

# MENTORING PROGRAM AT “KOPERASI PASAR GEMAH RIPAH” FOR DIGITAL MARKETING DEVELOPMENT AND INVENTORY MANAGEMENT

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## ABSTRACT

*Koperasi Pasar “Gemah Ripah” is a forum for economic activities that aims to promote the welfare of its members. This cooperative has a legal entity and is voluntary and does not bind its members. The members of the cooperative are traders and employees at the “GEMAH RIPAH” Fruit and Vegetable Market, which consists of 211 people. The types of businesses in this cooperative are entrance fees for vehicles, savings and loans, procurement of crates and waste management.*

*In line with the development of information technology and changes in consumer spending patterns, it becomes a challenge for the Koperasi Pasar “Gemah Ripah”. The problems faced are: (1). limited ability and skills of cooperative members in the use of social media for product marketing. Traders market fruit and vegetables conventionally in their own shops or kiosks, (2). Inventory management is not good, so fruit and vegetables often accumulate in the warehouse and become unfit for sale.*

*Solutions to deal with these problems are: (1). provide training to cooperative members in utilizing online media for fruit and vegetable marketing, and (2). Provide training for recording inventory in the warehouse. The method of activities implemented are: (1). Counseling and Training in the field of marketing and inventory management, (2). Monitoring and assistance.*

*The results of this activity are: (1). merchants have used social media for online marketing, and (2). the traders have understood the management of which goods will be sold first and can anticipate if there is a buildup of goods.*

**Keywords:** *mentoring program, digital marketing, inventory management*

## 1. INTRODUCTION

Koperasi Pasar “Gemah Ripah” is a forum for economic activities that aims to promote the welfare of its members. Koperasi Pasar “Gemah Ripah” located on Jl. Wates Km. 5 Ambarketawang, Gamping, Sleman, Yogyakarta. This cooperative started from the “Gemah Ripah Fruit and Vegetable Traders Association” which was officially established on June 13, 1993.

This cooperative has a legal entity and is voluntary and does not bind its members. The members of the cooperative are traders and employees at the "GEMAH RIPA" Fruit and Vegetable Market, which consists of 211 people. The members consist of 112 traders, 58 workers and 41 employees. The types of businesses in this cooperative are entrance fees for vehicles, savings and loans, procurement of crates and waste management.

The Koperasi Pasar "Gemah Ripah" currently has 41 employees divided into several divisions, namely managers, field coordinators, finance sub-section, administrative staff, general cashiers, savings and loan cashiers, box and basket cashiers, market levies, security units, market cleanliness and procurement. crates, and parking attendants. The cooperative capital is obtained from members, this is in accordance with cooperative principles, namely from members, by members, and for members. To become a member of the cooperative, you must be a trader and employee at the "Gemah Ripah" Fruit and Vegetable Market.



Fig. 1. Community service location

In line with the development of information technology and changes in consumer spending patterns, it becomes a challenge for the Koperasi Pasar "Gemah Ripah". The problems faced are:

**First, the limited ability and skills of cooperative members in the use of social media for product marketing.** Most cooperative members, especially traders, have not realized the importance of digital media to support marketing activities. They only rely on conventional marketing systems by trading at their respective kiosks. It is undeniable that in the current era, social media is a place to socialize in the digital world. In general, social media can be used for many things, including looking for information, learning, entertainment, to shopping. Currently Koperasi Pasar "gemah Ripah" also has social

media such as Instagram, Tiktok, and Youtube for marketing media, but it is still not very influential. The content displayed on social media is not interesting and less informative. This is understandable because the majority of merchants do not yet have the skills to create content that can attract consumer interest. There is a lot of content that contains internal company activities and lacks promotion. Lack of regular schedule for uploading content on social media so it doesn't get too much attention. So that it has an impact on sales that are less effective and less than optimal. This also has an impact on the reach of the target market.

**Second, Lack of understanding of Inventory management so that many goods/fruits accumulate and rot in the market.** Inventory management is not good, this has an impact on fruit and vegetables often accumulate in the warehouse and become unfit for sale. In general, inventory is the goods owned by the company. Inventory is categorized as merchandise that is owned and stored for sale to customers. Inventory is goods available for sale by manufacturing and trading companies. Merchandising companies only have merchandise inventory. While manufacturing companies have 3 types of inventories, namely: - Raw material inventory - Inventory of goods in process - semi-finished - Finished goods inventory. And what is offered by fruit traders is that all goods are finished and ready to be directly circulated by consumers, handling to anticipate the occurrence of spoilage or accumulation of fruit is to take into account the fruit that comes and the fruit sold using the FIFO (First In, First Out) method of goods that come first is the item that is directly sold first

## **2. METHOD**

Based on the results of coordination with the manager of the market cooperative "Gemah Ripah" then to overcome the existing problems, it is necessary to implement a number of programs. The implemented program is a manifestation of community service carried out by the UMBY Team and involves partners from other universities, namely UAD.

The implementation of community service is carried out for three months, starting from April 2022 – June 2022. a period of 30 days (1 month). Starting from April 07, 2022 to May 11, 2022. Activities during the fasting month from 8 AM to 2 PM and after Eid at 8 AM to 3.40 PM for Monday - Friday, while Saturday at 8 AM to 12 AM.

The method of activities implemented are: (1). Counseling and Training in the field of marketing and inventory management, (2). Monitoring and assistance. The implementation of the method used in this community service activity can be explained as follows:

1. Counseling and Training on Using Digital Media for Marketing.

- This activity is carried out by involving cooperative members to be educated and given training for digital marketing. The training includes: content creation and how to operate features on Instagram, Youtube and TikTok.
- Making a routine agenda in content creation for marketing on social media. Regarding this routine agenda, based on joint discussions, a schedule for the creation of social media content has been set. On Wednesdays and Saturdays for shooting and video while editing is done flexibly. In the schedule, pictures and videos are taken for a week so that it is not too time consuming if you have to take pictures and videos every day.

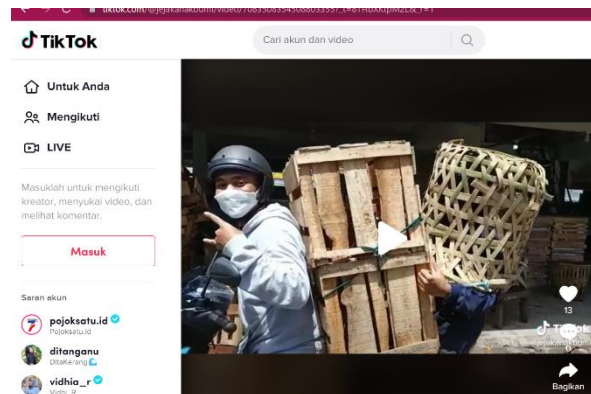


Fig. 2. Tiktok content creation

## 2. Counseling on inventory management.

- Educate members on how to make records or databases of fruit and vegetable inventories in warehouses or kiosks.
- Socializing to traders about inventory theory and using goods that have been stored in the store for a long time to be reprocessed such as oranges that have started to wrinkle into fruit ice or fruit juice so as to minimize the losses they get.
- Calculation of crates must be done correctly, such as the arrangement of the boxes containing 3 boxes and arranged lengthwise and upward so that the calculations make it easier for employees.



Fig. 3. Management Inventory

### 3. RESULTS AND DISCUSSION

#### 3.1. Community Service Implementation Impact

Digital marketing is an activity in the marketing field that utilizes platforms on the internet to reach target consumers, besides digital marketing is defined as marketing products or services via the internet or called i-marketing, web marketing, online marketing, e-marketing, or marketing. e-commerce (Hermawan, 2012). Digital marketing activities are used by business people so that the application of internet media in the market increases. The use of digital marketing is a way to make it easier to understand the problem of communication goals that can be achieved by companies through the use of the internet (Morissan, 2010). The role of digital marketing has become important in accordance with the development of digital technology and developing plans to attract customers and direct them to a combination of electronic and conventional communication (Chaffey D, 2009).

While inventory management is the ability of a company to regulate and manage every need for goods, both raw goods, semi-finished goods, and finished goods so that they are always available both in stable and fluctuating market conditions (Fahmi, 2012). According to Sakkung (2011), defines inventory management as follows: inventory management includes planning, coordinating, and controlling activities related to the flow of inventory into, through, and out of an organization.

Both of these were implemented by researchers at Gemah Ripah Cooperative to address the previously identified problems. Not much change can be made during the community service process. However, the practitioner does it seriously and is responsible for carrying the name of the campus. Some of these changes may only have a positive impact on the existence of the practitioner in the community service place. Here are the changes that have been made:

Problem	Conditions before community service	Conditions after community service
Limited ability and skill in operating social media as a marketing media.	Traders market fruit and vegetables conventionally in their own shops or kiosks,	Traders who take part in training activities are able to use social media to support their product marketing activities.
Inventory management has not been done well	The number of fruits that come piled up and confused about how to manage it	Merchants have been able to record inventory properly.

		Traders can already know which items will be sold in advance and can anticipate if there is a buildup of fruit
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#### 4. CONCLUSION

The results of this activity are: (1). merchants have used social media for online marketing, and (2). the traders have understood the management of which goods will be sold first and can anticipate if there is a buildup of goods.

An increase in the knowledge and skills of traders in online marketing is expected to increase sales and have an impact on increasing merchant income. Likewise, with the existence of counseling and training in the field of inventory management, traders are expected to be able to manage inventory properly. There is no more accumulation of fruit and vegetables in the warehouse so that traders do not experience losses.

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