

Economic Empowerment and Prevention of the Spread of Covid-19 in Traditional Markets Through Partner Coffee Promotion

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Abstract

Innovation in improving the community's economy and preventing Covid-19 is necessary, especially in the traditional market ecosystem. This service aims to increase the economic development of traditional market entities and disseminate information on breaking the chain of the coronavirus. The location of the service is in Pakalu Market, Maros Regency. The implementation method uses the Participation Action Research (PAR) method by referring to Abdul Kadir's coffee shop as a partner. This one-month service resulted in several visitors, i.e. the enthusiasm and market awareness for using masks and washing hands increased along with the presence of flyers and banners with information on Covid-19 prevention at partner stores, where market visitors listened to the socialization provided. Furthermore, partners' coffee sales revenue also increased by 30%, whereas previously, partners did not reduce their income since the pandemic. The evaluation, promotion, and direct promotion of the service team with partners increase the attractiveness of partner shops that are different from other traders so that visitors who initially did not intend to buy coffee change their minds and buy partner merchandise. This service has succeeded in increasing economic shoppers and educating local market residents about the ways to prevent the transmission of Covid-19.

Keywords: Covid-19, Coffee, Traditional Market, Promotion, Socialization.

INTRODUCTION

The coronavirus pandemic, officially known as Covid-19, has significantly impacted rural communities' economic growth (Galucia, Morrow-Howell, Sun, Meyer, & Li, 2022). One of the effects that can be seen is the lack of buying and selling activities in traditional markets. Village community life in crowded traditional markets, synonymous with high communal (communal) nature, is slowly receding due to the Government's Physical Distancing and Social Distancing policies (Chung & Chan, 2021; Gafur, 2020). This is exacerbated by the large amount of information circulating about the dangers of Covid-19, ranging from the speed at which the virus spreads, the difficulty of identifying people who have been exposed, temporary separation from family members who are put in quarantine in hospitals, to the prohibition of taking Covid-19 bodies to the cemetery. This fact has become a frightening specter for rural communities to carry out daily activities, including in traditional markets (Sari, 2020).

The servant saw the phenomenon of the change in buying and selling activities at one of the traditional markets in Maros Regency, namely Pakalu Market. This traditional market has existed since 1970 and is known for its coffee commodity, located in Kalabbirang Village, Bantimurung District, Maros Regency (Ast, 2022). Servant collaborates with Kadir Coffee Shop, one of the Small and Medium Enterprises (UMKM) that focuses on selling coffee. Partner profile Kadir Coffee Shop is a coffee trader who owns a 5x3 meter shop or place of sale in Pakalu Market, a weekly market built in 1970 and then managed by a husband and wife couple, Abdul Kadir Said and Mahasumah.

Besides coffee, Mr. Abdul Kadir Said also sells several mixed goods in small quantities. Furthermore, partners buy coffee beans from distributors in Makassar City and grind them according to the buyer's request at the shop so that the coffee given to the buyer is fresh. The husband and wife couple live in South Buttatoa, Pettuadae Village, Maros Regency, which is about 10 km from Pakalu Market, so that every market day, Tuesday, Friday, and Sunday, they are actively trading coffee from 7 am to 8 pm. at noon. This process has continued from the past until now so that customers and residents around the Pakalu market have a well-known Kadir Coffee Shop.

The following is a description of the partner's condition and the condition of Pakalu Market which is a traditional market in Kalabbirang Village, Bantimurung District.



Figure 1. The Pakalu Market Entrance Gate and Conditions of Partner Selling Place



Figure 2. Process of Buying and Selling Transactions before service activities (without mask)

The Covid-19 pandemic has dramatically impacted the economic growth of people in traditional markets (Masyita, 2021). This is caused by buyers who are paranoid about the transmission of the Covid-19 pandemic originating from the traders themselves, and not all traders in Traditional Markets have implemented health protocols (Meikawati, Pedvin Ratna, & Andanawarih, 2022). The biggest impact traders feel it is the decrease in income, which simultaneously has an excellent potential for contracting Covid-19 if prevention efforts are not carried out (Supriyadi, Istanti, & Erlita, 2021).

In order to provide solutions to these problems, the service will carry out service activities in collaboration with partners who are coffee traders (UMKM) in Pakalu Market, Maros Regency. The Pakalu market is one of the traditional markets that still survives amid the modernization of life today (Aliyah, 2015). The market location on the axis road in Bantimurung District makes Pakalu Market always busy and becomes the center of buying and selling activities for the surrounding community. However, the outbreak of the Covid-19 pandemic has made buying and selling activities, which has resulted in the life of the market not being crowded

anymore, including that experienced by partners.

Service team and partners will distribute masks for free and socialize on how to prevent the spread of Covid-19 directly at partner stores in Pakalu Market, as well as promote partner coffee products by distributing flyers to every buyer and market visitor. Prevention of the spread of Covid-19 and promotion of partner coffee products. This process is expected to help increase partner coffee sales which will have an impact on improving the economic life of partners and then resultantly providing education to the public on how to prevent the transmission of Covid-19 (Marlina, Marjuki, & Sandhy, 2021).

Buying and selling activities at Pakalu Market began to be disrupted since entering the Covid-19 pandemic, which caused several problems faced by Kadir Coffee Shop as a partner. Some of these problems are as follows:

1. *Coffee Sales Decline Due to Lack of Buyers*

The lack of coffee buyers at the Kadir Coffee Shop caused coffee sales to decline. Coffee, which usually sells out at 20 kg/1 times the market, has dropped to 10 kg/1 at the market. This automatically causes a 50% decrease in partner income. According to partners, the decline was due to buyers afraid to go to the market because they would be infected with Covid-19.

Buyers who usually always come on market days, now only come once a week, and don't even come to the market at all. This also resulted in the coffee drinking habits of local men being stopped because their wives did not buy coffee at Pakalu Market. The most important thing that partners are worried about is the sustainability of their coffee business which is in danger of going out of business.

2. *Pakalu Market Environment Does Not Apply Health Protocols.*

The second problem faced by partners and traders at Pakalu Market is the lack of traders and buyers who implement health protocols. The health protocol in question is wearing a mask, providing a place to wash hands in public areas, maintaining physical distancing, and not making direct contact. Partners who are coffee traders at Pakalu Market also do not apply health protocols, so it can be a factor causing problems, not only for partners themselves but also for the entire market environment where there are hundreds of people on one market day.

The solutions offered by the service to the problems faced by partners are as follows:

1. *Distribution of Masks for Free and Dissemination of Ways to Prevent the Spread of Covid-19 Directly*

Busy market conditions where most of the market visitors are rural residents make it difficult for them to reach health protocol facilities which causes the lack of people who carry out complete health protocols. Traders wearing masks, providing hand washing facilities, and using face shields are very rare. Therefore, the proposer will distribute masks for free to market visitors, especially buyers at partner stores, and promote partner coffee products by distributing flyers every time a partner coffee product is purchased. Furthermore, the masks and flyers will be distributed to traders and buyers near partner stores and other market visitors.

2. *Dissemination of Ways to Prevent the Spread of Covid-19 as well as Promotion of Partner Coffee Products*

The service team carried out direct socialization the prevention the spread of Covid-19. The information that will be distributed will be packaged attractively by combining information on preventing transmission of Covid-19 and information on partner coffee products in one form of information, such as information images in the form of flyers and standing banners, where market visitors can see firsthand how to prevent transmission of Covid-19, as well as products of Partner, owned coffee.

This form of promotion will be more effective because it disseminates information that is "2 in 1", meaning one promotion will have double benefits. In addition to promoting partner coffee products that impact increasing partner income, there will also be socialization and education to the public about how to prevent the spread of Covid-19.

IMPLEMENTATION METHOD

The method and stage in implementing this community service is the Participation Action Research (PAR) method (Baum, MacDougall, & Smith, 2006). This method provides access for the service team to directly help promote partner coffee commodities during October 2020 (Kosasih, 2018). Of course, in the implementation process, Service team and partners use strict health protocols.

1. *Identify Needs*

Service team identify needs in the implementation of this program, namely:

- a. Mask;
- b. Face Shield;

- c. Hand soap and water;
- d. Information flyers;
- e. Standing Banners.

2. Preparation

The preparation process is to prepare all the materials and tools needed, such as purchasing materials and making and duplicating flyers for promoting partner coffee products and preventing the spread of Covid-19.

3. Promotion and Socialization Assistance

The mentoring stage is the core process of this service program. Service team will accompany partners and directly distribute information flyers on Covid-19 prevention and partner coffee promotions to buyers and market visitors.

4. Evaluation

The evaluation phase will be carried out after every one market day. For example, socialization has been carried out on Sunday, and then on Friday, an evaluation will be carried out by looking at the number of market visitors who apply health protocols, such as the use of masks and so on, during this service period which will then be compiled in a final report for October 2020.

RESULTS AND DISCUSSIONS

1. Distribution of Masks for Free and Dissemination of Ways to Prevent the Spread of Covid-19 Directly

Masks are essential in preventing Covid-19 (Rizki & Kurniawan, 2020). Even masks have become song lyrics in a short song with an instrument called Galih and Ratna, which was produced by the government together with a national singer (Agatha, 2021).

The service team distributes masks to every market visitor who passes in front of the partner coffee shop so that every market visitor can see firsthand the flyer and banner of information on Covid-19 prevention.



Figure 3. Covid-19 Prevention Information flyer and banner design

The service team directly helps promote partner coffee using a health protocol like masks. Around the partner shops, the service team has also prepared soap and water for hand washing. These aim to ease the market visitors to wash their hands before making transactions.

In addition, market visitors, whether they bought partner coffee or not, looked very enthusiastic in seeing flyers and banners for information on Covid-19 prevention. Almost every market visitor who passed the partner shop asked what activities the service team was doing. Market visitors were also delighted with the distribution of masks, where Service

team distributed free masks while conducting verbal socialization on how to prevent Covid-19 based on existing flyers and banners. The number of visitors who saw the service process made the devotees limit the number of people who gathered in front of the partner shop.

2. Dissemination of Ways to Prevent the Spread of Covid-19 as well as Promotion of Partner Coffee Products

Promotion of partner coffee products is also carried out simultaneously with the socialization of Covid-19 prevention. Promotion is carried out to increase the income and interest of market visitors.



Figure 4. The enthusiasm of market visitors buying partner coffee and the moment of distributing free masks

The evaluation results for one month showed an increase of 30% in income and profits from partners when compared before and after the service was carried out. Partners acknowledged that the promotions out attracted the attention of market visitors so that initially, visitors did not intend to buy coffee, then they bought it because of the crowd and the importance of this service to prevent Covid-19.

The service team also discovered that some market visitors were residents who did not believe in Covid-19, but after

seeing an explanation of the dangers of Covid-19 and how to prevent it, they realized the importance of maintaining cleanliness.

Implementing this service is the beginning of the coronavirus entering the South Sulawesi area, where there are still many people who are paranoid about this. According to partners, the socialization has also increased the positive perception of local communities around the market about the importance of vaccination and hand washing. In addition, partners also hope that this service can continue.

CONSLUSION AND RECOMMENDATION

Conclusion

Partner store customers who get masks and flyers after shopping are delighted because they get a mask as a gift; as we know, masks are now mandatory items that are worn every time they leave the house. Likewise, traders and market visitors who initially only passed through partner-shops stopped to see flyers and banners for information on the service team. Then they changed their minds and bought partner coffee products. In addition, the promotion has been proven to increase partner income by 30%, which is done by a service team with partners for only one month. The promotion is carried out while socializing ways to prevent Covid-19 through using masks, washing hands, and implementing the 5M health protocol.

Recommendation

In order to develop further service activities, in addition to distributing masks, hand sanitizer can also be distributed to every partner shop customer and market visitor, accompanied by the

installation of hand sanitizer in every shop in the Pakalu traditional market. Promotion of partner coffee commodities can also be done online using websites and social media for economic empowerment and more massive socialization of Covid-19 prevention.

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