

Assistance in the Creation of Google My Business to Increase Sales Revenue

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Abstract: The progress of technology and the COVID-19 pandemic have brought changes to various industrial sectors, including the Micro, Small, and Medium Enterprises (MSME) sector. Both conditions have led several MSMEs to revamp their strategies in various functions, including marketing strategies shifting towards digital platforms. One MSME impacted by the COVID-19 pandemic experienced a nearly 92% decline in revenue and has not yet fully recovered even in the post-COVID-19 period. Based on these challenges, this Community Service activity aimed to implement digital marketing strategies using Google My Business to increase revenue by at least 20%. The method employed was Participation Action Research (PAR), which began with the initial stages of surveying and observing partners, followed by problem formulation and solution development. The second stage involved assisting partners in creating their Google My Business profiles, and it concluded with an evaluation in the third stage. The direct evaluation showed that the partners could effectively operate Google My Business with its available features. The partners responded positively, providing favourable ratings through the questionnaire, indicating they gained knowledge about digital marketing. The Community Service activity implies that the partners can now be more easily found by potential customers and interact through review and response features, ultimately leading to increased sales revenue. The partners hoped that future Community Service activities related to digital marketing could continue, possibly exploring other social media platforms as additional digital marketing channels.

Keywords: digital; google my business; turnover; marketing

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INTRODUCTION

The rapidly evolving information technology has driven advancements in the discipline and concepts of digital marketing (Setiyoko et al., 2023). Another contributing factor is the COVID-19 pandemic, which has

compelled businesses, including Micro, Small, and Medium Enterprises (MSMEs), to implement digital marketing systems to enhance sales revenue.

Based on Law No. 28 of 2008 regarding MSMEs, defines micro-

enterprises as productive individual businesses with annual revenue of up to Rp 300 million. Their net assets must not exceed Rp 50 million and do not include land or building assets. Small enterprises are characterized by annual sales ranging from more than Rp 300 million to Rp 2.5 billion, with total net assets ranging from Rp 50 million to Rp 500 million, excluding land and buildings. Medium enterprises are businesses with annual revenue exceeding Rp 2.5 billion and net assets ranging from Rp 500 million to Rp 10 billion (Usaha Mikro, 2008).

One of the MSMEs in Surabaya is Kusnadi Store, established in December 1980. The store was founded by the late Mr. Kusnadi and his wife. It specializes in various party supplies such as plastic items, gift wrapping paper, plastic plates and cups, and other items. The store is at DBB floor B, Block B No. 30, Wonokromo Market, Wonokromo Street, Jagir, Surabaya, East Java. Operating hours are from 08:00 to 15:00 every day from Monday to Sunday. Currently, the store is managed by Mrs. Kusnadi, her two daughters, and one employee. An overview of the store's conditions and a selection of the items sold are depicted in Figure 1.

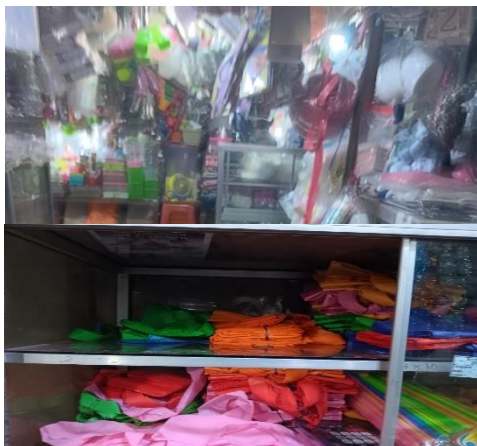


Figure 1 Kusnadi store merchandise

Sales revenue before the Covid-19 pandemic averaged around Rp 180 million per month. The highest sales

revenue typically occurred on Saturdays and Sundays, occasionally reaching up to Rp 12 million over the weekend. However, during the COVID-19 pandemic, monthly sales revenue plummeted to an average of only Rp 15 million, representing a drastic decrease of approximately 92%. Kusnadi Store attempted to recover in response to the pandemic by offering discounts on some of its merchandise. Despite these efforts, the revenue remained below optimal levels. The average daily revenue ranged between Rp 500,000 and Rp 800,000, resulting in an average monthly revenue of approximately Rp 24 million. This figure is significantly lower than the pre-pandemic revenue levels. The average monthly revenue assumptions for each period (pre-pandemic, during, and post-pandemic) are detailed in Table 1.

Table 1 Revenue earning

Condition	Revenue Earning (Rp)	
	Average per day	Average per month
Pre		
Covid-19 pandemic	3-6 million	90-180 million
Covid-19 pandemic	300-500 thousand	9-15 million
Post		
Covid-19 pandemic	500-800 thousand	15-24 million

Source: Interview Results with Partners (2023)

The second issue the partner faces relates to human resource capacity in digital marketing. Kusnadi Store has four personnel, with three managers and one employee. The managers oversee the store and hold full-time positions in private institutions, leaving them with limited time for digital marketing management. The store employee needs to work on utilizing digital technology due to knowledge constraints (Rohmah & Hera, 2022).

Based on the interview results with the management of the partner, it was

found that the partner requires an effective and efficient digital marketing platform. Effectiveness pertains to managing and developing marketing activities (Gumilang, 2019; Sihotang & Yutanto, 2021; Yutanto et al., 2023) for various products in the Kusnadi Store. Efficiency means cost savings in managing and developing these activities. In terms of effectiveness and efficiency, the partner needs to implement digital product marketing strategies to support the sustainability of Kusnadi Store's business.

Digital marketing is an activity, organization, or process that utilizes digital technology media to create, communicate, and distribute value to customers (American Marketing Association, 2017; Yutanto, Suhartono, et al., 2023). Digital technology media that can be utilized include websites, marketplaces, social media, and Google My Business (Merdekawati et al., 2021). The use of these digital media is expected to facilitate sellers in gaining access to a broader marketing reach (Yuliani et al., 2021; Purnomo, 2019; Rohmah & Hera, 2022).

Regarding the Kusnadi Store, which remains a local business, Google My Business is an appropriate digital media platform. Google My Business also facilitates and assists potential buyers in accessing information about local businesses (Rohmah & Hera, 2022). Google My Business is an application provided by Google's search engine that simplifies the process for potential customers to obtain business information, such as business location, name, email address, operating hours, telephone number, and images or photos of the business (Merdekawati et al., 2021; Yuliani & Novita, 2022). Google My Business can also be used for product promotions and to update information displayed in search results. Customers can also provide reviews and ratings for marketed products

(Merdekawati et al., 2021). Digital marketing through Google My Business provides three main benefits. First, Google My Business is a promotional platform showcasing a business profile, making it easy for customers to find the business location. Second, using Google My Business allows businesses to receive customer ratings regarding their operations. Third, it can attract new customers, increasing store traffic (Patria, 2019). Ultimately, implementing Google My Business is expected to reach a broader customer base, increasing sales and revenue (Yuliani & Novita, 2022).

Based on the partner's challenges, this Community Service to assist in creating Google My Business to display the business profile and obtain customer reviews and ratings. It is expected to increase revenue by at least 20% from the increased customer base post-COVID-19.

METHOD

This Community Service activity used the Participatory Action Research (PAR) method, a process involving communities that strive to scientifically study problems in terms of improving, guiding, and evaluating decisions and actions (Rahmat & Mirnawati, 2020). The PAR method involves all relevant parties directly in ongoing activities to provide improvements and changes for the better (Kamil et al., 2022; Santoso & Rusmawati, 2019). The stages used in implementing the Community Service activities included coordination with partners through surveys and observations as the initial stage. The aim was to understand the partners' needs and desires and serve as the basis for problem formulation by the Community Service team. The team then coordinated to design appropriate solutions for the partners.

The second stage was the implementation, which involved

assisting the partners in creating Google My Business accounts and utilizing its features (Rohmah & Hera, 2022). During the assistance stage, the partners were allowed to consult directly on managing Google My Business, and subsequently, assistance was provided through the WhatsApp application based on a schedule agreed upon with the partners (Merdekawati et al., 2021).

The final stage was the evaluation of the Community Service activity implementation, which included an on-site assessment to determine the alignment of the Google My Business setup with the expected target of being able to operate Google My Business with its features. The subsequent evaluation used a questionnaire measured on a scale from one to five, ranging from strongly disagree to agree strongly. The results of the evaluation were then observed by the team to assess the success of the Community Service implementation (Rosidi et al., 2023). The sequence of the community service activities is succinctly listed in Figure 2.



Figure 2 The stages of the community service activities

RESULTS AND DISCUSSION

The results from the preparation stage through observation and survey revealed that the partners needed an effective and efficient digital marketing platform to increase sales revenue (Fitri et al., 2024). Regarding this issue, the appropriate solution for the Kusnadi Store was the creation of a Google My Business profile (Fitri et al., 2024; Aditya & Rusdianto, 2023; Salam & Kho, 2023). Using Google My Business was expected to increase sales revenue and indirectly assist in

marketing products (Merdekawati et al., 2021) from the Kusnadi Store.

The result of the implementation stage was facilitating the Google My Business creation assistance activity. This event took place on Sunday, July 30, 2023, at Kusnadi Store, Wonokromo Market, DBB floor B, Block B No. 30. The assistance activity began with a presentation on the concept of using Google My Business and its operational steps (Fitri et al., 2024; Rosidi et al., 2023). The concept presentation was delivered to three managers of the Kusnadi Store and one employee, including four participants in the assistance session. The next activity involved the practical creation of a Google My Business account (Agusmawati et al., 2022; Diana et al., 2022; Salsabilla et al., 2024; Yuliani & Novita, 2022), guided by the Community Service team. The steps for creating the Google My Business account were as follows:

- a. Creating a standard Google account with several steps:
 - a.1 open google.com to sign in
 - a.2 Click on “*Create account*”
 - a.3 Select “*to manage my business*”
 - a.4 Fill in the complete data
- b. The second step was creating a Google My Business account:
 - b.1 ensure you are logged into the standard Google account
 - b.2 open the google.com/business page
 - b.3 Click on “*manage now*”
 - b.4 fill in basic information such as business name, address, website, phone number, and delivery area
 - b.5 Claim the business profile by opening Google Maps
 - b.6 Verify business ownership

The result of creating Google My Business is shown in Figure 3.

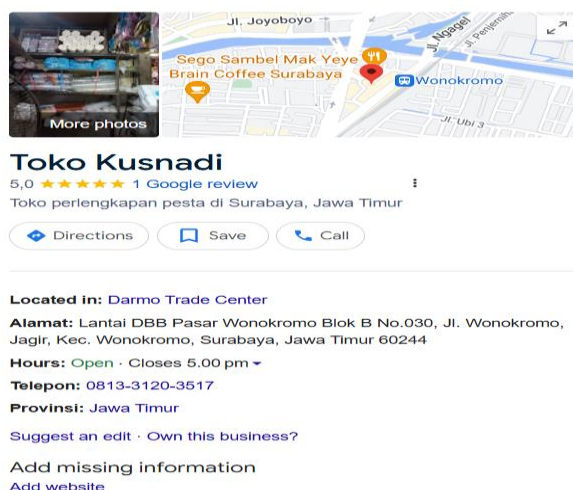


Figure 3 Google My Business for kusradi store

In the final stage, the Community Service team evaluated the implementation and impact of Google My Business (Anggoro & Hasugian., 2020), specifically focusing on sales revenue. Based on the evaluation through direct observation, the results indicated that the partners could create and operate Google My Business effectively with its available features (Diana et al., 2022). Additionally, the evaluation was conducted using a questionnaire filled out by the four participants in the assistance session. The average rating obtained from the questionnaire was 4.12. Based on this score, the implementation of the assistance received an excellent rating (Sihotang et al., 2023).

The partners gained knowledge about creating and managing Google My Business (Yuliani & Novita, 2022). Importantly, the partners did not incur any costs to implement Google My Business, allowing for effective and efficient marketing management (Wisnuaji et al., 2023). In practice, Kusradi Store's Google My Business achieved a five-star rating with one review. The store's revenue gradually increased, averaging between Rp 600.000 to Rp 1.250.000 per month,

representing a percentage increase of approximately 20-23% monthly. The assistance activities had a positive impact on the partners as they were able to easily connect with potential customers, engage in communication through review and response features, and achieve increased revenue (Salsabilla et al., 2024)

The partners hoped that the Community Service activities could be continued with other activities, such as digital marketing through social media platforms like WhatsApp, TikTok, Instagram, or Facebook. The Research and Community Service Center (Pusat Penelitian dan *Pengabdian Masyarakat* or *PPPM*) of Universitas Hayam Wuruk (UHW) Perbanas continues to monitor the assistance provided to Kusradi Store.

CONCLUSION

The Community Service activity, which involved assisting the managers and employees of the Kusradi store, had a positive impact. The partners learned about free digital media, such as Google My Business. This digital media was free, making it efficient and effective for local businesses like the Kusradi store.

The partners responded positively to the implementation of the Community Service activity and used Google My Business. The managers and their employees were also able to operate Google My Business. As a result, the Kusnadi store started receiving orders by phone with non-cash payments (transfers). The partners also hoped the Community Service activity could continue in other forms. The sustainability of this activity was further monitored by the Research and Community Service Center (*Pusat Penelitian dan Pengabdian Masyarakat* or *PPPM*) of Universitas Hayam Wuruk (UHW) Perbanas.

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