

## The Need Analysis for an Android-Based Marketplace Training Model to Improve Entrepreneurs' Product Marketing Capabilities in Barrokah Garbage Bank, Tulungrejo Village, Trucuk District

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### Abstract

*Technology literacy is needed in this digital era. One of the important online marketing applications for entrepreneurs to market their product online is E-commerce but entrepreneurs in Tulungrejo Village, Trucuk are unskilled to use it. The purpose of this study was to obtain information about: (1) the training model used so far (previously) and product marketing capabilities; (2) a training model that can improve product marketing capabilities; and (3) the training model needed to improve the ability to market products for Barrokah Garbage Bank business actors in Tulungrejo Village, Trucuk District, Bojonegoro Regency. The type of research used is qualitative research methods. Information collection techniques in the form of data collection, data display, data reduction and conclusions. Analysis of measuring data through pre-test and post-test learning outcomes. The research subjects were 20 Barrokah Garbage Bank business actors in Tulungrejo Village, Trucuk District, Bojonegoro Regency. From the results of the study it was concluded: 1) the training model used previously did not exist, 2) the marketplace model can improve product marketing capabilities, and 3) the marketplace training model is needed to improve product marketing capabilities for Barrokah Garbage Bank business actors, Tulungrejo Village, Trucuk District, Bojonegoro Regency.*  
**Keywords:** android, marketplace, product marketing capabilities, training

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## INTRODUCTION

Training is the process or act of developing and enhancing one's skills, knowledge and competence in a particular sector[1]. Training is usually provided formally or informally through a structured approach to teaching and practice[2]. Training can take place in a variety of settings, including business, schools, sports and other activities that require skills development. Training is believed to be a means to improve skills, knowledge, and abilities[2]. For example, increase production, improve management capabilities, expand marketing, or create awareness about the business being run.

The demonstration method is a learning technique that allows trainees to learn through direct experience by seeing, hearing, and carrying out the activities being studied [3]. In the context of training, the demonstration method is usually done by showing or demonstrating how to carry out an action or activity, then the trainees are given the opportunity to try to do it [4]. According to Sanjaya, W (2006: 152) describes that the demonstration method is a method in learning by showing participants about certain processes, situations, and objects both original and imitation. With this method it is easier for participants to accept the material because it is more concrete. The steps for implementing the demonstration method are as follows: 1) Prepare the necessary tools, 2) The facilitator explains to the participants what is planned and what will be done, 3) The facilitator demonstrates the material to the participants, and provides a brief explanation, 4) the facilitator repeats step by step and explains the reasons for each step, and 5) assigns participants to practice what they have learned before [5]. Media is anything that can be used to channel messages from the sender to the recipient so that it can stimulate the thoughts, feelings, concerns and interests and attention of the participants in such a way that the learning process occurs [6]. The use of media is an important factor in training using the demonstration method. Presentation slides can be used to present important concepts and steps in creating an Android-based marketplace. The slides contain text explanations, diagrams and pictures that support participants' understanding [7].

From the initial interviews conducted with the Barrokah Garbage Bank business actors in Tulungrejo Village, it is indicated that product marketing is still facing various challenges. Business actors still use manual methods in product marketing. Marketing activities carried out still tend to be traditional, only limited to sales offline through word of mouth and participating in local-scale exhibitions. They also stated that they had never received any training while they were members of a waste bank organization, even though marketing knowledge and skills are very important for business actors. From the initial assessment, there are gaps between business needs and the skills and abilities possessed by business actors.

The ability to use technology is very important in today's digital culture, especially in business. E-commerce, as a form of social networking application, has become an inevitable way for businesses to sell their products online[8]. Unfortunately, many business owners in Tulungrejo Village, Trucuk District, have not fully realized the potential of e-commerce. Over the last two decades, platform-based e-commerce has increased rapidly[9]. More and more manufacturers are collaborating with platforms to create online channels to market their products[10]. Understanding the usage and dynamics associated with various online marketing outcomes is deemed critical in this climate. Marketing in the digital environment, as well as related academic marketing literature, has increased rapidly in the last decade, driven by new business models and technological breakthroughs that have revolutionized accessible information for decision making [11].

One of the most common ways to promote something online in today's digital world is through an Android-based marketplace platform. Marketplace is a location or platform where buyers and sellers can meet to buy and sell goods or services [12]. Previous research has shown that digital-based product marketing training activities can increase the knowledge and skills of business actors in using digital technology for product marketing [13]. Another study found that after learning digital marketing skills, there was an increase in competitiveness of 83%, an increase in the use of science and technology in society by 81%, and an increase in community value by 84% [14].

Based on the description above, the purpose of this study was to obtain information about: (1) the training model used so far (previously) and product marketing capabilities; (2) a training model that can improve product marketing capabilities; and (3) training models needed to improve product marketing capabilities. Research provides benefits for business actors to be able to improve their product marketing capabilities, so that they can contribute to local economic development and business sustainability.

### METHODS

This study was designed with a qualitative demonstration model method. Information collection techniques in the form of data collection, data display, data reduction and conclusions [15]. Analysis of measuring data through pre-test and post-test learning outcomes. The steps for this training are as follows:

- a. is used to determine the success of a training session. Gain Score is a method for comparing test results from two different times, pre-test and post-test (Castellano & In the first stage, participants will be given a pretest to determine the level of understanding of the Barrokah Garbage Bank business actors on the market.
- b. In the second stage, participants will be given basic materials and marketing practicum materials in the marketplace using the demonstration method.
- c. In the third stage, practicum will be carried out related to product promotion through the marketplace.
- d. In the final stage, participants will be given a posttest to find out how much the Baarokah Garbage Bank business actors understand the training that has been carried out

Gain Score analysis (HO, 2013; Dimitrov & Rumrill, 2003) [16]. If the survey results show a positive trend, it means that there has been progress, while a negative trend indicates that there has been a decline (Casteano & HO, 2013). The research was conducted at the Barrokah Garbage Bank, Tulungrejo Village, Trucuk District. Twenty business actors who were used as samples were randomly selected. Samples were selected based on the knowledge and judgment of those who best understood the required information.

In-depth interviews, observation, and document analysis were used to collect data, with the researcher as the main instrument. Miles and Huberman's Interactive Model is used in data analysis techniques. In qualitative research, there are three steps of data analysis that must be carried out by every researcher. Data reduction, data presentation, and conclusion and verification are the three components of data analysis techniques (Miles & Huberman, 2014)

## RESULTS AND DISCUSSIONS

The target of this activity training is aimed at helping the people in Tulungrejo Village, especially for Barrokah Garbage Bank business actors so that their marketing capabilities can be increased by using the marketplace application. Based on table 1, it is known that all participants in the Barrokah Garbage Bank business actor have an android cellphone that supports conducting android-based marketplace training, but based on the identification results not all Barrokah Garbage Bank business actors who have attended training use social media or marketplaces in marketing their products. Of the 20 participants, only 3 (15%) used social media to market their products, while 17 participants or 85% only did traditional/offline marketing.

**Table. 1 Results of Identification of the Use of Marketing Media in Barrokah Garbage Bank Business Actors in Tulungrejo Village, Trucuk District**

No	Android-Based Marketplace Usage Indicator	Total Participants	
		Of	No
1	Mobile ownership that supports android-based marketplace training	20	-
2	Use of the marketplace	-	20
3	Only use social media (WhatsApp) in product marketing	3	17

Based on the identification results, it is known that there is still a lack of digital literacy for the Barrokah Garbage Bank business actors in Tulungrejo Village, Trucuk District. This is in accordance with the results of interviews and questionnaires for participants who have not utilized digital technology or only use social media (WhatsApp) in marketing their products due to a lack of knowledge about using the marketplace/social media.

This research activity was carried out for 1 month. Several initiatives were carried out to strengthen the capabilities of the Barrokah Garbage Bank business actors in product promotion:

- a. Stage 1: Starting Activities (survey and consultation with the management of the Barrokah Garbage Bank)
 

To meet the required data requirements, negotiations were carried out with the management of the Barrokah Garbage Bank at the start of the activity. To determine functional and non-functional requirements.
- b. Stage 2: Problem Definition
 

At this stage, the author analyzes the problems revealed in the product results while studying the problems that occur in the Barrokah Garbage Bank. The problem stems from the inability of business actors to advertise their products and their lack of understanding of the market.
- c. Stage 3: Giving instructions
 

To develop marketing, provide training on marketing tactics using an Android-based marketplace, by highlighting the benefits, drawbacks and procedures for using the marketplace.

Based on the interview results, one of the solutions to increase the ability of business actors is to conduct training. This training strategy is needed to provide additional understanding in product marketing through the use of social media as a promotional medium, namely by using the marketplace and how to manage it. This training aims to improve the ability to market the products of Barrokah Garbage Bank business actors in Tulungrejo Village, Trucuk District, Bojonegoro Regency. Marketplace training can help businesses better understand the concept, mechanism and possibilities of the market. Participants will learn about the various marketplace

platforms available, the capabilities they offer, and how to use the marketplace as a sales channel.

This training was held at the Tulungrejo Village Hall, Trucuk District, Bojonegoro Regency for one day. This training has stages that have been previously prepared by researchers, and during its implementation the participants follow the stages that have been made which include preparation, implementation and evaluation. Activities to be carried out include[17]:

**Table 2. Training Stages**

No	Stages	Activity
1	Introduction	Explain the purpose of the training and the benefits of the demonstration method in increasing product marketing capabilities in an Android-based marketplace. Provide an overview of the topics to be studied and the material to be demonstrated
2	Training Steps	Give pre-test Introduction to the concept of an Android-based marketplace Introduction to the features and functions of the Android-based marketplace Demonstration of the use of the android-based marketplace feature in product marketing Hands-on practice using an Android-based marketplace by training participants
3	Closing	Evaluation of training results and discussion of how to implement an Android-based marketplace in product marketing efforts. Feedback and Post Test

The overall results of the pre-test and post-test of the product marketing capability scale through the android-based marketplace, can be seen in the following table:

**Table 3. Pre Test and Post Test Results of Android-Based Marketplace Training**

No	Participant Name	Mark		N Gain
		Pre	Post	
1	Happy Dwi Arti	52	92	0,833333
2	Gustina Tri Widyastuti	56	88	0,727273
3	Caressing	60	88	0,7
4	Eni Ekowati	48	92	0,846154
5	Usually	56	88	0,727273
6	Murtiasih	48	84	0,692308
7	Yuyun Kurniawati	60	84	0,6
8	Hosnia	56	88	0,727273
9	Warniti	56	88	0,727273
10	Murmuring	56	84	0,636364
11	July	52	88	0,75

12	Musripah	44	80	0,642857
13	Suhartini	52	80	0,583333
14	Sudartik	48	80	0,615385
15	Romanian	64	84	0,555556
16	Wasirah	56	84	0,636364
17	Alpha	60	88	0,7
18	Jewels	52	96	0,916667
19	Sumiati	56	84	0,636364
20	Susilowati	48	88	0,769231
	Rate-rate	54	86,4	0,70115

Based on table 3, it can be seen the difference in the knowledge of business actors about product marketing through the Android-based marketplace. Before being given training (pre-test/initial evaluation) of the 20 participants, only 4 people got a score of 60 with an average score of 54 and still below the expected standard, that is, all participants scored above 60. After being given training (posttest/evaluation of results), the post-test results of all participants experienced a significant increase in scores achieved above 80 and there were even 3 people who scored above 90 with an average score of 86.4. The survey results showed an increase in the ability of participants before and after being given training with an average Gain value of 0.70.

The use of demonstration methods in android-based marketplace training as explained will greatly assist business actors in increasing their understanding of marketplace usage. This is what underlies the concept of using the demonstration method very effective in increasing the understanding and skills of trainees, as it allows them to learn directly and practically. In android-based marketplace training, the demonstration method can be used to show how to use marketplace features and how to implement them in product marketing efforts. The demonstration method with the help of presentation slides is very effective in training because in addition to making it easy, marketplace training with the demonstration method keeps participants from getting bored.

The use of an android-based marketplace is something that has never been done by business actors, of course it provides new experiences that can attract business actors to increase their skills and knowledge about product marketing. Observations made during the training activities show an increase in the ability and knowledge of business actors. From the results of observations, business actors find it easier to operate the Android-based marketplace platform in marketing products.

Android-based marketplace training activities provide many benefits for individuals, the Barrokah Garbage Bank and Villages. For business actors, the benefits obtained are increasing knowledge and abilities, business owners in Tulungrejo Village will get new information and skills in the use of technology and e-commerce. For the Barrokah Waste Bank, the benefits of this training are that it can increase market access and brand recognition, they can sell their

recycled products online and reach consumers in various regions. For villages, this training can improve the village economy and can also create jobs.

### CONCLUSION

Based on the results of the research and discussion, it was concluded that 1) the training model used previously did not exist, 2) the marketplace model can improve product marketing capabilities, and 3) the marketplace training model is needed to improve the product marketing capabilities of Barrokah Garbage Bank business actors, Tulungrejo Village, Trucuk District, Bojonegoro Regency . Demonstration methods can increase understanding and skills, provide direct experience to trainees in using the Android-based marketplace. The practical demonstration method provides variety in learning and makes participants actively involved in understanding and testing marketplace features, as well as providing new experiences in using technology and e-commerce for product marketing.

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