

## Product Marketing Education and Branding Strengthening to Increase Sales Results Among Teenagers

Novfitri Landong Namora Sihombing<sup>1\*</sup>, Zahra Hardiyanti<sup>2</sup>, Lyscha Novitasari<sup>3</sup>,  
Herlini Gani, Jana Sandra

Ahmad Dahlan Institute of Technology and Business Jakarta<sup>1</sup>

STIAM Institute Jakarta<sup>2</sup>

Email: [novfitri.lns@gmail.com](mailto:novfitri.lns@gmail.com)

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### Abstract.

Marketing is a communication phenomenon because, in marketing, most activities range from products designed and packaged to information about products that are disseminated to the broader community. However, the problem does not stop there; marketing has followed a digitally controlled system known as e-commerce. Therefore, every business needs a strategy to win the competition and achieve goals. The method requires individuals who are innovative in creating business concepts but also requires individuals who are brave and persistent, and tenacious in implementing corporate ideals. Therefore, it is built starting from the individual level. However, it will not go well without qualified individuals; therefore, human resources are the primary key Community service activities carried out to educate human resources who do not have comprehensive insight related to business practices and entrepreneurship, marketing, and marketing communications which are indispensable if you want to become business actors so that they will create resources that have creative, innovative, intelligent and ready businesses. Compete competitively.

**Keywords:** Marketing, Human Resources, E-Commerce, Education

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## 1. Introduction

Marketing is a communication phenomenon because, in marketing, most of the activities are communication activities ranging from products designed and packaged to information about products that are disseminated to the broader community. Without going through a formal survey that requires expensive costs, one can obtain information about the answer through observation and interviews with the people he meets, even if the solutions from the community are not needed. Then the idea just stopped. The answer is not simply

because market opportunities are not always related to needs because of the imagination factor they feel they need. In addition, a marketer who only pursues sales targets without heeding the satisfaction factor of customers tends to bury his marketing future. The complexity of marketing is not only in customer satisfaction but also in consumer behavior when competing products meet the market; every marketer tries to bind buyers' emotions to become passionate buyers, and to get loyal buyers, it takes education to consumers. Through promotional activities, advertising, and brand strengthening, consumers are directed to make their products of choice.

In addition, every business requires a strategy to win the competition and achieve goals. The method requires individuals who are innovative in creating business concepts but also requires individuals who are brave and persistent, and tenacious in implementing corporate ideals. Therefore, starting from the individual level, a large corporation was built with significant capital and national and international business goals. It will not go well without qualified individuals; therefore, human resources are the primary key

To create this, community service activities are carried out. The purpose of this activity is to educate human resources who do not yet have extensive insight related to business and entrepreneurial practices, understanding marketing and marketing communications, which are very necessary if you want to become business actors; it is hoped that existing human resources will not only have the ability to create business products only but also have the ability to master marketing entrepreneurial systems and tools, namely product branding with the help of information and communication technology. So that it will create resources that have creative, innovative, intelligent businesses and are ready to compete competitively.

## 2. Research Method

The methods in this community service activity are as follows:

- a. **Surveys and Observations.** The method used in this community service activity is survey and observation by disseminating this community service activity to students who have finished participating in this community service activity.
- b. **Problem Evaluation.** Evaluation of this problem is needed to study further the problems faced. For that, we can use 5 W and 1 H, namely:
  - 1) **what(what).** The Team followed up on the results of observations made and determined the problems in product marketing and branding strengthening faced by the students of SMK Bintang Nusantara Tangerang (teenagers) before, during, and after they carried out their business activities.
  - 2) **Why( Why).** The Team has analyzed why there are problems with product marketing and branding strengthening in sales activities carried out by students of SMK Bintang Nusantara Tangerang (teenagers).
  - 3) **Who( who).** The Team has analyzed the students of SMK Bintang Nusantara Tangerang (teenagers). They are committed to starting a business, which the Team has fostered and mentored in product marketing and strengthening branding on the industry that has been run.
  - 4) **where( where).** This activity has been implemented online due to the pandemic conditions that do not allow the Team to carry out this activity offline.

- 5) **when( When).** The implementation of this activity has been carried out for six months (January-June). Therefore, details of activities can be seen clearly in the implementation schedule.
- 6) **How(how).** This community service activity has educated the students of SMK Bintang Nusantara Tangerang to strengthen branding through digital marketing methods so that sales results can improve further.

**c. Material Preparation**

In the preparation of educational materials for this community service activity, it must refer to the following:

- 1) Aspects of competency needs must be learned and mastered by participants because each element of competency needs and basic competencies is different in terms of material and the methods to be used; in this case, the competency requirements provided are knowledge of product marketing and branding in entrepreneurship. This material is very much needed for participants who are about to start or have started a new business.
- 2) Identification of types of educational materials; In line with various aspects of competency standards, educational materials can also be divided into types of material on cognitive, affective, and psychomotor aspects. In detail, the mental aspects of educational materials can be divided into four classes: facts, concepts, principles, and procedures (Reigeluth, 1987. 1). In this case, the material used is 1. Concept material includes understanding, definition, essence, and core content; 2. The material of the type of procedure is in the form of steps to do something in sequence. In contrast, the affective aspects of learning materials include response, acceptance of appreciation, internalization, and assessment. Finally, the motor aspect of learning materials consists of initial, semi-routine, and routine movements.
  - a) Determine the type of material that has been delivered according to the competencies and essential competencies of community service participants; Choose the type of material following the competencies that have been determined. Also, please pay attention to the number or scope that is quite adequate to make it easier for participants to achieve competency standards. Types of materials we have provided: (a) Concept material includes understanding, definition, essence, and core content (concept, experience, description, sense of product marketing, and branding education materials; and (b) the material for this type of procedure is in the form of steps to do something in sequence, for example, steps to market a product, create a product brand or promote a business or its products.
  - b) While the affective aspects of learning materials include: giving responses, receiving appreciation, internalization, and assessment (all of which will later be contained in activities during learning and after learning, in this case in the form of providing initial venture capital, guidance, and evaluation).
  - c) The motor aspect of learning materials consists of initial, semi-routine, and routine movements – product marketing and branding.

- 3) Choosing educational resources. Some educational resources that can be used include (1) textbooks; (2) Zoom meetings; and (3) online questionnaires.

#### d. Training and Training Assistance

- 1) **Socialization.** In this case, the team socialization divides into 2 (two), namely:
  - a) **First Socialization.** The socialization of community service activities has been carried out at the beginning, with socialization at the school starting on January 3 (third) week to February 2 (two) week.
  - b) **Socialization to 2 (two).** Socialization to participants, namely students of SMK Bintang Nusantara Tangerang, about the community service program and the objectives and rules in the implementation of this program, as well as training materials and guidance they have received while participating in this community service program.
  - a) **Training materials.** In providing training materials, there are several steps that participants have taken before participating in or receiving training materials, namely 1) Participants are asked to prepare one business idea to be run, and 2) Prepare the type of product to be sold in their business later. Then, they receive training, while the training materials that the Team has provided consist of: (a) product marketing education includes the 4 Ps (Product, Price, Place, Promotion) plus 1 S, namely Service, and is also taught about product marketing strategies; (b) *participants are given product brand training and branding strengthening with several media for brand products.* Both mass media and electronic media such as FB, IG, Twitter, WA, etc. This training material is provided using lectures, case studies, and hands-on practice. This training will be given on the first Sunday of March online (online); (c) financial education, in this case, participants will be taught to manage business capital and make business financial reports; and (d) entrepreneurship. Participants will be given entrepreneurship and motivation materials to gain insight into entrepreneurship and motivation to do business.
- 2) **Accompaniment.** After being given training, students have been assisted. For 3 (three) months. Participants are required to provide a report every week about the business's progress. By creating a WA group, participants can communicate with the Team and ask about the activities and problems they face while conducting business activities.

### 3. Results and Discussion

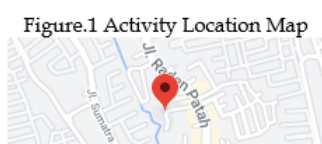
#### 3.1. Group (Society)

Table. 1 List of Training Participants

Lenny Lydias
Ebbi Rakhmadi Maulana
Riyaduzzabir Badri
Andika Sunanda Wibisono
Ita Anggraeni Indraguna
Syadia Al Dzakoni
Dina Maho
Zapora Bayan
Hendrik Wicadajana
Eadialadifah
Muhammad Ricky
Andika Dwi Septiana
Mimi Minarti
Mimi Widyawati
Quah Tega, Pe
Atika Yuliani Atrogo
Eadialadifah
Quah Tega, Pe

The community group (adolescents) that the Team selected were school students, namely class XII students of SMK Bintang Nusantara Tangerang, totaling 19 people; the chosen team class XII students to prepare them (adolescents) to become new entrepreneurs after they graduated from school. All participants will be given knowledge, practice, and guidance until they (youth) can run their businesses independently.

### 3.2. Activity Location



Bintang Nusantara Vocational School Tangerang, Jalan Jombang Raya No.15 Pondok Kacang, District Pondok Aren Tangerang, Banten Province 15225.

### Time And Place of Activities

Community service activities are carried out with online surveys and observations and have been carried out from January 3 (third) week, namely January 20, 2021, to February 13, the 2nd (two) week.

### Evaluation

This section describes the evaluation design of the activities that have been carried out:

- a. **Preparation phase.** In this preparation stage, starting from 1) Submission of proposals in January, 2) Approaching the school as a place for community service, 3) Selection of participants, 4) preparation of training materials and media, This preparatory activity has received evaluation results on proposal submissions on February 2 (two) week which will then determine the implementation of Abdimas activities.
- b. **Implementation Stage.** This activity was carried out in the 2nd (two) week of February, after there was a decision from the reviewer stating that we could carry out this community service activity, starting in early March-May, for 4 (four) months, while the activities were 1) Product Marketing Education, 2) Branding Education, 3) Branding Strengthening Education, 4) Business Finance Education, 5) Entrepreneurship Education, 6) Guidance for Participants. 6) Evaluation of Participants' Activities Conducting Business.
- c. **Monitoring Stage.** This activity is carried out once a week, every Saturday; this is done to monitor the participants' business activities. In addition, this monitoring activity is a means of communication with the participants; as long as participants participate in community service activities, participants can ask questions about business activities and problems encountered while running a business, and participants can communicate with the Team through the WA group. In contrast, the monitoring results were evaluated as a whole in July. Therefore, participants will report the results of business activities and monitor all Abdimas activities. The following is an example of an effort from one of the trainees.

Figure 2. Training Leaflet



Figure 3. Online Training Activities



Table 2. Business Name  
 4RIYSHOP.ID  
 Gang Cantik Jl. Albayyinah III No. 44  
 081292443748  
 INSTAGRAM : @4riyshop.id  
 Figure 3 Products for sale





Hair Mask (Hair Mask)

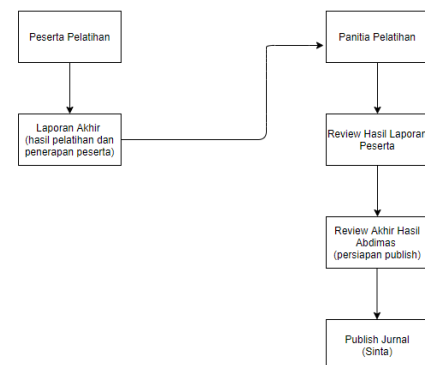


Yoqueen Facemask (Yoqueen Face Mask)



Polaroid Photo Album

- d. Final Evaluation.** This activity has been carried out, which is divided into 2 (two), namely: 1) The first evaluation activity has been carried out every week for 4 (four) months. 2) The second evaluation activity was carried out in July, evaluating the participant's business activities. 3) The third evaluation activity has been carried out on preparing the Abdimas activity report in the second week of July 4) Seminar on the results of Abdimas activities in October. 5) Sinta Journal 3 or 4.



After the training and following the entire activity process, the Team gave training certificates to all training participants; the following is a picture of the training certificate that the Team gave to all participants.

Figure 5. Business Financial Report



At the end of the activity, all participants are required to make a business financial report as part of the final evaluation of community service activities; the following is a picture of the business financial report

#### 4. Conclusion

The creation of new entrepreneurs, especially among teenagers. This is done to create jobs and reduce unemployment, and have business activities after they graduate from school. This training has taught teenagers to love education about entrepreneurship, financial management, and product branding. This is expected to be their knowledge and provision in the future in running a business.

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