

MARKETING STRATEGY AND DIGITAL FINANCIAL BOOKKEEPING AS AN EFFORT FOR BUSINESS DEVELOPMENT AND COMPETITIVENESS OF BAKPIA ISTU SMEs IN THE NEW NORMAL ECONOMIC ERA POST COVID-19

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ABSTRACT

Currently, economic actors such as owners of Micro, Small and Medium Enterprises (MSMEs) are now not only able to produce a product, but also must immediately adapt and apply technological developments to their economic activities. The contribution of MSMEs is quite influential in preserving Indonesian Culinary Culture and even the national economy. However, there are still many MSMEs that do not use the right strategy in their business ventures. Apart from that, the impact of the Covid-19 Pandemic has made many businesses worse off. One of the Culinary MSMEs that was affected was the Bakpia Istu MSME. Since the covid-19 pandemic, sales turnover has decreased by 70% due to decreased demand. Based on its marketing activities, in terms of product branding, Bakpia Istu is still lacking. Bakpia Istu's packaging is still far from being attractive to consumers. Then in terms of financial bookkeeping, since 2014 the UMKM Bakpia Istu is still very conventional, only writing in the manual on the basis of remembering and also "trusting" employees without further control, even though it is often found every month experiencing recording errors between capital, operational as well as sales results. To revive these MSMEs, the urgent priority is solving marketing and financial problems. The goal is to improve and business competitiveness. The solutions offered for marketing problems are providing workshops on managing product branding in market share to increase brand awareness from Bakpia Istu consumers and redesigning packaging using the QFD method to make it more eye-catching. The solution offered for the problem of financial bookkeeping is to provide workshops on the importance of financial records in determining the business strategy design of Bakpia Istu SMEs and creating a digital financial recording system.

Kata Kunci: *Redesign, Digital Finance, Brand Awareness*