



UMKM Creative Exhibition as a Realization of the Potential of the Rising Economic Village Desa Perkebunan Tanjung Kasau

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Abstract. Exhibitions are one of the communication channels for UMKM to meet customers directly, acquire new customers, establish communication and cooperation with business partners, improve their image and obtain information about competitors. Exhibitions are an important medium for UMKM to expand their market and make business contacts with customers and partners, which in turn is expected to improve the financial and non-financial performance of UMKM. The exhibition stand, which was held as part of the Real Work Lecture work program for University of North Sumatra students, is expected to be able to promote natural cassava products from Desa Perkebunan Tanjung Kasau with the brand U.K.K3: Cassava Karya Kita Kita. The aim is to revive the economy, increase buyer interest, sales figures and inseparable from getting profits, by adding product value in promotions.

Keyword: Exhibition Stand, Cassava, Economy

Abstrak. Pameran merupakan salah satu saluran komunikasi bagi UMKM untuk menemui pelanggan secara langsung, memperoleh pelanggan baru, menjalin komunikasi dan kerjasama dengan mitra bisnis, meningkatkan citra dan memperoleh informasi tentang pesaing. Pameran menjadi salah satu media penting bagi UMKM untuk memperluas pasar dan melakukan kontak bisnis dengan pelanggan maupun mitra, yang pada akhirnya diharapkan mampu meningkatkan kinerja keuangan dan nonkeuangan UMKM. Stand pameran yang dilaksanakan sebagai salah satu program kerja Kuliah Kerja Nyata mahasiswa Universitas Sumatera Utara diharapkan dapat mempromosikan hasil alam ubi kayu Desa Perkebunan Tanjung Kasau dengan di beri merk U.K.K3: Ubi Kayu Karya Kita Kita bertujuan untuk membangkitkan ekonomi, meningkatkan minat pembeli, angka penjualan dan tidak terlepas dari mendapatkan keuntungan, dengan menambahkan nilai produk dalam promosi.

Kata Kunci: Stan Pameran, Ubi Kayu, Ekonomi

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1 Introduction

Kuliah Kerja Nyata (KKN) are part of socially applicable academic activities, where students will work directly in the community to be able to apply the knowledge they have acquired in lectures which is in line with the Tri Dharma of Higher Education, namely education, research, and community service. Kuliah Kerja Nyata Tematik (KKNT) is also one of the Kampus Merdeka Belajar programs.

Desa Perkebunan Tanjung Kasau is one of the villages in Kecamatan Laut Tador, Kabupaten Batu Bara, Provinsi Sumatera Utara, Indonesia. Desa Perkebunan Tanjung Kasau consists of 6 dusun, namely Dusun I Mangga, Dusun II Kuini, Dusun III Nangka, Dusun IV Manggis, Dusun V Jambu, and Dusun VI Delima. Most of the people work in the fields of plantations, agriculture, animal husbandry, and fisheries.

Desa Perkebunan Tanjung Kasau, which will be the location of the KKNT 2022, most of the people work in plantations, agriculture, animal husbandry, and fisheries. This village has abundant resources in the form of agricultural products, but is unable to utilize the resources they have so that they can be categorized as residents who are not innovative, creative in utilizing the resources they have. In an effort to alleviate poverty and improve people's living standards, this can be achieved by creating or expanding employment opportunities. In addition, Desa Perkebunan Tanjung Kasau has several home industry units that have the potential to be developed as larger home industries such as UMKM.

The condition of Desa Perkebunan Tanjung Kasau is not given much attention, the village has very little information from social media, therefore we will help improve promotional media for Desa Perkebunan Tanjung Kasau. Potential priority areas from the economic aspect, namely UMKM. Now, to take advantage of the existing resources in Desa Perkebunan Tanjung Kasau, we innovated to develop a business from cassava to make chips that have various flavors so that they can be sold via social media such as Whatsapp, Facebook, Instagram.

Product promotion/exhibition events are a learning process for UKM that can provide inspiration for improving product quality and expanding marketing networks [1]. One of the efforts made is the formation of partnerships between BUMN and UMKM. Through the Partnership Program, exhibitions of superior UMKM products are held which are expected to boost sales volume and expand the marketing network.

Exhibitions are a communication channel for UMKM to meet customers directly, acquire new customers, establish communication and cooperation with business partners, improve their image and obtain information about competitors [2]. Exhibitions are an important medium for UMKM to expand their market and make business contacts with customers and partners, which in turn is expected to improve the financial and non-financial performance of UMKM.

Badan Pusat Statistik Indonesia stated that the trade, hotel and restaurant sector provided the 4th largest contribution, namely 5.93%, to Indonesia's economic growth. One of the activities contained in the trade sector is UMKM (Usaha Mikro, Kecil, dan Menengah).

The results of [3] concluded that product marketing promotions had a real and positive impact on the ability to absorb labor, increase production technology, develop business systems, be reliable in absorbing labor and increase the number of buyers. Through exhibition events can increase the absorption of labor, because: a) The products being promoted are goods that are labor intensive in the manufacturing process; b) Exhibitions can provide inspiration to other parties to produce similar goods which are considered to have quite large economic prospects, as well as; c) Exhibitions introduce certain products that were not widely known so that they have an impact on the development of economic activities in the upstream (backward effect) and downstream industries (foreward effect).

Exhibition stands have many uses or are multifunctional, especially in the field of product promotion. Booths are usually known as modern carts because they have a unique shape and attractive colors, most of them are used to offer food and drinks by utilizing the existing space [4].

The use of exhibition stands that are well designed in terms of shape and color is the most effective way for UMKM actors because they can be used as a means of product and business promotion, can attract consumers' attention to shop, and give consumers a clean and hygienic impression, and able to increase sales turnover and operating profit.

The use of an exhibition stand which was erected at the time of the 16th anniversary of Batu Bara was held at the SPN field, Kecamatan Laut Tador, Kabupaten Batu Bara, North Sumatra. This activity was carried out for 2 consecutive days from 7 December – 8 December 2022, the installation of the exhibition stand was aimed at promoting the natural products of the Desa Perkebunan Tanjung Kasau, namely cassava with the brand U.K.K3: Ubi Kayu Karya Kita Kita in the hope of being able to arouse the economics of the Desa Perkebunan Tanjung Kasau.

2 Methods

This activity was held from 7 December – 8 December 2022. On the first day, marketing was carried out at the exhibition with the target of trading members participating in gymnastics and cycling on the 7th. Before carrying out this exhibition activity, the team made several preparations first. The exhibition was attended by the Regent, Village Head, and other guests as well as the community who took part in enlivening the event. There were stands for UMKM products such as batik, handicrafts, and food.

Implementation Stage:

1. Look at the Location of the Stand that has been Selected

The exhibition stand is located at the Kabupaten Batubara SPN Field.

2. Promoting UMKM Products

Promotion is carried out by offering products that have been placed on exhibition stands to the people who come. UMKM product is Ubi Kayu Karya Kita Kita product with various flavors such as original, chili, barbeque, roasted corn, sweet corn, green tea, and chocolate.

3. Monitoring and Evaluation

One of the work programs from the Kuliah Kerja Nyata that we run is the exhibition stand. The results obtained from the exhibition stand program ran smoothly, the enthusiasm of the local community in attending the 16th Anniversary of Batu Bara was very high so that with the large number of visitors coming, many goods and food sold at the exhibition and street vendors were sold out.



Figure 1. U.K.K3: Ubi Kayu Karya Kita Kita Products

3 Results and Discussion

3.1 Results

Product promotion/exhibition events are a learning process for UMKM that can provide inspiration for improving product quality and expanding marketing networks [5]. The exhibition stand, which was held as part of the Kuliah Kerja Nyata program for University of North Sumatra students, is expected to be able to promote natural cassava products from Desa Perkebunan Tanjung Kasau with the brand U.K.K3: Ubi Kayu Karya Kita Kita. The aim is to revive the economy, increase buyer interest, sales figures and inseparable from getting profits, by adding product value in promotions.



Figure 2. Product Marketing using Exhibition Stand



Figure 3. Taking a Photo with LPPM USU Members



Figure 4. Taking a Photo with PKK Women at the Batik Exhibition Stand using Batu Bara's Modified Batik Cloth

3.2 Discussions

Organizing exhibitions involves 6 main stakeholders who work together, namely event organizers, exhibitors, hall owners, stand contractors, visitors, and related service industries (hotels, media, printers, travel agencies, temporary staff agencies). Exhibition organizers always involve other stakeholders in organizing exhibitions, but exhibitors only deal with exhibition organizers as service providers [6].

States that the objectives of the participants participating in the exhibition are [7]:

1. Introduce and showcase product development, product application, and new technology development
2. Build awareness of influential organizational buyers
3. Make personal contact with existing and prospective customers
4. Still exist in the competition
5. Building relationships with new customers

Visitors who came to the 16th Anniversary of Batu Bara stand were very enthusiastic because there were many exhibition stands that were set up and there were also many street vendors selling their wares so that visitors could freely browse what products were offered at each exhibition stand and visitors can also freely buy food and soft drinks. One of the exhibition stands set up by KKN USU Students was no less crowded with visitors, many visitors were very interested in the product being promoted, namely cassava, a natural product from Desa Perkebunan Tanjung Kasau, which was processed into chips by various more contemporary flavors such as chili, barbeque, green tea, roasted corn, sweet corn, and chocolate. Branded U.K.K3: Ubi Kayu Karya Kita Kita, packaging using a modern pouch attracted the attention of the visitors. After this activity is held, it is hoped that the residents of Tanjung Kasau Plantation Village will be able to develop and create sources of cassava so that it can be used as a product that has high selling value.

4 Conclusion

Exhibitions are a communication channel for UMKM to meet customers directly, acquire new customers, establish communication and cooperation with business partners, improve their image and obtain information about competitors [8]. Exhibitions are an important medium for UMKM to expand their market and make business contacts with customers and partners, which in turn is expected to improve the financial and non-financial performance of UMKM.

Kuliah Kerja Nyata Tematik (KKNT) are a forum for students to support the realization of quality and civilized human resources which are the main capital in development which must be increased in order to have high competitiveness. With some details of the KKN work program, several

program activities have been carried out through: the agricultural sector, the health sector, the economic sector, and the social sector.

This exhibition stand program was realized for 2 consecutive days with a high number of enthusiastic and lively visitors, making the products we were promoting sold out.

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