sup>16</sup> Aang Curatman, "Analisis Faktor-faktor Pengaruh Inovasi Produk yang Berdampak pada Keunggulan Bersaing UKM Makanan dan Minuman di Wilayah Harjamukti Kota Cirebon" (2016) 3 15.

<sup>17</sup> Ayu Yunita Sari, Sri Wahyuni & Jl Kalimantan, "Inovasi Produk Dalam Meningkatkan Minat Beli Konsumen Pada Pia Warung Glenmore Banyuwangi" (2013) 6.

<sup>18</sup> Victor Ringhard Pattipeilohy, "Inovasi Produk dan Keunggulan Bersaing: Pengaruhnya terhadap Kinerja Pemasaran (Studi pada Usaha Nasi Kuning di Kelurahan Batu Meja Kota Ambon)" (2018) 7:1 J MANEKSI 66.

as customer satisfaction, success of the new products, increased sales, and profits. With the increasing business or business competition, it is necessary to have maximum business marketing performance..

Continuity of the act of innovation in a business is a basic requirement to create superior products that are able to compete in the market so that innovation is an important aspect of business management. For small and medium enterprises, innovating the products sold is important for business continuity in a sustainable manner. Moreover, based on Nasir, innovation will determine quality of marketing performance<sup>19</sup>. However, it is not an easy right to develop new products, because it requires more time, effort, and ability, as well as readiness for risk if it fails. On the other hand, a changing environment will affect the learning process which determines the effectiveness and efficiency of product innovation.

Based on the implementing activities that have been carried out for partners, both in the training plans and marketing strategies as well as product development training, it has provided positive results on the progress of the business carried out by the partners. The implementation of the training that is held makes partners feel helped by the sustainability of their business. In terms of product sales, the sale rate of the products has increased. For the results of selling flower stockings by partners, from the start of starting a business, that was at the end of 2019 until before the training activities were carried out, an average sale of 5-10 products was obtained per month. This result has not increased, plus the Covid-19 pandemic which began to enter Indonesia in February 2020, caused newly initiated businesses to experience a stagnant state and even devoid of enthusiasts due to the difficulty of marketing offline or conventional. However, after the implementation of the training conducted by the implementation team, it becomes a solution for partners for the sustainability of their business. Training on online media-based marketing plans and strategies is especially helpful in times of the pandemic, because partners can sell products or make transactions with buyers without meeting face to face. After conducting the training, the average sales result by partners has increased by up to 15-20 products per month. This result is certainly satisfactory for partners given the difficulties of today's economy. The increase in the number of products ordered by buyers also provides an avenue to increase income for partners. This figure might increase if promotion is also added by selling to online store platforms and by making promotional ads, or product updates diligently and regularly.

## IV. CLOSING

### *A. Conclusion*

Based on the implementation of service activities to partners in the Sumber Rejo Umbulsari area of Jember, it can be concluded that there has been an increase in knowledge and abilities about stocking flower creation, increase in abilities regarding the use of online media as a media for marketing products, and strategies in marketing online. There is also an increase in product selling of partners after the training.

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<sup>19</sup> *Ibid.*

### *B. Suggestions*

In marketing products, partners are not limited to the use of online media which are introduced during the training activities. To increase market share, partners can open online stores in various e-commerce sites that are well known to the public, such as Tokopedia, Shopee, Lazada, Bukalapak, and so on. In addition, assistance to community service participants should be carried out continuously. Thus, the community of stocking flower craftsmen becomes more independent. In addition, they are also able to encourage a creative economy that is able to support family income.

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