

OVERCOMING THE PROBLEMS OG HEUVEL TRIBE OFFLINE STORE BASED ON 4P MARKETING AND IMPLEMENTING THE TEACHINGS OF TAMANSISWA

Legiman^{1*}, Ayu Ratnasari², Rizal Fatoni³, Star of Ramadan⁴, Adellia Amandasari⁵,
Nawang Kencana Dewi⁶, Agus Dwi Cahya⁷, Supaprawat Siripipatthanakul⁸

^{1,2,3,4,5,6,7} Universitas Sarjanawiyata Tamansiswa

⁸ Manipal GlobalNxT University

*Correspondence: imanlegi442@gmail.com

ABSTRACT

This community service program aims to apply the values taught by Ki Hadjar Dewantara Ngandel (trust), Kendel (courage), Bandel (perseverance), and Kandel (resilience) to improve the performance of the "Heuvel Tribe" clothing store, which has been experiencing a decline in sales at its physical location. The program took place from October 3-21, 2024, involving six participants who were enthusiastically engaged in each session. The materials provided were specifically designed to help address the challenges faced by the Heuvel Tribe. Collaboration with the store facilitated the delivery of solutions and strategies to increase sales, which were well received by store management. As a token of appreciation, Heuvel Tribe received a certificate recognizing their contribution to this community service program. Participants hope that this program can continue sustainably to support the growth of local businesses.

Keywords: *community service, the value of Ki Hadjar Dewantara, Ngandel, Kendel, Bandel, Kandel, Heuvel Tribe, improving business performance, collaboration*

INTRODUCTION

The development of the *fashion world* is currently growing rapidly, encouraging business people to explore it because there are so many enthusiasts in the world of *fashion*. Moreover, currently there is a *fashion trend* from various countries such as Korea, America, and many more. One of the UMKM engaged in the *fashion sector* is Heuvel Tribe, Heuvel Tribe is an original *brand* from Yogyakarta that is engaged in *fashion* such as clothes, t-shirts, hats, and accessories. Heuvel is very popular, especially among today's young people. Heuvel Tribe itself has been established since 2012, founded by Helmi Yusliwidika, the name Heuvel itself was taken from Dutch which means mountain tribe, he took the name because he was inspired by his hobby of mountain climbing.

As a business actor, besides having to follow the current *trend*, we also have to develop a strategy so that MSMEs can run well. The strategy that can be applied is the 4P marketing (*Product, Price, Place, promotion*). According to (Rachmawati, 2011), the first thing is *the product* or product. The product is what is offered to consumers, either goods or services, and must be in accordance with the needs or desires of consumers. Next is *the price* or price is how much consumers must pay for the product, and is usually determined based on costs, consumer purchasing power, and competitor prices. Next is *the place* or place. Place refers to how the product is distributed or accessed by consumers, so it must be available in the right location and easy to reach. Then the last *promotion* or promotion is a way to introduce products to the market, for example through advertising, discounts, or social media campaigns, to attract attention and encourage people to buy.

Apart from the strategy as a business actor, we must also provide motivation for our employees to increase productivity according to (Agus Dwi Cahya et al., 2022) in one of his teachings Ki Hadjar Dewantara applies *Ngandel, Kendel, Bandel, Kandel* as a guide so that they do not give up easily. In Indonesian itself, *Ngandel* means to believe so that every member of the organization has self-confidence and belief in the abilities and vision of the organization, encouraging collaboration and innovation. Then *kendel* which means brave which reflects the courage to take risks, adapt to change, and face challenges with an optimistic attitude. Next *Bandel* Bandel refers to the organization's steadfastness in maintaining values, consistency in quality, and commitment to achieving long-term goals. Then the last is *Kandel* shows the strength of the organization in facing crises and competition, as well as the resilience of tough human resources.

METHOD

The method used in the implementation of community service uses *Participatory Learning and Action (PLA)*. The method used in community service is known as *Learning by doing* or learning while working (Kusumawardhani et al., 2020). The PLA method involves active participation in the community in the learning and action process, so that they are directly involved in identifying problems, finding solutions, and evaluating the results. To help and empower MSMEs, the *Participatory Learning and Action (PLA)* method is used through *the Learning by Doing approach*. With this approach, MSMEs can be directly involved in each

stage of mentoring, so that they can understand and apply new skills according to their respective needs. The following are the stages carried out in this mentoring process:

1. Looking for SMEs:

Determining the right MSMEs to foster by choosing a location, setting criteria (such as type and scale of business), and building good relationships so that MSMEs are willing to actively participate.

2. MSME Observation:

Collecting information by directly observing and interviewing business owners, so that you can better understand their conditions and needs and ensure that the mentoring materials are appropriate.

3. Presentation of Material & Providing Solutions:

Providing interactive materials that are directly practiced by MSMEs, such as financial recording exercises or marketing strategies, while providing input to improve their understanding. The solutions that our group provides are such as installing *banners* in front of the store and providing discounts at certain moments, such as beautiful dates, Christmas, New Year, Eid, and other moments.

Tabel 1. List Presentation

Number	Name of Speaker	Material
1	Adellia Amandasari	Improving the performance of clothing store entrepreneurs
2	The Golden Goddess of Mercy	Heuvel Tribe by emulating the teachings of Ki Hadjar
3	Legitimate	Dewantara (ngandel, kendel, bandel, kandel), and
4	Rizal Fatoni	implementing the 4Ps (<i>product, price, place, and</i>
5	Star of Ramadan	<i>promotion</i>).
6	Ayu Ratnasari	

4. Certificate Submission:

Conduct final evaluation to measure progress, provide certificates as a form of appreciation.

This approach is designed so that mentoring does not just stop at the training stage, but also produces real and sustainable changes for MSMEs. In this way, MSMEs not only receive new knowledge, but are also encouraged to apply it in the long term, so that the benefits are still felt even after the program is finished.

RESULT AND DISCUSSION

This community service activity involved six students and one lecturer from the Faculty of Economics, Management Study Program, Sarjanawiyata Tamansiswa University Yogyakarta. This community service activity was carried out for two days, namely on October 15, 2024 and October 26, 2024 at the Heuvel Tribe UMKM which has a complete address at Jalan Cendrawasih Jl. Demangan Baru No.25 B, Mricen, Caturtunggal, Kec. Depok, Sleman Regency, Special Region of Yogyakarta.



Figure.1 Heuvel Store



Figure.2 Observation in Heuvel Store

On the first day, October 15, 2024, the community service activity began with an introduction of members to Mr. Kevin as the manager & Mr. Rama as the head of the Heuvel Tribe business shop. After we made introductions, we then explained our purpose in coming to this UMKM as a community service assignment from Sarjanawiyata Tamansiswa University to UMKM-UMKM and we also explained that the results of this observation would be published as a newspaper and journal. After that we conducted an interview about the Heuvel

Tribe UMKM with Mr. Kevin & Mr. Rama. Mr. Kevin explained that the Heuvel Tribe UMKM has been established for 12 years since 2012. Mr. Kevin said that the origin of the name Heuvel was given by the owner, Helmi Yusliwidika, which he took from Dutch which means mountain tribe, Mr. Helmi took the name because he likes to climb mountains, that's why he named it Heuvel. Then for the employees of the Heuvel store, there are four employees. Employees who work at the Heuvel Tribe Store have a 2- *shift working hour system* , morning and afternoon, because most of the employees are students, so they are free to determine their working hours. Mr. Kevin also explained that the problem often faced by the Heuvel Tribe store is the decline in sales *turnover* at the Heuvel Tribe *offline store* due to competition and lack of interest in buying at *offline stores* because goods tend to be cheaper in *online shops*.



Figure.3 Material Exposure



Figure.4 Certificates Giving

Then on October 26, 2024, which coincided with the second day, the community service team presented material at the Heuvel Tribe UMKM. The community service began with the provision of material on the teachings of Ki Hadjar, namely Ngandel, Kendel, Bandel, and Kandel, which was delivered by Legiman based on the journal from (Asyabilla, 2020) , then continued with the understanding of marketing 4P (*Product, Price, Place, promotion*) by Rizal Fatoni based on the journal from (Rachmawati, 2011) , and finally conveyed the solutions that must be done to make this Heuvel Tribe *offline store* able to increase sales *turnover* by Bintang Ramadhan.

On the second day, the team focused on delivering material on the 4P marketing concepts, delivering teachings from Ki Hadjar, and providing solutions to the Heuvel Tribe store in the form of creating an attractive banner for promotion and introducing products to

consumers, so that consumers know more about the product promotions that the store sells. After the presentation of the material was completed, it was continued with the presentation of a certificate to Mr. Kevin as the manager of the Heuvel Tribe store as a symbolic sign from students to the UMKM.

CONCLUSION

Through the Community Service activities at UMKM Heuvel Tribe, we carry the teachings of Ki Hadjar Dewantara *Ngandel, Kendel, Bandel, and Kandel* which are applied in the 4P marketing concept which has helped this UMKM in increasing its understanding of promotional strategies. The solution in the form of installing banners and providing discounts at certain times is expected to increase the interest of consumers who want to buy at offline stores. We also provide other directions such as product placement on their store displays so that best-selling products are placed evenly so that other products are also glanced at by consumers and become their own attraction. This program shows the importance of character education and marketing strategies to support the sustainable growth of UMKM.

REFERENCES

- Agus Dwi Cahya, Nanang Kususma Rosedi, Dika Prawita, Chichi, Seliana Intan Tri, & Miraldi. (2022). Digital Marketing Literacy and MSMEs Improvement Based On The Teachings Of Ki Hadjar Dewantara: "Ngandel, Kendel, Kandel, and Bandel". *IMPACTS: International Journal of Empowerment and Community Services*, 1 (1), 18–23. <https://doi.org/10.30738/impacts.v1i1.13060>
- Asyabilla, K., & Komunitas, J. (2020). *Machine Translated by Google The Role of Civic Education Machine Translated by Google*. 1–22.
- Kusumawardhani, R., Kurniawan, IS, Maulida, A., & Cahya, AD (2020). Home-based Food Industry SME Training as an Effort to Minimize Entrepreneurial Obstacles. *Indonesian Journal of Community Engagement*, 6 (1), 23. <https://doi.org/10.22146/jpkm.46438>
- Rachmawati, R. (2011). The Role of Marketing Mix in Increasing Sales. *Journal of Engineering Competence*, 2 (2), 143–150.