Digital Marketing Media Development at Nutrihub Lampung

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Abstract: This community service is related to digitizing transformation in co-working spaces where the output is in the form of a prototype landing page design for UMKM Nutrihub Lampung. Nutrihub Lampung is a co-working space that is a new concept of a place to work for independent workers. In this service activity, the stages of making landing pages, landing page designs, and the implementation process are explained. The service was carried out at Nutrihub Lampung by collecting data through observation and Focus Group Discussion. The data is processed through analysis, design, implementation and drawing conclusions. The results of this service are expected to increase interaction with the community on a wider scope and are expected to increase additional turnover for business owners. Easy access to flexible and dynamic work support facilities/facilities and semi-formal, communal, and collaborative work environments are the main attraction for co-working space users. The shift to technology-based jobs is increasing the demand for affordable, flexible and dynamic workplaces.

Introduction

Contains Digitalization is making changes that are already sharp even sharper. Previous changes were triggered by competition, market demand, the emergence of new technologies, and new rules/regulations from authorities. Conditions in the current digital era demand that all actors in economic life and other sectors do not stutter with technology, especially digital technology. The ease of obtaining technological facilities such as information via the internet and the high dynamics of work have created a new revolution regarding how people do their work, which is mostly done with digital-based technology. The presence of digital technology infrastructure in the 21st century is now giving rise to a radical new sharing economy that changes the way economic life is managed, driven and moved (Rifkin, 2011).

Currently, most jobs are transferred to non-permanent workers, such as outsourced, part-timers, and casual workers (Dessler, 2014). The younger generation dominates these workers, such as generations X, Y and Z. Most of these generations are young professionals who are changing the direction of work civilization through corporate culture and daily life by becoming independent workers such as freelancers who work for other people, or entrepreneurs who are establishing start-ups (Schürmann, 2013). They also wanted high flexibility and a comfortable and not rigid workplace, so co-working spaces emerged as a new type of office. As usual, independent workers such as digital nomads no longer need a permanent place to work in a building or office. The digital generation, from generation Y to generation Z, wants freedom and independence in work and career.

The spread of start-ups in Indonesia has created a new climate for business growth in providing co-working spaces. This network of paid workspaces with various facilities is an office option for novice entrepreneurs (Mediana, 2018). Bandar Lampung is currently transforming into a modern city that is starting to develop and is filled with economic activities, most of which are driven by various forms of small and medium enterprises run by various groups of entrepreneurs. Based on the various types of small and medium enterprises in Bandar Lampung, the need for co-working space arises. Currently there is a cool and free co-working space facility in Bandar Lampung called "Nutrihub" located on Jalan Pagar Alam No.71, All Mider, Tanjung Karang Barat District, Bandar Lampung City.

Realizing the importance of community for marketing a product, Nutrifood presents a community center designed as a co-working space with a green and fun atmosphere while still paying attention to the values of the company's culture and environment. This community center is named Nutrihub. This is a form of Nutrifood's commitment to be a second home for stakeholders, such as employees, business partners, and the community. The atmosphere and interior design inside Nutrihub are designed to make visitors feel at home. Colleagues and visitors can also use this place to work, look for ideas, or even just as a place to stop. In today's digital era, companies must be able to keep up with technological developments to be able to compete in the market. One way is to optimize the use of digital technology, including in terms of marketing and promotion through online media. Nutrihub Lampung currently does not have a website or social media that can be used as an online marketing medium, so there are still a number of things that can be optimized in terms of using landing pages as an online marketing strategy. This service aims to optimize the Nutrihub Lampung landing page through the development of digital marketing to increase the number of website visitors and sales levels. Besides that, it can provide benefits for other companies that want to optimize the use of digital technology in online marketing and promotion.

Method

Contains The method used in this community service activity uses a case study approach, which explores programs, events, processes, and activities against one or more people (Sugiyono, 2017).

This service activity was carried out on December 11, 2022 at Nutrihub Lampung, with the stages of activities carried out namely: (1) Providing knowledge about digital marketing development, (2) *Focus Group Discussion* to find facts in the field and gathering information related to business concepts used by Nutrihub Lampung, (3) Development of digital marketing media for Nutrihub Lampung.

Stage 1:

This stage provides learning counseling and understanding to the management Nutrihub Lampung on strategic management and the introduction of digital marketing to help market products and develop digital marketing. At this stage, prepare to increase the manager's expertise in digital marketing.

Stage 2:

Collecting data and information based on *Focus Group Discussion*, which is in the form of semi-structured interviews with predetermined topics and led by an expert moderator. Direct communication is carried out with *Marketing Area* Nutrihub LampungIn addition to discussing with the team from Nutrihub, and observations were also carried out, namely in the form of data collection techniques by making direct observations to find facts on the ground and dig up information related to the business concept used by Nutrihub Lampung


Figure 1. Focus Group Discussion with the Nutrihub Lampung Marketing Area

Stage 3:

Design Thinking

Using the *Design Thinking* to produce *output* in the form of a *prototype landing page* for Nutrihub Lampung. According to (Kelley & Brown, 2018), *design thinking* is a human-centered approach to innovation that draws from a designer's toolkit to integrate people's needs, technological possibilities, and requirements for business success. Not only visually but also based on the function and the resulting impact. In the flow of design thinking, it uses *a human-centered approach that aims to solve every problem* needed by every designer/user. Design, in the beginning, is derived from each different thought. Every way of thinking about design has a new pattern different from our old way of thinking about creation. Creative thinking is an important component in *design thinking.* Through *design thinking*, the author is motivated to position himself as a user to understand the specific characteristics of existing users that make the design process match the user's needs and help users achieve their goals.

Figure 2. Process Design Thinking (Kelley and Brown, 2018)
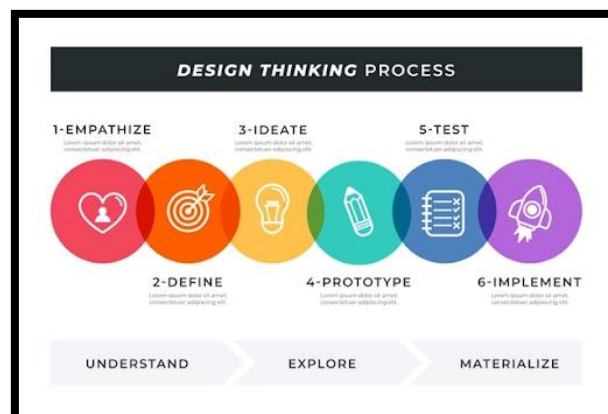
Several steps are needed to produce a product or application using the design thinking method (Kelley & Brown, 2018).

1) Empathize

When you already know the user or users who will be addressed, then a design thinker needs to know the user's experience, emotions, and situations. Trying to put yourself in the shoes of a user so you can truly understand the user's needs. This can be done by conducting interviews, observing users' lives, and other ways.

2) Define

After the design thinker understands the user's needs, the designer needs to describe an idea or view of the user that will become the basis of the product or application. This can be done by making a list of users and using knowledge about the current conditions.

3) Ideate

With the existing needs, the designer needs to describe the solution needed. This can be done by evaluating the design team by combining each designer's creativity.

4) Prototype

Ideas that already exist then need to be directly implemented in an application or trial product. It is necessary to produce a real product and possible usage scenarios.

5) Test

From the trial product or application that has been made, an experiment will be carried out with the user. From user experience in trial products, input will be obtained to make better products and improve existing products.

Landing Pages

The landing page is the first page a visitor sees when visiting a website. These pages usually contain important information about the website, such as a brief description, the site's purpose, and the functions visitors can use. *Landing pages* may also contain links to other pages on the website, making it easier for visitors to navigate and explore content on the site. A *landing page* usually has several characteristics, such as an attractive and clean design, relevant and engaging content, and a clear and effective call to action. These pages should also have clear navigation so visitors can easily navigate the website and find the information they are looking for. The design of the *landing page* is intended to introduce Nutrihub Lampung as a *co-working space*. The *landing page* will later be used to promote Nutrifood Indonesia products and facilitate and provide space for the MSME community, education, health and others to hold events and share information. Visitors will also be able to make reservations through the *landing page* Nutrihub Lampung

landing page is a web page that is intended to grab the attention of a potential customer or visitor and encourage them to take a specific action, such as clicking a "buy now" or "sign up for a free trial" button. Usually, *landing pages* have only one clear purpose: gathering contact information from potential customers or selling a specific product or service. Technically, *landing pages* are usually not linked to navigation or menus on *the website*, so users who arrive at the page must click the "back" button on their browser to return to *the website.* However, there are also *landing pages* that are part of the *website* and have the same navigation.

Result

Needs Analysis

Identifying problems in Nutrihub Lampung includes the absence of data in the form of digital that can be used as a business identity, so a web page is needed in the form of a landing page to accommodate the needs at Nutrihub Lampung. Even though PT. Nutrifood Indonesia already has a website, but Nutrihub is still not integrated and is still being carried out by each Nutrihub branch in every major city. The data requirements needed in the landing page are several collections of photos or documentation from Nutrihub, events and SMEs, which will later be used as the main face on the landing page. The data collection process is done manually by taking pictures and videos which will later be used as digital on the landing page.

Landing page Nutrihub Lampung'sGoogle Sites is a service provided by Google that allows users to create and publish websites for free. This service makes it easy for users to create landing pages quickly and easily without having technical knowledge about website creation. With Google Sites, users can create a main page which is the entrance for visitors to explore the content on the website. Landing page is designed in 1 (one) web page so that visitors can focus more on viewing the content on the web page.

Implementation System

In implementing the system, several activities were carried out, namely designing the required interface display and the results of the landing page interface design. The design Landing page uses design thinking (Kelley & Brown, 2018) with several stages: Emphasize, Define, Ideate, Prototype and Test. Then create content by posting it on a landing page that contains descriptions and photo data that has been taken before.

Figure 3. Nutrihub Lampung landing page
(https://sites.google.com/view/nutrihublampung/beranda)

Headers

This section displays the brand from Nutrihub Lampung. Nuances of Health, Green and Education, are the themes of the landing page and in this section displays the slogan from Nutrihub: "Connect, Collaborate and Innovate".

Figure 4. Header section

Profile

This section displays a brief profile from Nutrihub Lampung and there is a carousel to display photos of locations and events.

Figure 5. Profile Section

Gallery

This section displays photo and video galleries, which can be in the form of SME product promotions, event photos, exhibitions and other activities.
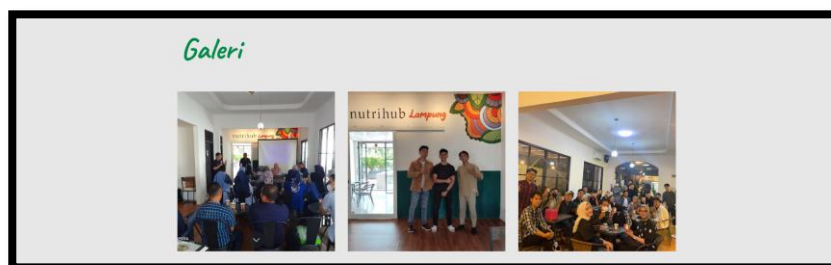
Figure 6. Gallery Section

Testimonials

This section displays testimonials from customers as part of a marketing strategy.
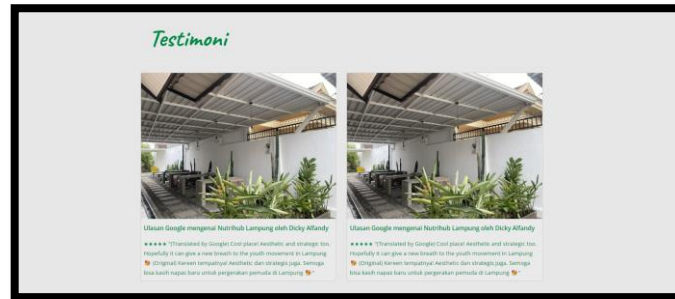

Figure 7. Testimonial Section

Location

This section displays the address location of Nutrihub Lampung using the Google Maps application to make it easier for customers to find the location and can be directly connected to the Google Maps mobile application.
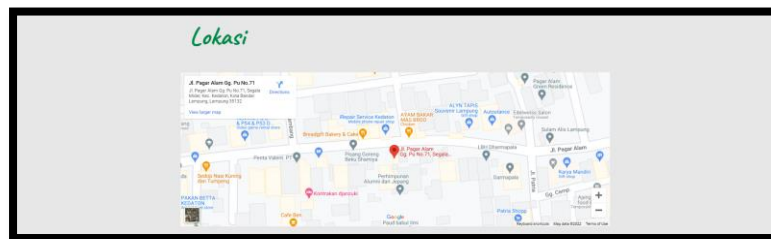

Figure 8. Location Section

Contact

This section displays the address and customer service contact that can be contacted. Customers can also make reservations via the button provided, which will be integrated with Nutrihub Lampung's reservation form. This section also displays the social media icons owned by the company PT. Indonesian Nutrifood.

Figure 9. Contact Section

Footers

This section displays several company product brands as part of the brand recognition strategy.
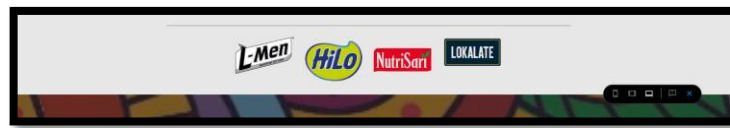
Figure 10. Footer section

Testing is done by looking at the landing page display from the user's point of view, starting from the landing page when displayed on a computer device, or through a cellphone device. The testing is said to be successful if the landing page can display the interface according to what is expected and in accordance with the designed design.

Conclusion

Creating *a landing page* that complies with today's rules and trends does require further time and dedication. For businesses like Nutrihub Lampung, which focus on providing space for workers, students and for the MSME community in Bandar Lampung, it can provide many benefits. MSME actors can work with Nutrihub by displaying MSME product photos and business details on the Nutrihub web page. For Nutrihub itself, they can increase *brand awareness* and be able to promote their superior products through *landing pages.*

The design of the *landing page prototype* is one of the objectives of the end result of the implementation of community service at Nutrihub Lampung because the *landing page* is different from the *homepage*. Although both are web-based. In web design, landing pages are often considered an important component of an *online marketing strategy.* This is because a *landing page* can increase the conversion rate or desired action, such as increasing the number of customers, *brand awareness* or *customer engagement.* In essence, a *landing page* must be able to direct the *website* to a new page, which is a system aiming to make transactions or direct interactions. This will be an important record of how the dedication process should work. Of course, it will be an evaluation material for implementing community service in the following year. Because, supposedly, the *landing page* can increase interaction with the wider community, which is expected to also increase additional turnover for business owners in particular.

Some suggestions that can be given to optimizing *landing pages* in utilizing digital media for marketing include:

1) design *landing page*: An attractive and easy-to-understand design will make visitors feel comfortable and interested in continuing to explore *the website.*

2) Relevant and useful content: Make sure to include content that is relevant to the products or services offered, as well as providing added value for visitors.

3) Use the right technology: Use the right technology to support easy navigation and increase sales conversion rates, such as chatbots or easily accessible contact forms.

4) Continuous testing and optimization: Don't hesitate to continue testing and optimizing *landing pages* in order to improve the *website* overall

Acknowledgments

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