

EFFORTS TO DEVELOP THE ECONOMY OF BUMDES PRODUCTS ARE VIBRANT IN THE SERIES OF SUMBER RAHAYU VILLAGE THROUGH THE CELEBGRAM ENDORSEMENT SYSTEM AS A SOCIAL MEDIA PROMOTION

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ABSTRACT

Sumber Rahayu Village, Rambang District, Muara Enim Regency. Sumber Rahayu Village in history is a critical forest area and is filled with weeds. In 1981, according to President Soeharto's instructions on transmigration, the land was cultivated and began to be inaugurated by the Governor of South Sumatra in 1982. The main problem that arises in BUMDes Semarak Berseri Sumber Rahayu Village based on an initial survey by researchers is the ineffective marketing of BUMDes products, causing BUMDes to be difficult to develop. So that the focus of this research is how to develop the economy of BUMDes products in the series of Sumber Rahayu Village through the Celebgram Endorsement System as a Social Media Promotion. The results of this study are Efforts to Develop the Economy of BUMDes Products Vibrant in Sumber Rahayu Village Through the Celebgram Endorsement System as Social Media Promotion through Community Participation, Government as a Support System, Marketing Innovation through endorsements, Good planning. The research method used is qualitative research.

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1. INTRODUCTION

Indonesia is a rich country and has many tourist resources such as flora, fauna, culture, which have Asian and Australian characteristics in each region (Gunawan, 1997). Like Sumber Rahayu Village is a village that has the tourism potential of "serial betung water" which is quite beautiful. Sumber Rahayu Village is a village in Indonesia located in Rambang District, Muara Enim Regency, which is one of the Sriwijaya University assisted villages. Sumber Rahayu Village has a Village-Owned Enterprise (BUMDes), namely BUMDes Semarak Berseri which is quite active in village business development. BUMDes Semarak Berseri is engaged in tourism, services, trade, and waste management.

The problems faced by the community around the tourist attraction are faced with a low economic level, poverty, low level of education, attention is needed, so that cooperation from various parties, both local governments, communities and educational institutions, namely Perguruan Tinggi is needed to provide the right solution to overcome it, one of the solutions that can be given is to carry out the "Creative Economy Development" program for people in the regions existing attractions (Batilmurik, Ridolof W Lao, Hans A. 2016). Empowerment refers to the ability of a person, especially a weak community, to have access to productive resources that allow them to increase their income and obtain the necessary goods and services and participate in the development and decision-making processes that affect them (Murdani, Sus Widayani, Hadromi. 2019). In addition, Murdani et al (2019) also revealed that supporting and inhibiting factors are also important in influencing the economic empowerment of rural communities.

However, the main problem that arises in BUMDes Semarak Berseri Sumber Rahayu Village based on an initial survey by researchers is that the ineffective marketing of BUMDes products makes it difficult for BUMDes to develop. This is as a result of the lack of promotion or marketing of BUMDes products so that there is a need for improvements in the promotion system, so that BUMDes are expected to feel the benefits. Through research on BUMDes product development training with an endorsement system in an effort to improve the community's economy during the Covid-19 era, it is hoped that it will be able to increase the income level of BUMDes and the living standards of the people of Sumber Rahayu village and increase tourist visits to Sumber Rahayu village. Departing from this problem, the team is interested in

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conducting research in Sumber Rahayu village as one of the Sriwijaya University Assisted villages in 2022, with the theme "Efforts to Develop the Economy of BUMDes Products Vibrantly in Sumber Rahayu Village Through the Celebgram Endorsement System as Social Media Promotion" it is hoped that this research will increase the income of BUMDes and the people of Sumber Rahayu village.

The definition of endorsement The word endorse is closely related to the world of marketing, especially in online marketing. According to Martin Roll, endorsement is a channel of brand communication, where the celebrity acts as a spokesperson and supports the brand with all the attributes of the celebrity's popularity, personality, and social status (Lestari, 2009). In other words, endorsement is a marketing communication strategy by using well-known figures such as artists, fashion bloggers, stylish fashion and others as a tool to support and support public interest in the products offered on social media used (Utami, 2014).

According to Ankaniscara (2014) positive and negative impacts must exist in the endorsement system. According to him, the use of endorsements cannot be denied that the use of endorsements in the world of marketing has a lot of positive impacts on the effectiveness of product marketing on consumers.

2. METHOD

This research can be categorized as descriptive research and qualitative type of research. The purpose of this format is to explore and clarify regarding a social reality. The implementation of this qualitative method by combining Focus Group Discussion (FGD), observation and socialization. The subjects consisted of village government employees, business actors and employees of BUMDes Semarak Berseri Sumber Rahayu village who were interested in training. Their existence also supports the smooth running of this research, especially in identifying the topic of economic development of BUMDes products. Then with this motto the researcher can get information and interest the subject to be able to master the promotion of the endorsement system and can be intended so that it can be known in depth the process and strategy.

3. RESULT AND DISCUSSION

3.1 Efforts to Develop the Economy of BUMDes Products Vibrant in Sumber Rahayu Village Through the Celebgram Endorsement System as Social Media Promotion

Village-Owned Enterprises are one type of empowerment carried out by the government. Empowerment is a process of structural change that must arise from society, carried out by the community, and the results are aimed at the welfare of society, where the change takes place naturally with the assumption that every member of society as a socioeconomic actor participates in the process of change, has more or less balanced productivity and acts efficiently or rationally (Sumodiningrat, 2001). Community Driven Development is an approach that allows communities to have control in projects and fund management based on the principles of local empowerment, participatory governance, responsiveness to needs, administrative autonomy, greater downward accountability and local capacity building (Sari & Widyaningrum, 2012). BUMDes as a business entity certainly has a considerable contribution in improving the economy in the village and helping the economy of the village community. Village assets are important to be controlled by BUMDes and used as business opportunities .

a. Community Participation

Based on interviews AA informants are 49-year-old men, AA informants are natives of Sumber Rahayu Village who now serve as village secretaries, AA informants as witnesses to the development of villages from the absence of BUMDes to now have BUMDes that are quite active in their fields, according to AA the beginning of the formation of BUMDes, namely from the intention to improve the economy of the community where these BUMDes will later become a forum for the surrounding community who want to have a business. At first, this BUMDes was passive due to several factors, one of which was the lack of participation from the surrounding community due to lack of knowledge about BUMDes from the community itself but now many people know what BUMDes is and that is also what increases community participation.

This vibrant BUMDes series itself has only been active for about 1 year and 6 months ago, because before the existence of BUMDes lively series this village had BUMDes with different names, there were a lot of product products that were trying to be developed by BUMDes, one of which was a water tourism product named "Betung berseri" which is now starting to develop, there is also waste management, there are also those who manage pertamax gas and oil where we have a shop, and there are a lot of products

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that want to be developed in the future where every community who has a business will be helped to be managed by BUMDes from promos to sales through BUMDes.

b. Government as Support System

The central government is currently trying to develop BUMDes, we are trying to get the community of this village to be coordinated and then diffuse it into part of the BUMDes efforts so that the government can help this community effort find wider promotion so that the community can increase their production. There have been efforts in product development, one of which is the creation of brands on behalf of BUMDes for community products, and also the government also provides a place for people who are not or even not yet members of BUMDes to be able to participate in exhibiting products in Sumber Rahayu Village. The obstacles faced in marketing BUMDes products are constrained by the current system, where marketing is now more widely carried out on the internet and most of these people do not know and even understand this and there are also people who still do not realize the importance of the role of BUMDes.

The central government has made efforts to increase visits to water tourism by conducting official meetings that will be deployed to Air Betung Berseri in addition to identifying Air Betung Berseri also the government intends to increase community participation. This serial tourism has received support from both the surrounding community and village officials, various forms of support provided by many people who participate in building the right tourism by building cottage and the community that is crammed in the place.

The government is very open to product development through celebgram endorsements, where in the current era, social media is the most appropriate place to promote, at least even though it is not so much about the increase in visitors, can already introduce this product out of town or even the country through social media, previously it has been carried out promotions through brochures but it is still less like it.

c. Marketing Innovation through endorsements

In this method, BUMDes members learn how to make promotions through endorsements. The use of endorsements cannot be denied that the use of endorsements in the world of marketing has a lot of positive impacts on the effectiveness of product marketing on consumers. The use of endorsements by BUMDes Semarak Berseri is the first time it has been carried out. However, the impact is quite large, most of the consumers who previously did not know the Air Betung Berseri late so know the location of the Air Betung Berseri tourism this can be seen from the comments given by netisen on the celebgram social messiah. Here is a post made by a celebgram artist by the name of Anggy Aditama as a BATAVIA dance dancer and the girlfriend of an artist Melly Lida winner of the 2019 LIDA champion. This post received 656 likes and 27 comments.



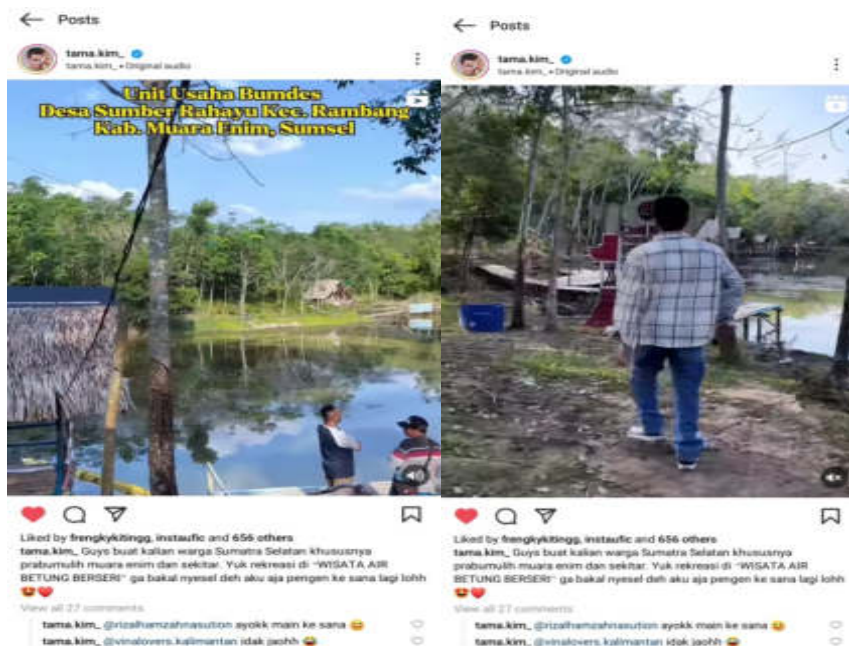


Figure 1. Video Posts by Celebgram

The following are the results of an in-depth interview related to the Economic Development of BUMDes Products Vibrant in The Village of Sumber Rahayu Through the Celebgram Endorsement System as a Social Media Promotion. IY informant is a 50-year-old association, IY who now serves as a PKK treasurer in Sumber Rahayu village, Infoman IY does not know exactly how BUMDes was formed in Sumber Rahayu village but according to IY BUMDes has been formed for a long time and has only changed for a long time recently. There are so many products that have been wanted to be developed by BUMDes Sumber Rahayu, one of which is in the largest of the world, namely Air Betung Berseri tourism, and many others such as stationery, chip chips, and household appliances. The village government has taken several steps in developing village products, by always promoting village products and bringing these products to various exhibitions outside the village. According to IY informants, these products have met the criteria for sale outside the village and even enter large markets, but the means are not yet available knowledge from the public which is still lacking about the sales system in the present, and there are people who do not want to join BUMDes.

4. CONCLUSION

The conclusion that can be drawn from this activity is the Economic Development Efforts of BUMDes Products Vibrant in Sumber Rahayu Village Through the Celebgram Endorsement System as Social Media Promotion through Community Participation, Government as a Support System, Marketing Innovation through endorsements, Good planning. The suggestion from this activity is that the village government, BUMDes and the community synergize in advancing BUMDes products. The village government provides opportunities for BUMDes to develop innovation capabilities through trainings provided by the central government.

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