
E-COMMERCE MANUFACTURING AND MANAGEMENT TRAINING TO INCREASE PRODUCTION AND SALES OF SIRWAL PANTS AT AL WALEED MOSLEM SHOP

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ABSTRACT

Clothing entrepreneur partners today must be observant of the tastes and trends that are currently prevailing in society, besides that it is a challenge for entrepreneur partners to develop management, promotion and marketing that must be done. If you only rely on direct sales, of course, it must be supported by a variety of very good resources, such as a strategic location and an attractive spatial layout. Therefore, business partners need to penetrate into the form of online sales which of course requires various preparations that must be made, including by providing sufficient tools and human resources. Sirwal pants are one of the traditional clothing products that are currently quite popular among young people in the community. The opportunity to produce and market it is quite wide open, and the production process is relatively easy to do. To support the sales process progressively, of course, it is not enough to do it only by passive sales, but the online sales process must be carried out live within a certain period of time. The output of this activity is in the form of an account on an online sales application and the concept of live streaming or video sales applied to promotion and marketing by business partners.

Keywords : Training, Management, Promotion, Sales, Online.

1. INTRODUCTION

Clothing production and sales business activities are a form of business that requires considerable capital, besides that the sales turnover is not as fast as selling food and beverage products. This is a considerable obstacle for lower-middle and medium clothing entrepreneurs[1].

Sirwal pants are a type of traditional clothing that has now become one of the *modern fashion trends* in Indonesia, especially among Muslims. These pants are known for their comfort and their conformity with the principles of sharia fashion.

With the increasing awareness of the importance of wearing comfortable clothing in accordance with religious teachings, the demand for sirwal pants is also increasing.

However, despite the high market demand, many small entrepreneurs and local artisans still have difficulty in marketing their products effectively. Limited knowledge of effective marketing strategies, both online and offline, is often a major obstacle. In addition, the lack of access to digital technologies and platforms also limits their ability to reach a wider market[2]. As a result, the potential of the sirwal pants business, which is actually large, has not been fully worked on properly.

In implementing the Tridarma of Higher Education, the STMIK Mardira Indonesia Abdimas team conducted online management and sales training that focused on improving the marketing capabilities of small business partners and local artisans in selling sirwal pants products. The program aims not only to improve their knowledge and skills in marketing, but also to help them leverage digital technology to expand their market reach.

The STMIK Mardira Indonesia Community Service Team has the obligation of the Tri Dharma of Higher Education to carry out community service that is problem-solving, comprehensive, meaningful, complete, and sustainable (*sustainable*)[3]. Based on these benchmarks, the STMIK Mardira Indonesia

Service Team carries out assistance in an effort to increase the production and sales of sirwal pants at Al Waleed Moslem Shop.

Opportunities to improve sales and marketing can be obtained by integrating technology into processes already developed by families or community groups. This community service program began on September 1, 2024 and was completed within 5 months. This assistance is intended for production and sales business partners of Al Waleed Shop owned by Mr. Ujang Nursyamsi which is located on Jl. Semprang Cibangun Ciakar RT. 03 RW. 03 Ciherang, Cibeureum District, Tasikmalaya City.

2. THEORETICAL REVIEW

The sales system that was carried out originally used a method of distribution to clothing stores with a system of depositing goods and publications using Whatsapp social media for the direct selling system. Initially, the system was considered quite effective and profitable, but there were several problems that arose, including the following:

- 1) The target of consumers is still very limited.
- 2) Limited scope of promotions that can be done.
- 3) Unpredictable expenditure of goods due to erratic sales turnover.
- 4) There is often a stock of goods that settle for a long period of time in a store.
- 5) Orders and sales made through Whatsapp communication media often cause impatience or distrust on the part of consumers caused by delays in the delivery of goods.
- 6) There are concerns from consumers in terms of returning goods that do not match the order.
- 7) There are concerns from the consumer in terms of refunds if there is a return of goods that are not in accordance with the order and no replacement goods are desired.

Taking into account the above things, the STMIK Mardira Indonesia Community Service team carried out a mentoring process with the following objectives:

- 1) Developing the concept of sales that is carried out by penetrating into several existing online shops.
- 2) Develop a way to promote by doing live streaming on online shops.
- 3) Update the administrative and financial management system that is already running.

3. IMPLEMENTATION METHOD

The STMIK Mardira Indonesia Abdimas team in carrying out the training and mentoring process uses several stages, namely:



Figure 1. Stages of Training Activities

The main priorities in this training and mentoring activity are based on the problems experienced by the partners, which include:

- 1) Socialization was carried out in the form of simple discussions and discussions.

- 2) Improving the form and quality of marketing is done by providing training in the live streaming and video editing process which will also be used in the promotion process at the online shop.
- 3) Marketing management is carried out by providing direction in the live streaming process and uploading videos to the online shop that will be used as a promotional medium. The following is the handling of the delivery process of goods ordered by consumers through expedition services selected from several options provided.
- 4) Financial management is carried out by integrating simple financial applications into the company's administrative activities that can help the process of recording the amount of expenses and income obtained.

Each stage of the process is accompanied by members of the STMIK Mardira Indonesia Abdimas team who are competent in their respective fields.

4. RESULTS AND DISCUSSION

The ongoing sales process is still carried out by adjusting the capacity of distributing goods so that there is no accumulation of goods in existing partner stores.



Figure 2. Display Item Inventory

Existing inventory of goods will be prioritized to fulfill orders made through the online shop "Al Waleed Moslem Shop".

Scene design training for the live streaming process was carried out within 3 days, this was done to further strengthen the readiness of the parties involved such as the broadcast production team, presenters, and the supplier team. In addition, there is also a video editing team that will make videos to be used to market products through the marketing process through videos in online shops.

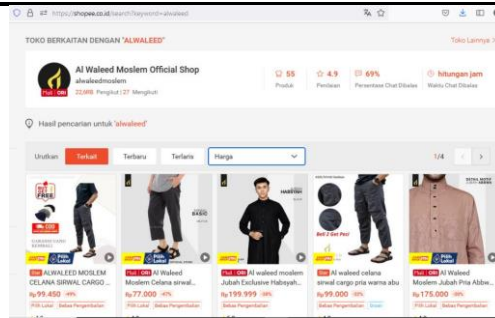


Figure 3. Online Shop



Figure 4. Production Team



Figure 5. Area Live Streaming

After the scene design exercise of the live streaming process has been completed and all parties involved have expressed their ability and readiness in the marketing production process to be carried out, the STMIK Mardira Indonesia Abdimas team conducted several mentoring sessions with a random period of time to monitor the quality of the marketing production process carried out, both in live streaming and sales through video editing from the live streaming that has been carried out.



Figure 6. Live Streaming Process

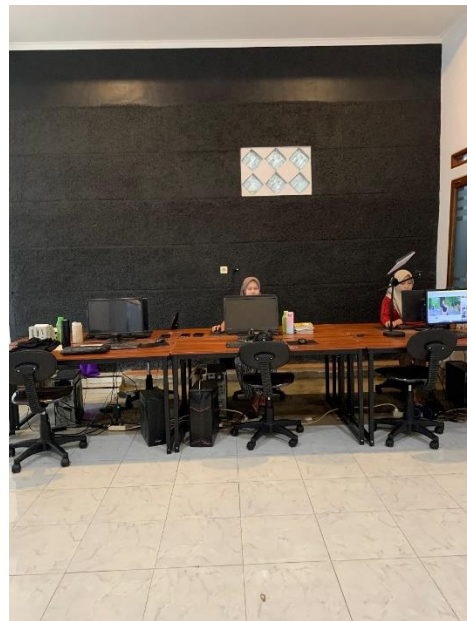


Figure 7. Video Editing Process

For the financial sector, the Abdimas STMIK Mardira Indonesia team provides simple financial application facilities in the form of intranet web-based applications (offline) so that business partners can carry out the financial recording process in a more orderly and easy manner to produce financial reports quickly and accurately.

As a result of these activities, in the final stage the STMIK Mardira Indonesia Abdimas team conducted a monitoring and evaluation process with the entrepreneur partners to see the progress of improving online marketing and sales that had been carried out as expected by the training and mentoring that had been carried out.

The improvements that can be seen from the training and mentoring process that have been carried out by the STMIK Mardira Indonesia Abdimas team include:

- 1) There is no accumulation of inventory of goods in partner stores.
- 2) There is a significant increase in sales results (approximately 150%) after using the online sales system through online shops.
- 3) There is an increase in the competence and expertise of employees in accordance with their respective fields of work.

5. CONCLUSION

In this Community Service (PkM) activity, it has resulted in an increase in the sales process for partners, in this case Al Waleed Moslem Shop, there has been an increase in sales of about 150% which of course is expected to continue to increase in the future. Then there is ease in carrying out the financial administration process with application facilities that suit your needs.

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