

Increasing Sales Smartly: Kube Wanita MSMEs Utilize Gpt Chat As A Promotional Media

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ABSTRACT

Developing effective promotions is crucial for Micro, Small, and Medium Enterprises (MSMEs) in the women's sector of Kube. Leveraging GPT Chat technology presents a streamlined approach for entrepreneurs to craft enticing promotions, thereby boosting sales. Nevertheless, the adoption of such technology faces hurdles due to a lack of awareness among business owners. Recognizing this challenge, lecturers from Pamulang University have initiated a Community Service Program (PKM). Through this program, entrepreneurs are educated on harnessing Chat GPT for promotional purposes. The PKM aims to empower business owners with the requisite skills and knowledge to leverage Chat GPT effectively. Participants undergo comprehensive training sessions where they learn the intricacies of utilizing this technology to enhance their marketing endeavors. As a result of the PKM, MSMEs gain valuable insights into crafting compelling promotions that resonate with their target audience. Furthermore, the program equips participants with strategies to amplify the reach of their promotions, enabling them to tap into broader markets. By embracing innovative solutions like GPT Chat, entrepreneurs can transcend geographical limitations and expand their customer base significantly. Ultimately, the PKM not only enhances the digital capabilities of MSMEs but also fosters economic growth within the women's sector of Kube. Armed with newfound knowledge, these business actors are poised to navigate the evolving landscape of commerce with confidence, driving sustainable success in their ventures.

Keywords: Sales, GPT Chat, Promotional Text

INTRODUCTION

Digital marketing helps business people, especially MSMEs, reach a larger audience than through conventional methods. Apart from being able to reach a larger audience, digital marketing is also more cost-effective and scalable. So that marketing can be done anywhere and anytime without any limitations of space and time, business actors must be able to adapt their marketing and communication strategies to remain relevant and attract customer attention (Luo & Li, 2021). According to Roy et al. (2021), digital marketing is an important factor in attracting customer attention. They found that the use of effective digital marketing strategies, such as online advertising and social media, can increase brand awareness and strengthen relationships with customers. However, businesses need to ensure that the digital marketing campaigns they use are relevant and capable of producing a positive experience for customers.



Figure 1. Women's Kube PKM and UMKM Team.

When doing marketing, business people need inspiration, interesting product descriptions and narratives to do the marketing. In this case, business people can use Chat GPT to help narrate a product to make it more interesting. GPT Chat is an AI technology that can help business performance. Business actors need to innovate and develop effective marketing strategies in order to remain competitive in the era of digitalization (Choudhury et al., 2022). According to Roy et al. (2021), digital marketing is an important factor in attracting customer attention. They found that the use of effective digital marketing strategies, such as online advertising and social media, can increase brand awareness and strengthen relationships with customers. However, businesses need to ensure that the digital marketing campaigns they use are relevant and capable of producing a positive experience for customers. In addition, according to Kim et al. (2022), customer engagement is also an important factor in attracting customer attention. Involving customers in the product development process and providing personalized service can increase customer satisfaction and strengthen brand loyalty.

In the business world, attractive promotional materials are of course important in attracting customers, with product descriptions or interesting words that can influence customers' decisions to buy a product. Pamulang University Community Service (PKM) is carried out to design promotional texts and educate business actors to create promotional texts. In the promotional text design process, the Artificial Intelligence (AI) ChatGPT-based application is used to help design promotional text that is attractive and in accordance with the characteristics of the products produced by Kube Wanita MSMEs.



Figure 2. The PKM team is delivering material.

Artificial Intelligence is the science and technique of making intelligent machines, especially intelligent computer programs. The task is similar to using computers to understand and imitate human intelligence (McCarthy, 2007). One of the most stable and widely used AI programs is ChatGPT. Chat GPT or Generative Pre-training Transformer is artificial intelligence that works using a conversation format. Users can ask this type of AI questions and automatically get answers in no time. Users can get the best answers if they enter the right keywords or prompts. According to Goh et al. (2020), using ChatGPT in the marketing process can increase efficiency and effectiveness in targeting customers appropriately. In addition, according to research conducted by Chen et al. (2021), the use of AI in designing marketing content can increase creativity and improve customer interactions with brands.

The use of AI-based applications can increase product marketing effectiveness (Lambrecht and Tucker, 2021) and the use of official websites can increase customer trust and MSME profits (Gao and Huang, 2020). Therefore, it is hoped that this service activity can provide significant information and knowledge for Kube Wanita MSMEs in increasing sales and introducing the products they produce to the wider community.

Promotions carried out by UMKM Kube Wanita use simple and less attractive words and promotions. So it is difficult for them to attract customers and their sales are difficult to increase.

Promotional activities carried out by partners are still carried out conventionally through shops and exhibitions which are often held by the city government. This situation causes partner products to only be known in the local market. Partners also do not have unique promotional text materials such as product descriptions, batik motif names, and MSME profiles to add value to their products. Based on the identification of this problem, it is necessary to design promotional text material that can be used to support promotional activities and automate the product sales process via the website.

METHODS

The implementation of this PkM applies the principle of science and technology diffusion, namely efforts to spread information and knowledge in the field of science and technology (science and technology) to the general public (Vajjala et. all., 2022). Service activities are carried out in 5 core stages, namely: preparation, implementation, training, mentoring, reporting and publication, as can be observed in Figure 3.



Figure 3. PKM Implementation Flow.

RESULTS

1. Preparation

The chairman and service team coordinate with the Indonesian Technocrat University Community Service Institute (LPPM) to plan community service. Preparation of PKM assignment letters and cooperation agreement letters with partners are also prepared at this stage.

- Observations of MSMEs in the field and paying attention to the problems they face are used as a basis for carrying out this PKM
- Prepare a community service program proposal to obtain direction and an overview of the activities to be implemented.
- Analyzing the process of implementing socialization about promotions used via chatgpt.
- Observe the importance of holding activities Using GPT chat in promotional media to increase sales according to the target market.
- Arranging the time for implementing PKM activities in the area where SMEs carry out their business.
- Prepare equipment and supplies for PKM implementation.
- Prepare the implementation team to carry out PKM activities.

2. Implementation of Activities

The service team carries out activities that begin with analyzing the situation and identifying existing problems with partners. Next, create a design of training materials that will be provided to partners. Activities carried out during the visit included interviews related to the history of MSMEs, labeling names and descriptions of batik motifs, as well as training in using ChatGPT to design promotional texts.

- Seeing the condition of MSME players who lack information and knowledge about promotions and digital marketing easily and simply.
- Identify and formulate problems that occur in the UMKM KUBE Wanita UMKM Pamulang Estate.
- Evaluate the results of observations, interviews and data collection obtained, then compare them with theories obtained from the literature and in accordance with applicable rules, then teach MSME players the use of chatgpt which is simple and easy to understand.
- Provide an example of promotional text using GPT chat in one of the business units run by MSMEs.
- Conduct questions and answers regarding their method of using chatgpt.

3. Training and Mentoring

In the training and mentoring process, MSME owners provided careful explanations about how Kube Wanita MSMEs carry out simple marketing with limitations in creating promotional narratives. Apart from that, MSME owners also explained their limitations with the digital world as a medium for promoting the products they produce.

Based on this through this activity. UMKM Kube Wanita was taught by the PKM team to create narratives using Gpt chat. By creating interesting descriptions of their products, it is hoped that they can attract a wider range of consumers. So, if this is done sustainably, they will be able to increase their sales.

4. Monitoring and Evaluation

The monitoring and evaluation process for partners is carried out by establishing communication with business owners during the PKM period. Based on this process, the PKM team came directly to the MSMEs and conducted interviews and discussions. From the results of these interviews, MSME actors shared the benefits they received after participating in the PKM activities.

5. Reporting and Publication

At this stage the service team reports and publishes articles in journals and creates other outputs such as publishing news articles, publications and other additional outputs. The output in the form of news articles is intended to increase wider public awareness regarding the use of technology for the promotional needs of MSMEs and make it easier for them to run and develop their business.

CONCLUSION

Based on the PKM activities that have been carried out at UMKM Kube Wanita, the following can be concluded:

1. MSMEs can interact with customers personally and in real-time through messaging platforms, creating a more engaged and relevant experience.
2. With ChatGPT's ability to provide fast and relevant answers, companies can increase customer engagement through dynamic and informative interactions.
3. Compared to human interaction, using ChatGPT as a promotional media tool can save companies time and costs by automating the communication process.
4. Thanks to ChatGPT's ability to understand context and provide appropriate responses, companies can serve personalized content to each user according to their needs and preferences.

THANK-YOU NOTE

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