

Development of a Pocketbook as a Guide on Marketing Strategies for Betawi Culinary MSMEs Setu Babakan

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Abstract. Betawi Culinary MSME Setu Babakan is one of the MSME business units located in the Betawi Cultural Village area under the management of UPK PBB Setu Babakan. Most of the Culinary MSME business units do not yet know how to distribute their products to other distribution networks outside the area, and the use of packaging that is still classified as traditional makes it difficult for them to offer their products to retail shops outside the Setu Babakan Betawi Village area. The lack of knowledge, insight, and ability to implement the marketing strategy of the MSME business unit is an obstacle to making their products a typical product of the Jakarta area that is widely known. This research aims to develop marketing strategy material that is concise and effective, to develop an educational pocketbook media that can be used as an interesting, easy-to-understand, and empowering guide, and to determine the response of MSMEs to the use of pocketbooks as a guide in understanding marketing strategies. The research method used is Research and Development (R&D). The development model used in this research is the ADDIE model.

Keywords: Betawi, pocketbook, marketing, media

1 Introduction

Setu Babakan, located in the Jagakarsa District, South Jakarta, serves as the Betawi Village Center. This area was developed and is being maintained to preserve the rich Betawi cultural heritage, the original culture of Jakarta (Alkaf, 2020). The Betawi Cultural Village Area Management Unit (UPK PBB) plays a crucial role in this preservation, managing the 60 Culinary MSME business units in Setu Babakan with utmost care and dedication, ensuring the continuation of Betawi culinary traditions.

Interviews with UPK PBB in Setu Babakan show that Culinary MSMEs in the area face challenges in growing their businesses due to limited knowledge and information, particularly about marketing strategies. Marketing strategy is a plan to scale up influence on the market, both in the short and long term, based on market research, assessment, product planning, promotion and sales planning, and distribution (Hariyanti et al., 2018). Marketing strategy has an essential role for MSMEs. The critical role of the right marketing strategy will be to increase the competitiveness of products produced by MSMEs (Sulistiyani et al., 2020). Moreover, these micro, small, and medium enterprises (MSMEs) hope to expand their sales, preferably through modern retail stores or online platforms. Their sales are mainly limited to the Setu Babakan Betawi Village area, resulting in less recognized traditional Betawi snacks by the broader community. Despite being ideal as typical Jakarta souvenirs, these snacks have not gained the

attention they deserve. This situation is compounded by UPK PBB's limited knowledge in providing information on potential distribution channels for these business units, such as minimarkets, gift shops, office cooperatives, and supermarkets.

However, the problem that occurs is not only limited knowledge about how to develop distribution channels. Another issue that also occurs is that the average product packaging used by the Setu Babakan Betawi Culinary UMKM business units still does not meet the requirements to be marketed in retail stores, so it is necessary to improve the selection of packaging and labeling so that it can become branding that sells. The problems mentioned are part of a business's marketing strategy. Marketing strategy is one way to achieve a sustainable competitive advantage for a company. The tighter the competition, the MSMEs must have a strong marketing strategy to face competition between MSMEs (Mandasari et al., 2019). MSMEs must continue innovating and developing their learning capacity to operate optimally. The learning capacity of the Setu Babakan Betawi Culinary MSME business units must be increased primarily related to marketing strategies to expand their distribution network and increase sales.

Therefore, MSMEs need learning media to help them increase their knowledge, insight, and abilities related to marketing strategies by developing a practical guide appropriate for them. To make it easier for Betawi Culinary MSME units to study the guide regarding marketing strategies, the researcher created a guide in the form of a Pocketbook in print and digital format. Printed Pocketbooks are small, so they are practical to carry anywhere (Damayanti, 2018). Likewise, digital Pocketbooks, like a book, can be accessed anytime via a smartphone. The learning media must be concise but require knowledge, dancing, and ease of understanding. It can educate Setu Babakan Betawi Culinary MSME business units in implementing marketing strategies in their businesses.

There are many marketing strategies for learning media, such as books circulating on the market. However, most of these books are textbooks for students. Although there are marketing strategy learning books for MSMEs, they are not specific to MSMEs in the culinary field, so the application examples given are less relevant, and practical implementation guidelines do not accompany the materials provided.

2 Research Method

This research is located in Culinary MSME business units under the guidance of the Betawi Cultural Village Management Unit (UPK PBB) in the Setu Babakan area, Jakarta, and is a place for product testing. At the same time, the State Polytechnic of Creative Media is a place for researchers to conduct product development, including testing and validation from media and material experts. The data used in this research was collected using data collection techniques, including observation, literature study, interviews, and questionnaires. The research method used is Research and Development (R&D). R&D research is a process of developing new products or improving existing products so that they can be accounted for (Candra, 2021). The R&D research method is used to produce and test the effectiveness of a product. (Wijayanti, 2019). In the research, it is necessary to apply systematic, logical, orderly, and clear stages to show a picture of the activities to solve existing problems. The stages of research that will be carried out are shown in Figure 1.

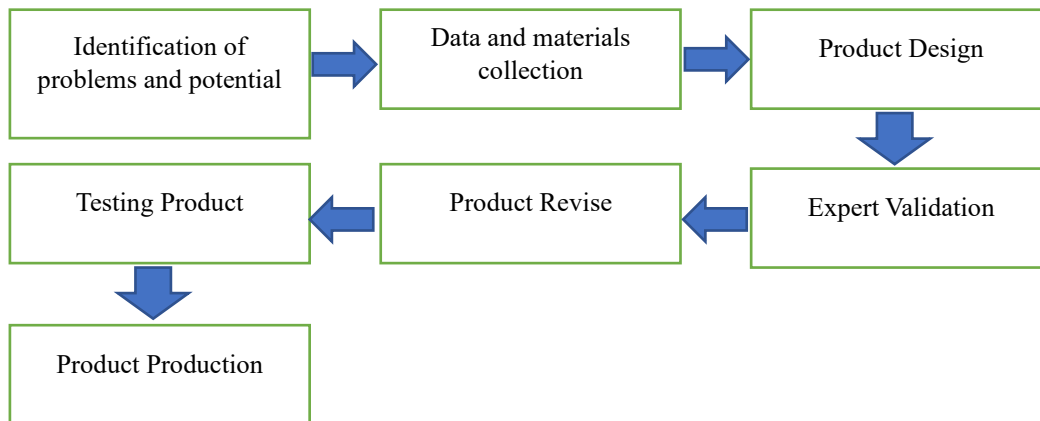


Fig. 1. Research Stages

The development model used in this research is the ADDIE model. The ADDIE model is often considered a complete and rational model compared to others. The ADDIE model comprises five development stages: analysis, design, development, implementation, and evaluation (Sumiati, 2022). Two steps will be carried out at the analysis stage: performance analysis and needs analysis. At the Design Stage, the direction of the marketing strategy guidebook will be determined based on findings in the field. The steps that will be taken include adjusting the product concept, creating a Pocketbook design, and selecting the material in the marketing strategy guide Pocketbook. Apart from creating a pocketbook design, the researcher will also design a research instrument that real experts will use as an assessment instrument. At the development stage, activities will be carried out to realize the product design in the form of printed and digital guidebooks. At this stage, the conceptual framework will be realized as a Pocketbook development product ready to be implemented according to the objectives. At the implementation stage, testing will be carried out in the Setu Babakan Betawi Culinary MSME business units, and discussions will be held with the management of UPK PBB Setu Babakan regarding whether the products made in this research require improvement. UMKM is tested by providing a ready-made pocketbook prototype to ten UMKM representatives as respondents. Then, the respondents are asked to assess whether the pocketbook material meets their needs and whether it is easy to understand, implementable, and informative. The Evaluation Phase will be completed after researchers like the Setu Babakan Betawi Culinary MSME business units receive user feedback. Improvements will be made by expert feedback until a pocket guide product that meets users' needs is obtained.

The data analysis technique used in this research is media feasibility analysis. This data analysis technique will analyze the suitability of the media and the assessment of the Pocketbook by processing the numbers obtained from the score measurement results obtained from questionnaire data from media experts and material experts.

3 Result And Disscusion

3.1 Analysis Stage

Firstly, we take the analysis stage performance analysis. The performance analysis is intended to clarify whether the performance problems faced by Betawi Setu Babakan culinary MSMEs require a solution in the form of improving management or implementing learning programs. Based on in-depth interviews conducted with Betawi culinary MSMEs Setu Babakan, data was obtained that they still have relatively low knowledge and skills in marketing strategies. Some respondents felt that the reference sources they saw were difficult to understand and too long to read. They need references that can provide practical, brief, and informative information. Secondly, we conducted a needs analysis for researchers to prepare ingredients that meet the needs of culinary MSMEs. This step needs to be taken to determine the abilities, insights, or competencies that need to be learned by the Setu Babakan Betawi culinary MSME business units so that their marketing strategy performance can be more optimal. Based on the survey results, there are several materials from the marketing strategy they want to get, including target market research, product development, packaging design, pricing strategy, distribution strategy, and partnerships or cooperation with partners.

3.2 Design Stage

At this stage, the direction of the Marketing Strategy guide Pocketbook design will be determined based on findings in the field. The goal is to produce a practical guide that meets user acceptance. Furthermore, a design is carried out regarding the material on practical steps in each chapter, namely discussing what is a marketing strategy, the consumer purchasing decision process, understanding your consumers, the importance of product differentiation, the importance of product packaging, mastering digital promotion, recognizing partnerships and cooperation networks supported by relevant illustrations. In making the pocketbook design, the researcher still pays attention to the standards of making pocketbooks, such as font type, book size, font type, margins, layout, and relevant illustrations.

Researchers will also design two types of questionnaires: a validation questionnaire and a user MSME response questionnaire. The validation questionnaire designed by researchers was a pocketbook validation questionnaire, which included material and media validation. The MSME user response questionnaire contains questions that will indicate the quality of the pocketbook media device being developed.

3.3 Development Stage

The development stage in the research is the realization activity of the product design in the form of a printed and digital guidebook. The development of this pocketbook begins with determining the pocketbook size that is proportional and easy to carry, namely A6 size, and then selecting the margins and font type. The font type must be easy to read and straightforward. Researchers also conducted a literature study to be used as pocketbook material. The illustrations used in this pocketbook are made as simple as possible. Still, they can provide an overview of the material presented so that MSMEs who use this pocketbook find it easier to understand the contents of the pocketbook material. In making the layout, the book cover must

be considered carefully because the appearance of the book cover design can make readers interested or not to read the book.

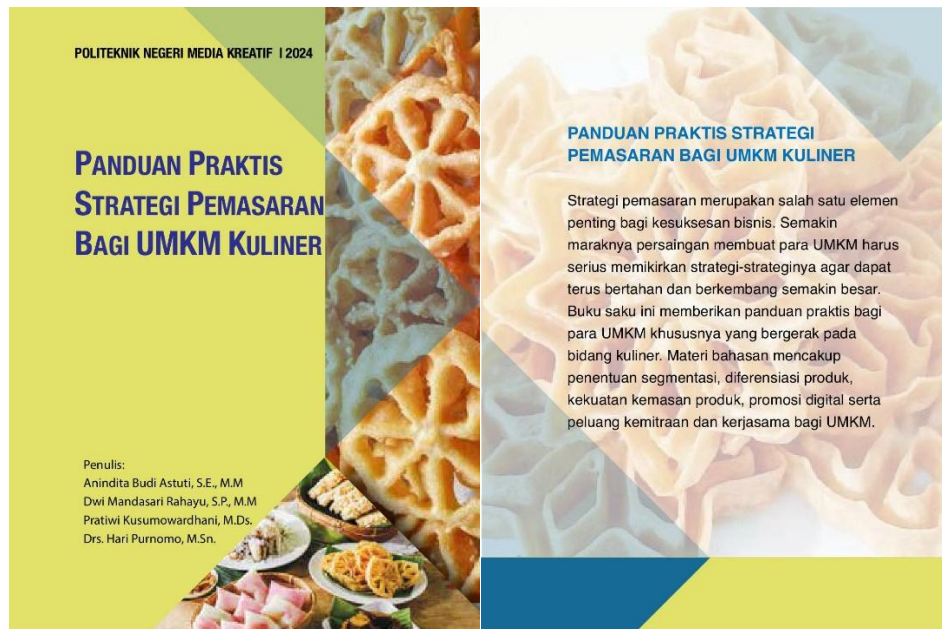


Fig. 2. Front and Back Book Cover

The layout of the pocketbook must be considered, and the design must be placed on each page of the pocketbook. Then, the design must be continued for the front and back of the cover by paying attention to the typography for the title so that it is easy to read. Then, it is printed with A6 art paper and bound with a softcover matte laminate. Based on Fig. 2. The Pocketbook uses a lemon base color with illustrations using white and blue. These colors are contrasting colors that can describe the book's contents so that they can motivate and increase the interest of MSMEs in applying knowledge and insight into marketing strategies. Colors are known to influence psychology, emotions, and the way humans act. Color is also a form of non-verbal communication that can express messages instantly and meaningfully. (Angela et al. 2021).

After the pocketbook prototype was created, experts, including material and media experts, tested this product. The trial was carried out by giving each expert an assessment questionnaire. The questionnaire has several assessment aspects. Material experts are given an assessment questionnaire consisting of two assessment aspects: presentation and material content. The following is comparative data on the validation results from material experts before and after the revision of improvements to the pocketbook prototype.

Table 1. Material Expert Validation Results (Before Revision)

No	Aspect	Actual Score	Ideal Score	Percentage	Validation decisions
1	Presentation	7	12	75%	Less Worthy
2	Material Content	13	20	65%	Not Worthy

Material expert validation is carried out by providing a material validation test assessment rubric with eight indicators and four answer choices: not worthy, less worthy, worthy, and very worthy. Table 1 shows the results of the initial material testing; the material expert gave a less-than-adequate assessment of the presentation of the pocketbook and an inadequate assessment of the contents of the pocketbook. The revision input given by the material expert in terms of presentation was so that the material was presented more practically according to what was needed by Setu Babakan culinary MSMEs. Meanwhile, the revision input in terms of material content was that the material was made simpler so that it was easy to understand, the material discussed must be made more specific, and examples in the discussion of the material must be relevant to the conditions faced by MSMEs in the field.

Table 2. Material Expert Validation Results (After Revision)

No	Aspect	Actual Score	Ideal Score	Percentage	Validation decisions
1	Presentation	10	12	83%	Proper
2	Material Content	17	20	85%	Proper

Table 2 above shows the results of the material validation test after revisions were made based on input from material experts. It can be seen that both aspects of the assessment indicators assessed by material experts are in the range of $80\% < x \leq 89\%$, so both indicators can be said to be feasible. Furthermore, media experts were given an assessment questionnaire consisting of five aspects: cover layout, cover typography, content layout, content typography, and illustrations. The following is comparative data on the results of media expert validation before and after revisions to the pocketbook prototype.

Table 3. Media Expert Validation Results (Before Revision)

No	Aspect	Actual Score	Ideal Score	Percentage	Validation decisions
1	Cover layout	18	24	75%	Less Worthy
2	Cover typography	12	16	75%	Less Worthy
3	Content layout	20	24	83%	Worthy
4	Content typography	22	24	92%	Very Worthy
5	Illustrations	6	8	75%	Less Worthy

Media expert validation is carried out by providing a media validation test assessment rubric with 24 indicators and four answer choices: not worthy, less worthy, worthy, and very worthy. Media expert validation was conducted by providing a media validation test assessment rubric with 24 indicators and four answer choices: not feasible, less feasible, feasible, and very feasible. Table 3 shows the results of the initial media test. Media experts gave an inadequate assessment of three aspects: the cover layout aspect, cover typography, and book content illustration. Revision input from media experts is for the cover layout aspect so that the back cover is arranged harmoniously and the color elements chosen are more harmonious. Revision input for the cover typography aspect so that the title font size is more dominant and proportional to the size of the book. Furthermore, revision input for the book content illustration aspect is to change the font in the book content section to be more eye-friendly.

Table 4 Media Expert Validation Results (After Revision)

No	Aspect	Actual Score	Ideal Score	Percentage	Validation decisions
1	Cover layout	22	24	92%	Very Worthy
2	Cover typography	16	16	100%	Very Worthy
3	Content layout	22	24	92%	Very Worthy
4	Content typography	23	24	96%	Very Worthy
5	Illustrations	7	8	88%	Worthy

Table 2 above is the result of the validation assessment from media experts after revising the textbook prototype. It can be seen that the five aspects of the assessment indicators assessed by the material experts are in the range of $90\% < x \leq 100\%$ so most of these indicators can be considered very feasible. The validation process produces suggestions, comments, and input that can be used as a basis for media analysis and revision. Editing aims to avoid errors in the pocketbook, such as content errors, language errors, and presentation errors.

3.4 Implementation Stage

Revised the pocketbook product, declared it feasible, and implemented it in actual conditions. The material was delivered in accordance with the new media that was developed. This stage aims to discover MSME's responses to using pocketbooks as media learning. The trials carried out are limited trials to gauge the feasibility of pocketbooks.

3.5 Evaluation Stage

This stage was carried out after the researchers received user feedback, in this case, the Setu Babakan Betawi Culinary MSME business units. Improvements will be made following expert feedback until a pocketbook product meets users' needs. At the evaluation stage, tests are carried out to try on the pocketbook prototype to determine the practicality and effectiveness of textbook development. This is a trial of the product being developed divided into two stages, namely testing limited and extensive testing. Extensive trials were carried out by giving ten

culinary MSME entrepreneurs a pocketbook. Response from Culinary MSME entrepreneurs to pocketbooks developed is presented in Table 5.

Table 5. MSME Response To The Use Of Pocketbooks

No	Assessment Items	Assessment Score	Category
1	The presentation of the material in this pocketbook is relevant to the daily life of the Culinary MSME business that I run	34	Very good
2	The material presented was accessible for me to understand	32	Good
3	This pocketbook contains practical information that helps me to implement marketing strategies for my MSMEs	33	Very good
4	The sentences used in the pocketbook are clear and easy to understand	32	Good
5	The language used is simple and easy to understand	33	Very good
6	The letters used are easy to read	36	Very good
7	The pocketbook has an attractive appearance	30	Good
8	This pocketbook makes me more interested in learning and implementing marketing strategies for my MSME business	31	Good
9	Using this pocketbook can make learning marketing strategies less boring	34	Very good
10	This pocketbook suits my needs and is dense in information	33	Very good
11	This pocketbook is easy to carry anywhere	32	Good
Total Score		360	
Average		36	Very Good

Table 5 shows that six out of ten MSMEs gave an assessment using the qualitatively excellent criteria, and four others provided assessments with suitable criteria. If you look at the total of ten, The MSMEs obtained an average score assessment of 36. Based on the assessment scores, the product pocketbook as a guide in understanding marketing strategies has met the practicality criteria of "Very good." This means that out of ten MSMEs that, as respondents, have given a positive assessment of the book developed pocket.

4 Conclusion

The research results show that the developed pocketbook material has met the criteria valid with "Good" criteria from the aspect material based on ratings and comments from material expert validation at the design stage and prototype development. Furthermore, in the design assessment carried out by design experts on pocketbooks, "very valid" results were obtained for four of the five assessment indicators. Next comes the assessment stage. Extensive testing was carried out on textbook development involving ten culinary MSME entrepreneurs. Extensive

test results show that the development pocketbook fulfilled practicality with very good criteria. They involved ten culinary MSME entrepreneurs. Extensive test results shows that development pocket book has fulfilled practicality with very good criteria.

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