
INCREASING THE SALES PRODUCTIVITY OF 'TETTE CHIPS' DURING THE TIME OF THE COVID-19 PANDEMIC, THROUGH DIGITAL MARKETING (Case study of Blumbungan Village, Larangan Pamekasan District)

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ABSTRACT

The Covid-19 pandemic that hit the world and Indonesia impacted the decline in the income of the "tette chips" sellers in Blumbungan Village, Larangan District, Pamekasan. Conventional marketing that "tette chips" sellers carry out by selling directly in traditional markets and peddling to residents' homes is impossible during the pandemic. This research aims to solve the problem faced by the "tette chips" seller by changing the sales pattern with digital marketing. The research method used in this research is the descriptive qualitative method. This research provides benefits and convenience in doing business digitally to the public, even though they were in the covid-19 pandemic period, and increased understanding of sellers about the existence of the internet. The results of this study, namely the increasing selling power of "tette chips" with digital marketing.

Keywords: Productivity, Tette Cripe, Digital Marketing.

INTRODUCTION

Tette chips are one of the culinary businesses made from cassava. The uniqueness of the taste is very different from other chips made from cassava, making everyone hunt for 'tette chips.' No doubt, this cassava-based culinary business has high economic potential. Cassava here has a complete nutritional content. Cassava's chemical and nutritional content is carbohydrates, fat, protein, dietary fiber, vitamin B1, vitamin C, iron, phosphorus, minerals, calcium, and water. In addition, cassava tubers contain non-nutritive compounds, namely tannins (Li et al., 2017).

In Pamekasan Regency, several villages whose people produce 'tette chips.' Blumbungan Village, Larangan District, Palengaan District, and several villages in Proppo District, Pamekasan Regency.

These cassava-based chips or crackers are indeed widely produced. However, what sets it apart is the taste of the chips made from cassava. The unique taste of 'tette chips' makes several culinary connoisseurs addicted to other crackers made from cassava. Suppose other crackers are cut into pieces using a knife. Not for tette chips. Making tette chips is done by flattening them (in Madurese e-tette). So, it gives a sense of its uniqueness. The process of making 'tette chips' is relatively easy. First, boil the cassava until it is crispy. Then the cassava is cut into pieces according to taste. Then the cassava is pounded or flattened until thin. The final process is dried in the sun to dry.

In Madura, homemakers dominate the making of these tette chips. The men only help in removing the cassava and peeling the cassava, including preparing to boil cassava. So far, marketing of "tette chips" is generally done conventionally. Moreover, most of the traditional markets in Pamekasan Regency sell them. Including several houses in Pamekasan.

The COVID-19 pandemic has impacted the decline in sales turnover of 'tette chips.' Thus, researchers need to find the cause of the decline in 'tette chips' sales turnover. Several problems arise in this research: (1) The decline in sales turnover of 'tette chips' in Pamekasan Regency. (2). The amount of production decreased. (3) The seller's income of 'Tette chips' decreased. (4). 'Tette Chips' sellers are not yet fully sensitive to reading the digital market. (5), Low understanding and mastery of information technology. Thus, the purpose of this research. (1). Encouraging to increase people's purchasing power for 'Tette chips' through digital marketing. (2), If the marketing has improved, production will return to normal as usual. (3), And people who sell 'tette chips' every day will increase their income. (4), It is necessary to develop market management. (5). Need operational assistance in understanding and mastering information technology.

The benefits of this research include providing a way out for tette chip sellers during a pandemic and encouraging a new marketing era towards progressive marketing.

LITERATURE REVIEW

Productivity

According to Blocher, Chen & Lin (Adigbole, Adebayo & Osemene, 2020) suggests, the notion of productivity is as follows the relationship between producing how much output and how much input is needed to produce that output. Meanwhile, Hansen & Mowen (Napitupulu, 2018) explains as follows productivity is related to making output efficiently and specifically refers to the relationship between output (production results) and inputs (raw materials) used to produce output. Adigbole, Adebayo & Osemene (2020) states that productivity is a variety of concepts that describe the relationship between results (amount of goods and or services produced) and sources (the amount of labor, capital, land, energy, and others) to produce these results.

Tette Chips

According to Wikipedia. Chips are a snack in the form of thin slices of tubers, fruits, or vegetables fried in vegetable oil. It is usually mixed with flour or certain spices to produce

a savory and crunchy taste. Tette chips are a type of chips made from cassava, and the pattern of making these chips is flat (in Madurese e tette) so that Madurese people know the term tette chips. The Madurese people have passed down their expertise in making tette chips from generation to generation.

Digital Marketing

Digital marketing, according to Desai (2019), is using the internet and information technology to expand and improve traditional marketing functions. This definition concentrates on all traditional marketing. We can also state that opinions such as "interactive marketing," one-to-one marketing, and "e-marketing" are closely related to "digital marketing." Digital marketing, according to Goldfarb & Tucker (2019), is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, AdWords, or social networks. However, of course, digital marketing is not just about internet marketing.

Digital marketing, according to Kleindl & Burrow (El Fikri, 2019), is the process of planning and implementing an idea or thought concept, pricing, promotion, and distribution. However, the definition of marketing can be more straightforward, namely developing and maintaining mutually satisfying relationships between companies and consumers. Digital marketing, according to Chaffey & Ellis-Chadwick (2019), is the application of digital technology that forms online channels to the market (websites, e-mail, databases, digital TV, and various other latest innovations, including blogs, feeds, podcasts, and social networks) contribute to marketing activities.

METHOD

In this study, the researchers used a qualitative descriptive research approach. According to Hair et al., (2014), researchers use the research method is the method used by researchers in collecting research data. The method used in this research is the descriptive qualitative research method through a case study approach. According to Bougie & Sekaran (2019), the descriptive method examines the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. Qualitative descriptive research is research that describes or describes the object of research based on the facts that appear or as they are. Hair et al., (2017) said that qualitative research methods are natural because the research is carried out in natural conditions (natural settings).

Data collection techniques in this study consisted of two parts, namely:

1. The library data collection is to search for various literature related to increasing the productivity of tette chip sales during the covid-19 pandemic.
2. Data collection in the field consists of 3 parts, namely:
 - a. Interview
That is an effort to collect oral data.
 - b. Observation

That is an effort to collect data in the field by conducting direct observations in the field and direct surveys of the activities of coastal communities on family welfare patterns to find out interpretations, social meanings, and other matters related to research.

c. Documentation

When conducting interviews and observations, researchers can, at the same time, do documentation or take pictures that can be complementary data to research.

The location of this research is in Blumbungan Village, Larangan District, Pamekasan. The research subjects included Tette Chip's artisans in Blumbungan Village, Larangan District, academics, the Department of Industry and Trade, Cooperatives and SMEs, and the Department of Communication and Information Pamekasan Regency Government.

Data and information obtained from literature studies, interviews, observations, and documentation describe what they are for further analysis. The data analysis technique uses the following steps:

1. Data Reduction

Data reduction is a step to convert recorded data or images into written form and select data that is needed and not needed.

2. Data Presentation

Presentation of data includes data preparation and organization from existing information to be appropriately arranged and meaningfully. At this stage, the researcher presents the data resulting from data reduction.

3. Data Analysis

After the data is presented based on the results of data reduction, then the next is the process of interpreting the data through data analysis.

RESULTS AND DISCUSSION

Tette Chips Business Description

The main difference in the tette cracker production process is that if the chips are generally chopped or sliced, the tette chips are flat (Madura language). Thus, the production also requires a reasonably long process, compared to the production of crackers in general.

After the flattening process is complete, the tette chips are then dried. Do the drying process for 2 to 3 days. Thus, producing quality tette chips. In addition to the production process, the selection of cassava is the essential ingredient for making tette chips. Therefore, it became a benchmark for the quality of tette chips. The average community in Blumbungan Village, Larangan District, Pamekasan Regency produces 'tette chips.' Almost every house in the village produces tette chips. Apart from being hereditary, the village is also known to have the most people growing cassava. So, it is not surprising that the average community produces tette chips.

The production of 'tette chips' is done together in one family. Men play a role in harvesting cassava and washing and boiling cassava. Meanwhile, after maturity, production continues with the flattening process carried out by women. And then, the drying process is carried out jointly between women and men. After drying, we simultaneously tie the tette chips with the contents of 50 seeds and 100 seeds. 3 kg of yellow cassava produces 500 tette chips in one production process. However, the production process is only three times a week, meaning ten times the production in one month.

First, we peel the cassava, wash it, and then boil it with salt. After ripe, the cassava is sliced according to taste, then flattened like making melinjo chips. They are then dried in the sun to dry and ready to fry. Every 100 seeds or tette, sold for Rp 8000, - per 100 seeds (www.jatimprov.go.id). The marketing research results for the 'chips tette' of the people of Blumbungan Village, Larangan District, namely to traditional markets in Pamekasan. Among them are the Blumbungan market, Pagendingan Market, and Prohibition Market. Including the most important traditional markets in Pamekasan, namely the Kolpajung and 17 August markets.

Besides being marketed in several traditional markets, the marketing of tette chips also sells them to several residents' homes in Pamekasan. The price also varies. If the tette chips are elongated, the price is Rp. 10,000 with 100 tette chips. Meanwhile, the round ones are more expensive at IDR 11,000, with the same amount of 100 seeds. The difference between tette chips and tette chips is that if the tette chips are elongated, they will feel the authenticity of the tette chips because there is no seasoning. While the tette chips are round, there is a taste of the spices. Tette chip sellers who sell tette chips in traditional markets and people's homes, on average, bring almost 1000 tette chips a day. With details of 700 elongated tette chips and the remaining 300 round seeds. Why more elongated tette chips? Because there are more fans than round ones.

If we sell all the existing tette chips, the income of the tette chip seller for the elongated type of tette chips is Rp. 70,000. While the round Rp. 33,000 (subsequent multiples apply). With a total income of Rp. 103,000 gross/ (before deducting production costs, transportation costs, stall rental, taxes, and cleaning fees). The conventional sales system that tette chip sellers have carried out has hampered the marketing process during the pandemic. Even though the sellers force themselves to sell their products, people are reluctant to buy and are worried that the sellers will carry the virus. As a result, tette chips do not sell.

So during this covid-19 pandemic, researchers encourage tette chip sellers to change old habits by selling conventionally into digital marketing. The researcher's pattern of approach is open to sellers of tette chips, who are, on average, quite old. However, children selling tette chips are in the productive age category. The form of action is to educate about digital marketing and facilitate finding digital market access. Thus, the sale of tette chips continues and is more profitable even during the pandemic.

Digital marketing education includes, in the process of product development, professional marketing, saving on Promotional Costs, and will get maximum profit. The

benefits include being closer to consumers, reaching smartphone users, increasing revenue, observing competitors, and preparing for the internet industry.

Conduct market access to facilitate building partnerships with online buying and selling startups. For example, Bukalapak, Shopee, Blibli, Lazada, and local startups developed by the Pamekasan Regency Government or the East Java Provincial Government. The estimated benefits of using the digital market, apart from not having to pay for transportation, stall rental, taxes, and cleaning fees, sales of tette chips will also increase. For example, if a day usually sells 1000 seeds of tette chip sellers, the market is also local. So the prediction of using digital sales services can be two to three times because the marketing is not limited. Comparison analysis of conventional sales with digital marketing, as described in the following table:

Tabel 1. Sales analysis of elongated tette chips

No	Period of time	Conventional	Rupiah	Digital	Rupiah
01	1 Day	10 Tie	Rp. 100.000	20 Tie	Rp. 200.000
02	1 Sunday	70 Tie	Rp. 700.000	140 Tie	Rp. 1.400.000
03	1 Month	300 Tie	Rp. 3.000.000	600 Tie	Rp. 6.000.000
04	1 Year	3600 Tie	Rp.36.000.000	7200 Tie	Rp.72.000.000

Table description: 1 bunch (100 seeds) @ Rp. 10,000, so if 10 bundles = Rp. 100,000

Tabel 2. Sales analysis of round type tette chips

No	Period of time	Conventional	Rupiah	Digital	Rupiah
01	1 Day	10 Tie	Rp. 110.000	20 Tie	Rp. 220.000
02	1 Sunday	70 Tie	Rp. 770.000	140 Tie	Rp. 1.540.000
03	1 Month	300 Tie	Rp. 3.300.000	600 Tie	Rp. 6.600.000
04	1 Year	3600 Tie	Rp.39.600.000	7200 Tie	Rp.79.200.000

Table 2: 1 bunch (100 seeds) @ Rp.11.000, So if 10 bunches = Rp. 110,000

Discussion

There are various types of digital marketing carried out by the community. For example, we use social media such as Facebook, Twitter, Instagram, WhatsApp groups or stories, Telegram groups, or websites. There are also using special applications for online stores. Recently, the Association of Indonesian Internet Service Providers (APJII) released the results of a survey on internet user penetration in Indonesia. The survey conducted by APJII showed that Indonesia's internet users amounted to 73.7 percent, up from 64.8 percent in 2018. Thus, the Central Statistics Agency (BPS) projections for Indonesia's population in 2019 amounted to 266,911,900 million, so Indonesian internet users are estimated to be as many as 196.7 million users. This number is up from 171 million in 2019. Therefore, penetration is 73.7 percent and an increase of about 8.9 percent or around 25.5 million users (source <https://www.kominfo.go.id/>).

Meanwhile, Google Asia Pacific CMO Simon Kahn told Tempo.co that 67 percent of smartphone owners in Indonesia shop directly on their cellphones. There is also a direct influence from smartphones when they shop at stores. The digital marketing research institute Emarketer estimates that in 2018 the number of active smartphone users in Indonesia will be more than 100 million people. With such a large number, Indonesia will

become the country with the fourth largest active smartphone users after China, India, and America. (source <https://www.kominfo.go.id/>).

The high number of internet users and smartphones enable digital sales. Moreover, in Pamekasan Regency, Pamekasan buying and selling groups using Facebook, Twitter, Instagram, and WhatsApp groups are pretty high. For example, a search on the Pamekasan buying and selling Facebook group has 39.3 thousand members. On the other hand, there is no mention of the Madura buying and selling community Facebook group with 51.6 thousand members. The high number of internet users and the convenience of smartphones allow all creative economy products in Pamekasan, including tette chips, to find and promote the market quickly.

Digital business opportunities are possible to run by anyone who has an interest. It is just how the seller or craftsman has the intention to sell all types of business online. The uniqueness of the tette chip production process allows this product to compete with other snack products, which have already used the internet as a promotional and marketing medium. The seller's shrewdness in capturing the digital market will also influence the high and low sales of tette chips. Including forming a digital business, networking is also very much needed.

In digital sales, in addition to price and quality, product packaging is also one of the factors that consumers are interested in choosing a product. The better consumers seek after the product's packaging, the more likely the product is. The description of the products offered must also be a concern for online sellers. Before making a transaction, consumers must see the description of the products offered. So, online sellers must be comprehensive and detailed in filling out the product descriptions offered. Building trust with customers in digital sales is essential. However, customers will most likely not make repeat purchases because our products do not match the descriptions offered.

CONCLUSIONS

The sluggish sales of 'tette chips' due to the COVID-19 pandemic have made it possible to rise by changing sales patterns from conventional to digital marketing. The results show that the influence of the digital market on the sale of all types of products is enormous. To take advantage of technology, cyberspace no longer only connects humans with devices as a source of information. Instead, however, people with other people worldwide can access it easily through devices and various technologies and social media.

In addition to changing sales patterns, digital marketing education is needed, including assisting in creating online stores, understanding marketing strategies, and facilitating building partnerships with online buying and selling startups. Examples include Bukalapak, Shopee, Blibli, Lazada, and local startups developed by the Pamekasan Regency Government or the East Java Provincial Government.

So through this research, several recommendations need to be made by the Village Government and the Pamekasan Regency government, including local government, together with the Pamekasan Regency Government, should have prepared a strategy so that the marketing of MSMEs in Pamekasan remains stable, even in a pandemic condition, for example, through digital marketing training. Together with the Pamekasan Regency Government, the Village Government helps with marketing by establishing a pandemic market. The Village Government and the Pamekasan Regency Government buy all MSMEs owned by the community sell.

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