



Assistancing and Recogning to the Students on English for Business in Bireuen, Aceh District

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ABSTRACT

Bireuen is one of the district which make a village for Acheness cakes home industry production. A various cakes in Acheness have a quality. English for Business is the activities of making, buying and buying selling in good service and then exchanging them for the money, the activities can be completed at home. Some problems were faced by the people; such as is not good in packaging, is not interesting cointainer, and do not how to promote their product by using social media to increase their income and also improve their quality of the products in Bireuen district. The method of this study is help the people by giving the suggestion and providing packing product in interesting cointainer. Giving the deeply understanding to the students and also the people in developing the mindset of enterpreneurship, the facillitate in equipment, marketing strategy, and marketing management. The results of this program are improve the students in comprehending the English for business, a good packaging and interesting cointaners. The conclusion of this research are; 1). To motivate students to become a enterpreneur. 2). They understand deeply about marketing strategy and marketing management. 3). To increase the income for Acheness cake home industry.

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INTRODUCTION

These studies become from creativity and innovative the students in English for Business. The students come and practice the Acehneesees cake for the Bireuen District. The aim of English for Business is to facilitating the students are able to understand about marketing management. As we know the economy of society is very important now. Thus, the students must be able to producing and promoting the Acehneesees cake. Aceh has various traditional pastries. Acehneese traditional cakes are widely used in sacred events, such as; finances, weddings party, pregnancy of seven months, and so on. The kinds or name of Acehneese traditional cakes are dodol, meusekat, halua, wajik, timphan, bhoi, gring, kue kang, and any else. Even though, I interested to choose the title of this research with the aim in increasing the selling of home business women in Acehneese to become more and worthy selling not only local area but also to the national level. The taste of Acehneese traditional cakes are really tasty, delicious and fantastic. Everyone who has ever eaten the traditional cakes of Acehneese will want to eat it again and will never forget about the unique taste. The lecturer recommended that the class was best suited for intermediate level students as a basic English proficiency was necessary for understanding and engaging with the business content of the course. English is recognized as the most internationally popular language, which makes it the most dominant language in the business world. Even if you have a good level of basic English, learning business English will give you the chance to demonstrate a wider professional vocabulary which can result in new opportunities in your career. Business English communication skills are essential for getting ahead at work. Improving your professional business vocabulary and knowledge will help you work more effectively and open up new career opportunities. Studying business English allows you to develop English language skills that are useful in an office or other business environments. By understanding the communication skills needed in the workplace, you can gain the confidence to build strong relationships with your colleagues and clients. For future classes, it might be advisable to formally collect and compile specific business information (Rao) (2017) says that English has become the predominant language of business since the second half of the Twentieth Century. Business English is therefore considered as being essential for all people who wish to work in any area of business.

An entrepreneur must be known of the change in their environment and should be the creative to manage the situation. The importance of product packing to attract consumer attention is related to need for creativity and innovation is running. How could it not be, high competitiveness and quite variety of market demands make business people must be able to play their marketing strategies improve their business. Acheness cake product as dodol, halua, wajik and boi is kind of the traditional cake in Acheness.

Identification of the problem

Some problems were faced by the people in Bireuen disctrict are; 1). Is not good in packaging. 2). They still use plastic bag. 3). Is not interesting container. 4). Do not know how to promote the product in social media or socialtal internet marketing.

The purpose of the activities

The aim of the asistancing and recognizing to the students on English for Business in Bireuen District Aceh Province are:

1. To help the students how to the marketing their products when they enter the world of the entrepreneurship.
2. Good packaging and interesting container.
3. Increasing the income for the people to promote in media social.

The advantages of the activities

1. The students comprehend marketing management of business,
2. Packaging interested, and
3. Income for the people.

LITERATURE REVIEW

The assitancing and recognizing of this study is to facillitate the students in comprehending the marketing management in business english, a good packaging and interesting cointaners, increasing the income for the people through promote in media social. An entrepreneur is a person who sets up a business with the aim to make a profit (Bowker), states that “Business is an organized approach to provide customers with the goods and services they want. A variety of operations in business are production, marketing, finance and human resource management”. Entrepreneurship is the act of creating a business while building and scaling it to generate a profit; the more modern entrepreneurship is transforming the world by solving the problems. Such as; bringing the creating an innovative product. Why is the entrepreneurship really important? 1). Entrepreneurs create jobs. Without Entrepreneurs, jobs would not exist. Entrepreneurs take on risk to employ themselves. Their ambition to continue their business’ growth eventually leads to the creation of new jobs. As their business continues to grow, even more jobs are created. 2). Entrepreneurs innovate. Some of the greatest technologies in society have come from businesses. Technological advances come out of a need to solve a problem, create efficiencies, or improve the world. 3). Entrepreneurs create change. The ideas of entrepreneurs will make worldwide change. They might create a new product that solves a burning problem or take on the challenge to explore something never explored before. The goal is to make the world better with their prod-

ucts, ideas, or businesses. 4). Entrepreneurs give to society. While some have this notion of the rich being evil and greedy, they often do more for the greater good than the average person. Some Entrepreneurs seek to invest their money in creating solutions to help poorer communities have access to things we take for granted, such as; clean and hygienist container, good health care. 5). Entrepreneurs add to national income. Entrepreneurship generates new wealth in an economy. New ideas and improved products or services from entrepreneurs allow for the growth of new markets and new wealth. Drucker states that “The entrepreneurs always searchers for change, respond to it, and exploits it as an opportunity”. Production refer to the activities involved in conceptualizing, designing and creating products and services. Marketing is the process of the identifying the goods and services that consumers need and want and providing those good and services at the right price, place, and time. Business develop marketing strategies by conducting research to determine what products and services potential customers think they would like to be able to perchuse. Finance is the management of maoney. All business must have enough capital on hand to pay their bills and for profit. Human resource management is to unsure the ability in reponding the workers and management.

Marketing management is the art and science of choosing target markets and building profitable relationships with them (Parise).

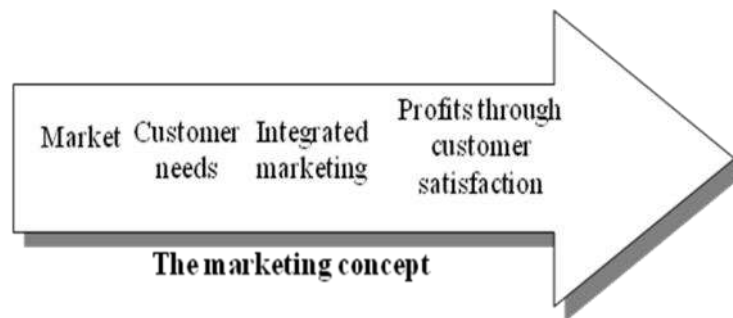


Figure 1.
The Marketing Concept

(Costantini and Monni) states that the aim is to find the targeted customer and the value. There are five alternative concepts of marketing strategy.

1. The production concept is the idea that consumer will favour products that are available and highly affordable and focus on improving production and distribution efficiency.
2. The product concept is the idea that consumers will favour products that offer the most quality, performance and features and organisation in making continuous product improvements.
3. The selling concept is the idea that consumers will not buy enough of the product, unless it undertakes a large-scale selling and promotion effort.

4. The marketing concept is the idea that achieving organisational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better.
5. The societal marketing concept is the idea that a company's marketing decisions should consider consumer wants, consumers' interest and society's interest.



Figure 2.
Societal Marketing Concept

According to (Renwick) (2003) Marketing strategy is the marketing logic by which the company hopes to create customer value and achieve profitable customer relationships. The process involves four steps; namely:

1. Market segmentation is a market into distinct groups of buyers who have different needs, characteristics or behaviour and who might require separate products or marketing programmes.
2. Market targeting is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
3. Positioning is arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of consumers.
4. Differentiation is actually differentiating the market offering to create superior customer value.

The goal of marketing is to attract new customers by promising superior value, and to keep current customers by delivering satisfaction. Many people think of marketing, selling and advertising as only marketing. Marketing is one of three key core functions that are central to all organizations. Marketers act as the customers' voice within the firm and marketers are responsible for many more decisions than just ad-

vertising or sales. Strategic Marketing Management refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides.

Organizing Marketing Activities

- The Role of Marketing in an Organization



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Figure 3.
Organizing Marketing Activities (Peter and Olson, 2009)



Figure 4.
Levels of Strategic Planning (Kreatif et al.)(2015)

Nowday the home industry use online marketing in prompting the product. Online marketing is the effort to market product and service and build customer relationships over the internet or social media, such as whatsapp, facebook, Instagram. Direct marketing

MATERIAL AND METHOD

Pre-Assintancing and Recognizing Production Cost Analysis.

As can be seen in the Table 1.

Table 1.
Pre-Assistancing and Recognizing Production Cost Analysis

Name	Unit	Value
Timphan	1 box (20 items of timphan cakes)	20.000;
Dodol	1 salver	250.000;
Meusekat	1 salver	250.000;
Wajek	1 salver	250.000;
Halua	1 salver	250.000;
Bhoi	1 salver	200.000;
Gring	1 salver	250.000;
Kue kacang	1 pack	20.000
Total price		Rp. 1.490.000



Figure 5.
Bhoi Acehness cake before packed

Problem-solving framework

Depend on the problems that had explained above, there are several considering solutions, such as;

1. Assisting and recognizing to the people in Bireuen district in enhancing the quality of product, like; a good packaging and interesting container.
2. Providing them in adding the knowledge in comprehending in good promotion by using social media or online marketing.
3. Assistance and recognize them about a good marketing management and good marketing strategy in planning.

Post- Mentoring Production Cost Analysis.

As can be seen in the Table 2.

Table 2.
Post– Mentoring Production Cost Analysis

Name	Unit	Value
Timphan	1 box (20 items of timphan cakes)	40.000;
Dodol	1 salver	350.000;
Meusekat	1 salver	350.000;
Wajek	1 salver	350.000;
Halua	1 salver	350.000;
Bhoi	1 salver	250.000;
Gring	1 salver	350.000;
Kue kacang	1 pack	35.000;
Total price		Rp. 2.075.000

Target

The target of this program is all of the students who take the English for Business subject and home industries in some villages in Bireuen District. Located in Cot Batee village, Lancok village, and Cot Trieng village, Bireuen District, Ache Province.

Method and Implementation

The improvement of the quality of Acheness cake home industry is give big impact for them, among that;

1. By this activity gave a good achievement in marketing management.
2. Assistance and recognize this activity gave big influence in getting the income for Acheness cake home industry.
3. Assisting and recognizing is carried out the people the new knowledge in promoting the cake through online or social media.

In implementing this program into some steps, such as;

1. Marketing strategy.
2. Marketing management;
3. Producting development;
4. Producting of process;
5. Monitoring and evaluation;
6. Creating social media (downloading whatsapp, facebook and instagram).

RESULT AND DISCUSSION

The result of this activity, such as:

1. The a entrepreneur of home industry be able to increase the quality of the product therefore the income and profit also more increase. So that their economy can rise better.
2. Acheness home industry have a lot of knowledge in marketing strategy and marketing management.
3. The Acheness home industry can sell their product through media social internet. So not only the neighbors that buy their cake but also the other people although do not know each other. In other words they have a new customers and new friend.
4. This activity is hoped the students be able to motivate and interest to become a creative entrepreneur to think to create unik or nice product.
5. The Acheness home industry have a lot of knowledge about how to manage their product.
6. The Acheness home industry can understand how to sell their product nowadays.

CONCLUSION AND RECOMMENDATION

Conclusion

Depending on a lot of explanation above related to the activity of this program, we take some conclusions, they are:

1. Assisting and recognizing the students toward English for Business can motivate them to become an entrepreneur. They also can understand deeply about marketing strategy and marketing management. Not only the theory they got but also the experience.
2. Assisting and recognizing be able to increase the income and profit for Acheness cake home industry.
3. Assisting and recognizing can improve welfare for their family.
4. They had known how to manage the product, understand marketing strategy, marketing management, and nowadays they have sell their product of social internet.
5. Understanding the process of creating the marketing plan.

Recommendation

After the activity of this program done, there are some recommendations, they are:

1. The government should pay attention for home industry.
2. They need the loan given from the ministry of social affairs which are sufficient for their business.
3. The government must make or create group of home business, and must be there are some people that understand or familiar with marketing management to make their industry is successful.
4. I hope this program can be continued for the next times.

Some Acehnese Traditional Cakes.



Figure 6.
Gring Acehness cake after design



Figure 7.
Dodol Acehness cake after design



Figure 8.
Meseukat Acehness cake after design



Figure 9.
Bhoi Acehness cake in new creation

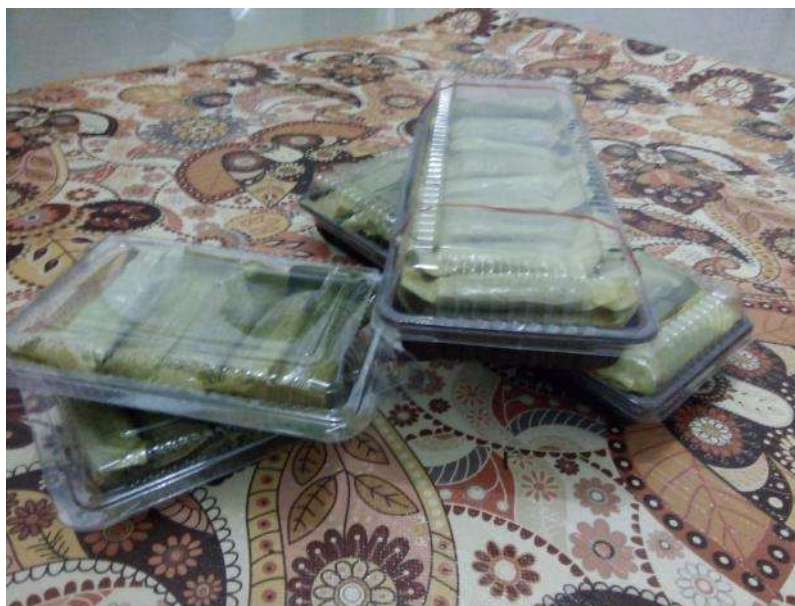


Figure 10.
Timphan Acehness cake after packed

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