

# Innovation And Marketing Of Gurah Tea Products: A Diversification Idea Strategy For Sustainable Growth Of Umkm In Wukirsari Village, Bantul

Galuh Dwi Wahyu Ningsih<sup>1\*</sup>, Rr. Hawik Ervina Indiworo<sup>2</sup>, Sofif Sobaruddin Akbar<sup>3</sup>

<sup>1</sup> Program Studi S1 Management, Faculty of Economics and Business, PGRI University of Semarang

<sup>2</sup> Program Studi S1 Management, Faculty of Economics and Business, PGRI University of Semarang

<sup>3</sup> Program Studi S1 Management, Faculty of Economics and Business, PGRI University of Semarang

\* Corresponding Author: [galuhdwiwahu27@gmail.com](mailto:galuhdwiwahu27@gmail.com)

---

## **Abstract.**

*Marketing is one of the important things that must be done by business actors, without extensive marketing a business will not be recognized by the public, in addition to marketing which is very important for business actors, product innovation is also very important to attract potential customers, this makes one of the challenges faced by business actors. This service aims to help business actors, especially CV Allatief with its product, namely "Teh Gurah" to develop their products, especially in the field of marketing with a product diversification strategy to introduce "Teh Gurah" while attracting potential customers. This service uses the service learning method, students who were previously equipped with knowledge and skills implement it directly in this service program, from observation, interviews to the implementation stage, so that students not only learn but also practice directly in the field. The idea of digital marketing encourages business people to realize the importance of social media as a means of promotion, of course, making business people to always innovate in order to attract potential customers. In conclusion, marketing will always be a companion to a business to maintain and develop the business itself.*

**Keywords:** *Marketing; Product Innovation; Digital Marketing; Service Learning; Product Development; Product diversification.*

---

## **I. INTRODUCTION**

Sustainable International Community Service is one of the international programs focused on community service, specifically in Bantul, Yogyakarta. Through the participation of the University of Indonesian Teachers' Association in Semarang in collaborating on the Sustainable International Community Service program, it is hoped that the knowledge gained by students can be integrated into practical applications within the community. This program can be participated in by students as a form of community service, by channeling their knowledge, skills, and creativity to assist the community in innovating and understanding professionalism in managing home-based businesses/SMEs. Through direct engagement with the community, students can develop soft skills that are highly valued in the workplace and in community life (Anggraeni, 2024) Not only students participate in this community service program; faculty members with broader knowledge and exceptional experience also join the Sustainable International Community Service program. It is hoped that students with creative ideas and innovations can collaborate with the extensive

knowledge and experience of faculty members to assist the community in managing and developing their businesses more professionally.

Sustainable International Community Service has been participated in by 34 universities from 5 countries, namely Indonesia, Malaysia, Uzbekistan, Australia, and the Philippines, with a total of 268 participants. The participants were divided into 9 community service groups, and each group was assigned a location for the participants to carry out their community service. Bantul, Yogyakarta, was chosen as the location for community service with 9 MSMEs, including Teh Gurah. Batik Giriloyo, BUMDES, Wukirsari Village Library, Knitting Crafts, Bamboo Crafts, Wedang Uwuh Production, Women Farmers Group, and Wayang Puppet Crafts. Through collaboration among various universities, students can gain more experience and expand institutional cooperation between higher education institutions. Student participation in this community service group, which supports the development of community SMEs, is expected to have a very positive and sustainable impact on the community while also providing an extraordinary experience for the students.

One group was assigned to carry out community service in the village of Wukirsari, located in the Imogiri sub-district of Bantul Regency. The group assigned to this location is the one assisting the community service efforts of the UMKM Teh Gurah, owned by Mr. Latifudin, S.Ag. The community service group at Teh Gurah conducted a joint survey on the introduction of the Teh Gurah product itself, its history, the ingredients used, the benefits of Teh Gurah, the process for obtaining BPOM certification, and even directly observed the production process of Teh Gurah, from tea selection to packaging, which was explained directly by Mr. Latifudin, the owner of the UMKM Teh Gurah business. In addition, health is for every human being. Behavior in seeking treatment is known to be influenced by various factors, especially physical, social, economic, and cultural factors. The practice of seeking treatment has been done by various people, both with conventional medicine as well as with complementary and It is also done by CV Alatief Herbal for the purpose of herbal medicine (Alnaz, 2023). Participants in the Teh Gurah community service program were clearly told how tea can have various benefits. However, from the explanation provided by the speaker, Mr. Latifudin, we concluded that there are several issues with Teh Gurah, namely insufficient marketing, which means the general public is not yet familiar with what Teh Gurah is. This lack of awareness makes Teh Gurah less known to the broader public, even though marketing plays a crucial role in achieving business success (Ananda, 2023) In the organizational structure of CV. Allatief Herbal, there are only seven people managing the business, including Mr. Latif as the director, his son as the machinery department, his wife as the supervisor, and four employees—one pharmacist and three production department staff. This indicates a severe shortage of manpower to develop the Teh Gurah product. One of the key departments is CV. Allatief Herbal must have the Marketing Department, particularly Digital Marketing, which is now the era we are in. CV. Allatief Herbal needs this to market its Teh Gurah product.

The challenge of marketing Teh Gurah itself is not that difficult because this product does not have much competition yet. In fact, CV. Allatief Herbal's Teh Gurah is the only one available in Bantul, Yogyakarta. The bigger challenge is introducing "Teh Gurah" itself, as it is still quite unfamiliar to the public. In today's business world, digital marketing has largely taken over, and the days of relying solely on word-of-mouth marketing are gone. Digital marketing offers the opportunity to effectively target a broader demographic and facilitate increased engagement with

customers through direct communication channels. Additionally, the digital era has brought about the application of content-based marketing techniques (Ananda, 2023). Therefore, the most effective marketing today is content on social media, and we need relevant content to widely introduce the Gurah Tea product.

To market our products, we need to attract potential customers to be interested in the products we have by creating engaging content and unique product variations. Another issue that arises is that CV. Allatief Herbal only has one type of product, namely The Gurah, and only one packaging model. Product diversification can be done by creating new products or updating similar products that have already been marketed. In similar products, the application of diversification can be done in terms of size, type, color, model, and shape. This method is done so that consumers are not bored and increase opportunities to get new customers. By diversifying, the product will be more attractive and varied so that it has a higher selling value (Martina, 2021). To attract potential customers, we first need to attract them with packaging design variations. By focusing on the product's exterior/packaging alone, we can diversify the product and attract more potential customers. Such innovations are needed to introduce "TEH GURAH" more widely.

## **II. METHODS**

The Sustainable International Community Service program in Wukirsari village, specifically at the Teh Gurah SME, carried out this activity using direct observation methods and also service learning methods. Observation is one of the non-test evaluation tools conducted through systematic, logical, objective, and rational observation and analysis of various phenomena, both in real-life situations and in artificial situations to achieve specific objectives (Damayanti, 2024). (Pandanwangi, 2023)The observation method, in its implementation, not only serves as the most basic and fundamental technique in research but also the most frequently used technique. Therefore, using this method is highly beneficial in observing the community service process from data collection to evaluation. Additionally, the service learning method is employed, which is a community empowerment approach integrating campus activities implemented within the community, so that students can apply the competencies they have acquired from their courses to the community (Pandanwangi, 2023). By using this method, it is hoped that participating students can channel the knowledge, theories, and skills they have gained to apply them directly to the community, thereby enabling students to gain direct learning through practice and acquire more experience during their academic studies through this community service program.

In more detail, the community service process at Teh Gurah is divided into several stages. The first stage is observation through direct socialization with the owner of the Teh Gurah business, Mr. Latifudin. From there, we collect data on the history of Teh Gurah, the ingredients used to make Teh Gurah, the Teh Gurah production process, and obtaining certification from BPOM. This includes the challenges faced by the business owner in maintaining the business. In the second stage, after conducting observations, the students assist the business owner in addressing various issues based on what they have learned during their education, particularly in marketing the product, which has been one of the main challenges faced by the business owner. With the technological knowledge possessed by today's students and the vastness of the digital market, this business is expected to gain greater recognition among the public. The service team created content to market Teh Gurah products, aiming to help sustain and develop Teh Gurah. However, it was not just marketing that

was promoted; the service team also proposed ideas for diversifying product packaging to attract various demographics. To attract the market, the initial step was to create packaging that was as attractive and unique as possible to capture public interest.

The final stage is the execution of the idea, which involves creating promotions to introduce Teh Gurah and disseminating them through various social media channels. It is hoped that this will make Teh Gurah widely recognized and become one of the cultural heritage products with benefits. Social media outreach is also crucial for maintaining and enhancing the marketing of Teh Gurah to expand its market reach. This activity is carried out by explaining the overall picture of how social media works, such as the benefits of social media for promotional purposes, how popular social media is in today's era, the use of hashtags, tips for creating FYP content, and recommendations for posting content.

### III. RESULT AND DISCUSSION

The implementation of the Sustainable International Community Service community service program began with thorough preparation. A team consisting of students and lecturers was prepared to manage the community service program, starting with a briefing with the resource person, Mr. Latifudin. More details can be seen directly in **Figure 1**. Mr. Latifudin then explained the profile of the Teh Gurah product to the community service team, how the product was created, provided an overview of the Teh Gurah production process, outlined the benefits of the product, discussed BPOM certification, and addressed the challenges encountered in the Teh Gurah production process, as shown in **Figure 2**.



**Figure 1:** Socialization of the community service team



**Figure 2 :** Guest speaker Mr. Latifudin

Next, Mr. Latif and the production team invited the community service team to see firsthand the materials used for the gurah tea product and the production process, and we were also shown the tools used for production. Starting from how the materials are stored, grinding the tea, drying the tea so it can be turned into powder, weighing the product, to packaging. 70% of the production process is not directly mixed by human labor, so the product has a high level of hygiene. For further details, please refer to **Figures 3 and 4**. The community service team documented everything that needed to be noted as input and material for developing the Gurah Tea UMKM business.



**Figure 3:** Production process

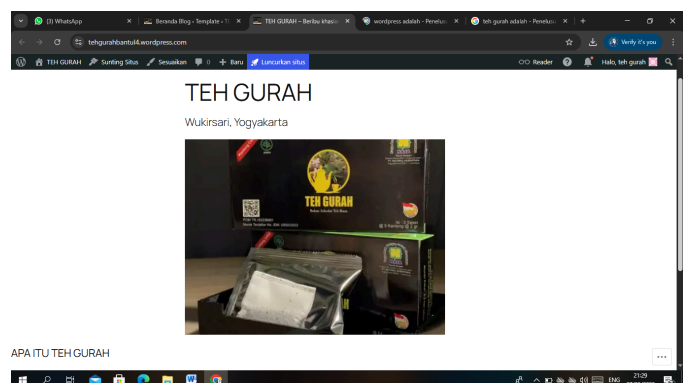


**Figure 4:** Packaging process

From the various production processes carried out by the production team to the community service team, everything appeared to be in order: hygienic equipment, well-equipped facilities, and employees required to wear personal protective equipment (PPE) during the production process. All of this is due to the standards set by the Indonesian Food and Drug Monitoring Agency (BPOM). After learning about the profile and production process of the guruh tea during the socialization session, the community service team must prepare the next steps, namely marketing, to ensure that Gurah Tea is widely recognized by the general public. The community service team has taken several steps: (1) Creating content to introduce to the general public, which is then shared across various social media platforms managed by the community service team, which naturally has extensive connections, as shown in **Figure 5**. The next step (2) is to create a website on Google so that it becomes the primary search result when the public searches for “Teh Gurah” On Google searches, the website is hosted on WordPress. The community service team chose to write a blog on WordPress, as shown in **Figure 6**. This is because WordPress is free, making it suitable for new SMEs marketing their products. Additionally, WordPress can be used as an online store, news platform, portfolio, and much more.



**Figure 5 :** Content



**Figure 6 :** Wordpress

Well-planned and diverse promotions are very helpful for business owners to grow their businesses. It is not enough to simply display products on various online platforms; we also need to create engaging marketing content to attract potential buyers. Additionally, attractive products are one of the key factors in attracting customer interest. The first thing that catches the eye, business owners need various types of packaging that are practical yet maintain an aesthetic appeal in line with modern trends. Therefore, the service team presents or suggests various packaging designs that are practical yet unique, functional, and maintain an aesthetic appeal, as shown in Figure 7. The service team selected a pouch-type packaging (standing pouch) made of aluminum on the inside and waterproof paper on the outside. This type of packaging can be considered modern because many products use it. Besides keeping the product fresh due to its aluminum material, this packaging is also practical and can be resealed thanks to a seal that functions as a closure. In addition to pouch packaging, we also have an idea for a very practical and unique packaging option: cans. This makes it easier for consumers to consume a product. As evidenced by the popularity of some beverages packaged in cans, which are selling well in the market, as shown in Figure 8.



**Figure 7 :** product packaging



**Figure 8 :** product packaging

The final stage of this activity was an evaluation of how the community service team was able to run the event from start to finish and ensure its success. This community service project implemented the knowledge, experience, and creativity possessed by the community service team so that it could be applied to the community. It was not just theory that was learned, but direct work experience that helped the community's efforts to strengthen the foundation of students while also promoting local products.

#### **IV. CONCLUSION**

The community service program activities in Wukirsari Village, Bantul, Yogyakarta have been carried out smoothly and successfully. The entire community service team has worked together cohesively, and the CV Allatief Herbal team has provided exceptional benefits and experiences for the community service team. All participants demonstrated high enthusiasm to ensure the program runs smoothly. The community of Wukirsari Village, particularly the small and medium enterprises

(SMEs) producing Teh Gurah, have been encouraged to expand their marketing efforts and utilize various social media platforms, websites, and the internet to introduce their products to a wider audience. Business owners have also become more aware of the importance of product appearance and aesthetics, which are currently trending, making product diversification—especially in packaging—crucial to attract potential customers. This awareness is hoped to persist for the long-term development of SMEs to become more professional.

A suggestion for this community service activity is the lack of time for the service process. If the service team had sufficient time to better assist the SMEs, they could provide more support. Additionally, the government must play a significant role in developing SMEs by providing tools and promoting community businesses. Furthermore, the service team should have additional activities, such as monitoring and further guidance, to help business owners better understand the process.

## V. ACKNOWLEDGMENTS

I would like to express my deepest gratitude to all parties who have contributed to the writing of the article "Innovation and Marketing of Gurah Tea Products: Diversification Idea Strategy for Sustainable Growth of UMKM in Wukirsari Village." This article not only provides in-depth insight into the importance of innovation in product marketing, but also inspires MSME actors to continue to adapt and develop. Hopefully the information presented can be useful and encourage sustainable economic growth in Wukirsari Village. "This Study did not receive specific grants from funding agencies in the public, commercial, or non-profit sectors"

## REFERENCES

- Afandy, A. (2022). *Metodologi Pengabdian Masyarakat*. Yogyakarta: *Sejurnal*.
- Alnaz, A. R. (2023). Faktor Yang Memengaruhi Penggunaan Pengobatan Herbal Pada Pasien Di Puskesmas Pekan Labuhan Tahun 2023. *Scripta Score*, 2.
- Ananda, T. A. (2023). Fenomena Perubahan Strategi Pemasaran Dalam Menghadapi Tantangan Di Era Digital. *JUPIMAN*, 4.
- Anggraeni, V. (2024). Inovasi Produk Ekoenzym Dan Penciptaan Alternatif Produk Turunannya Untuk Meningkatkan Pemberdayaan Masyarakat Melalui Strategi Media Sosial Marketing: Implementasi Kegiatan KKN Muhammadiyah Aisyah. *Jubaedah*, 31.
- Damayanti. (2024). Pengolahan Hail Non- Test Angket, Observasi, Wawasan Dan Dokumenter. *Student Research Journal*, 265.
- Kingsnorth, S. (2022). *Digital Marketng Strategy*. New york: *International Open Access Journal*.
- Martina, N. (2021). Upaya Peningkatan Nilai Ekonomis Produk UMKM Melalui Sosialisasi Diversifikasi Produk . *JMM (Jurnal Masyarakat Mandiri)*, 2275.
- Pandanwangi. (2023). Pelatihan Membuat Batik Diatas Kayu Dengan Menggunakan Metode Service Learning di Krangsans - Tangerang Selatan. *JAICB*, 20.
- Riska, I. W. (2024). Pengembangan Brosur Kesehatan Berbasis Pengobatan Herbal. *Educatoria*, 10.
- Setiawan, R. (2023). Service Learning Sebagai Sebuah Model Pendidikan Karakter: Tinjauan Filosofis Atas Konsep Pendidikan Karakter Thomas Lickona. *Sekolah Tinggi Filsafat Driyarkara*, 7.

