

Strategy Of Online Marketing For Products By Autism Café Project Malaysia

Udin Ahidin*¹, Kasmad², Nurmin Arianto³

^{1,2,3}Universitas Pamulang

E-mail: dosen00406@unpam.ac.id ¹, dosen00559@unpam.ac.id ², donsen01118@unpam.ac.id ³

Diterima 01/April/2024 | Direvisi 10/April/2024 | Disetujui 23/Mei/2024

Abstract

Marketing online has become an important aspect in any business, including the food industry. With the rise of e-commerce and social media, food companies must develop marketing strategies online strong to remain competitive in the market. The problem formulation How do employees understand efforts, How to market processed food products effectively. This Community Service was held by proposing material "Strategy Of Online Marketing For Products By Autism Café Project Malaysia". After this activity was completed, the PKM organizing team processed the questionnaire data distributed to participants as an evaluation of this activity. In carrying out this PKM activity, Lecture/Presentation, Question and answer method, Sharing Session In increasing sales using online marketing, Marketing strategy Online, social media used. From the results of PKM regarding understanding with the theme "Strategy Of Online Marketing For Products By Autism Café Project Malaysia" is concluded as follows: The participants presented Comprehensive depth of knowledge and knowledge related to the use of technology in marketing processed products produced by Autism Café Project Malaysia Participants get into related knowledge about how to market processed products from Autism Café Project Malaysia effectively and efficiently with a number of that was carried out.

Keywords: Strategy Online, Products, Autism.

Abstrak

Pemasaran online telah menjadi aspek penting dalam bisnis apa pun, termasuk industri makanan. Dengan maraknya e-commerce dan media sosial, perusahaan makanan harus mengembangkan strategi pemasaran online yang kuat agar tetap kompetitif di pasar. Rumusan masalah Bagaimana karyawan memahami upaya, Bagaimana memasarkan produk makanan olahan secara efektif. Pengabdian Masyarakat ini diadakan dengan mengajukan materi "Strategi Pemasaran Online Produk Oleh Autism Café Project Malaysia". Setelah kegiatan ini selesai, tim penyelenggara PKM mengolah data kuisioner yang dibagikan kepada peserta sebagai evaluasi terhadap kegiatan ini. Kegiatan PKM, Ceramah/Presentasi, Metode tanya jawab, Sharing Session Dalam meningkatkan penjualan dengan menggunakan pemasaran online, Strategi Pemasaran Online, media sosial yang digunakan mengenai pemahaman dengan tema "Strategi Pemasaran Online Produk Oleh Autism Café Project Malaysia" disimpulkan sebagai berikut: Para peserta memaparkan pengetahuan dan pengalaman yang komprehensif terkait pemanfaatan teknologi dalam memasarkan produk olahan yang dihasilkan oleh Autism Café Project Malaysia. Peserta mendapatkan pengetahuan terkait tentang cara memasarkan produk olahan dari Autism Café Project Malaysia secara efektif dan efisien dengan beberapa yang telah dilakukan.

Kata kunci: Strategi Online, Produk, Autisme.

1. INTRODUCTION

Marketing online has become an important aspect in any business, including the food industry. With the rise of e-commerce and social media, food companies must develop marketing strategies online strong to remain competitive in the market. The first step in developing a marketing strategy online effective food products is to understand the target market. Target market refers to the group of people most likely to buy a product. The second step in developing a marketing strategy online What is effective for food products is to create a clear marketing plan. The final step in developing a marketing strategy online What is effective for food products is measuring the effectiveness of marketing campaigns.

Autism Cafe Project Malaysia is a wonderful initiative that aims to create a supportive and inclusive environment for individuals with autism in Malaysia. This unique cafe is not just a place

to enjoy delicious food and drinks, but also a safe place for people with autism to work and develop.

Cafe visitors can not only enjoy the warm and friendly atmosphere but also witness firsthand the skills and talents of people with autism. Autism Cafe Project Malaysia also actively promotes autism advocacy and community involvement. They host events and workshops to educate the public about autism and provide resources and support for individuals and families impacted by the disorder. The problem formulation that will be solved through this program basically cannot be separated from the scope of the problem above, the problem formulation in this activity is:

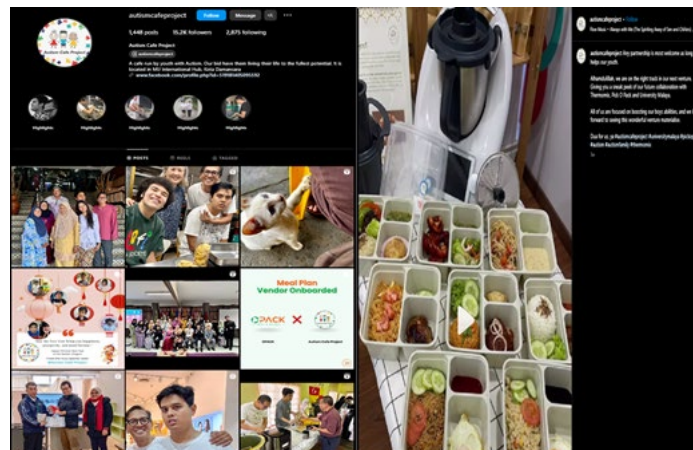
1. How do employees understand efforts to increase sales by conducting marketing online?
2. How to market processed food products effectively?

2. METODE

Target Audience, The targets for this activity are employees and leaders Autism Cafe Project Malaysia. **The framework for solving problems by implementing the work steps in this PKM is Determining the Number of Training Participants,** All participants are gathered in a place/room that is adequate for holding lectures, **Providing lecture material which includes.** In marketing strategy training online, some topics that may be covered include: Understanding of marketing online, Market research online, Marketing strategy development online, Social media marketing, Search engine optimization (SEO), Content marketing, Analysis and measurement, Use of advertisements online. **Activity Method,** In carrying out this PKM activity, several discussion methods are used, namely: Lecture/Presentation Method, Question and answer method, Sharing Session About the importance of increasing product sales.

3. RESULTS AND DISCUSSION

The results of every marketing effort undertaken and always adapt to trends and changes in the online marketing industry to remain relevant and effective. Marketing strategy Online, Marketing strategy for Autism Cafe Project Malaysia may include the following steps: Identify target market, Strong branding, Building an online presence, Content marketing, Collaboration with the autism community, Training and education programs, Reviews and testimonials, Partnerships with related businesses, Special events and promotions, Engagement with local media. In implementing this marketing strategy, it is important to understand the needs and preferences of the target market and continue to monitor and evaluate the results of each marketing effort undertaken. Social media used: In carrying out marketing activities then Autism Cafe Project Malaysia also markets products indirectly using Instagram (@autismcafeproject) and Facebook (Autism Cafe Project Malaysia), The following is one of the Instagram social media used:



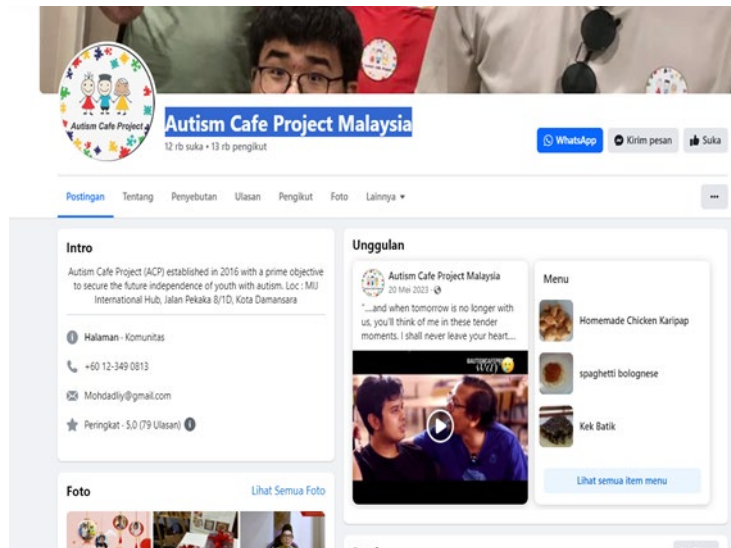


Figure 1 Facebook Social Media

Ways to Market Processed Products

Autism Café Project (ACP) is a Malaysian social enterprise founded in 2016 that provides food services as well as opportunities for people with autism to gain employment and social skills. Besides Catering, they also give lectures and participate in community events to raise autism awareness. The business model used is employment and ACP provides jobs for a brighter future and a safe working environment. ACP currently has 7 ASD employees working in the cafe, with an additional 9 part-time employees. ACP accepts donations, but the long-term goal is to make the project sustainable. This cafe is open from 11.30 to 20.00. at LG-12, DaMen Mall, USJ.



Figure 2 Product Exhibition

It is not uncommon for the Autism Café Project (ACP) to also exhibit the products it sells, apart from marketing offline, the Autism Café Project (ACP) also carries out marketing using social media, the following is





Figure 3 Training Activities

In this picture, the resource person is filling in material and providing direct training using appropriate social media in carrying out marketing activities for their products, one of which is using Instagram. Apart from that, the training participants demonstrate how to make menus ordered by consumers, as is the case in the following



Figure 4 Demonstrating Drink Making

From this activity, the training participants were very enthusiastic about taking part in this training, especially the employees who work at the Autism Café Project and exchanged ideas on how to market products and create content. *marketing* which is interesting through the social media used by the Autism Café Project.

4. CONCLUSION

From the results of PKM regarding understanding with the theme "Strategy Of Online Marketing For Products By Autism Café Project Malaysia" is concluded as follows:

- a. The participants presented Comprehensive depth of knowledge and knowledge related to the use of technology in marketing processed products produced by Autism Café Project Malaysia
- b. Participants get into related knowledge about how to market processed products from Autism Café Project Malaysia effectively and efficiently with a number of that was carried out.

5. SUGGESTION

The suggestions that can be put forward for further PKM activities are as follows:

- a. So that there is always structured and scheduled continuous support for participants where is that employees remain committed to studying efforts to utilize technology and develop it so that the product marketing process becomes more effective.
- b. It is necessary to provide total support and continuous to participants to have the ability to help parents to improve the family economy by becoming reliable and proficient employees, especially in the field of science and technology.
- c. It is hoped that in the future this PKM activity can be a collaboration between the Autism Café Project Malaysia and Pamulang University and bring in successful and experienced entrepreneurs as training mentors, in this way participant will become even more confident in the decision to provide even better service to consumers.

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