



## Training of Millennial Kiosk Traders: E-Writing of English Advertising Slogan for Promoting Agriculture Products

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### Abstrak

Tujuan dari pengabdian kepada masyarakat ini adalah untuk meningkatkan kapasitas anggota Paguyuban Kawargian Adat, khususnya bagi generasi milenial pedagang kios yang berjualan produksi pertanian di area objek wisata budaya Ciung Wanara Desa Karangkamulyan. Kegiatan ini berupa pelatihan E-Writing Slogan Iklan Bahasa Inggris (E-SIBI) menggunakan asistensi WhatsApp Group. Pengumpulan data dilakukan dengan interview mendalam menggunakan teknik Diskusi Kelompok Terfokus (Focus Group Discussion) dan dokumen tangkap layar slogan iklan Bahasa Inggris. Hasil Diskusi Kelompok Terfokus (Focus Group Discussion) dianalisa melalui proses transcribing, coding, categorizing, dan interpreting. Sedangkan dokumen tangkap layar dianalisis dengan Rubrik penilaian slogan; dan secara terpisah tulisan slogan iklan Bahasa Inggris tersebut dianalisis secara descriptive. Hasil penilaian slogan iklan menunjukkan kategori Baik (3,4) dan menunjukkan karya tulisan Bahasa Inggris yang inovatif; dengan kemampuan menulis kosakata Bahasa Inggris dalam tataran kata, frase, dan kalimat pendek. Respons khalayak terhadap kegiatan ini sangat positif karena mereka mendapat ilmu baru yaitu cara menulis slogan iklan Bahasa Inggris dan digital literasi. Berdasarkan hasil FGD, volume penjualan mengalami peningkatan pasca pemasangan slogan iklan Bahasa Inggris sebesar 50%. Untuk pengabdian selanjutnya disarankan memberikan kegiatan pelatihan yang sama untuk pemangku kepentingan yang berbeda yang ada di area Objek Wisata Budaya Ciung Wanara atau di area objek wisata lainnya.

**Kata kunci**—E-writing, Slogan Iklan, Whatsapp Group

### Abstract

The present community engagement aims at providing Paguyuban Kawargian Adat, in particular, the millennial kiosk traders of agriculture products at Ciung Wanara, (a culture tourism object) an empowerment. E-Writing of English Advertising Slogan (E2AS) using WhatsApp Group is a training of millennial kiosk traders. The primary data are obtained through FGD, and documentation of E-writing result of English advertising slogan. The result of interview is transcribed, coded, categorized, and interpreted; meanwhile, the documentations of English advertising slogan advertising are analyzed utilizing a rubric of slogan. The result shows that English advertising slogan created by all millennial kiosk traders are categorized as Good (3,4) and presents an innovative work. In term of English ability, they are able to write several vocabularies in the level of words, phrases, and simple sentence. The millennial kiosk traders respond the training positively because they have an opportunity to obtain a new knowledge (E-writing of English advertising slogan and digital literacy). Furthermore, the volume of selling agriculture product increases up to 50% after being displayed the English Advertising Slogan (EAS) indicating the improvement of marketing quality. It is recommended for future community engagement to cope with different stakeholders living around the area of Cung Wanara culture tourism object.

**Keywords**— E-writing, Advertising Slogan, WhatsApp Group

## 1. INTRODUCTION

Covid-19 pandemic has condemned all sectors greatly all the way through two years; and agriculture and tourism sector is no exception. The proliferation of these two sectors has been hampered by Covid-19 pandemic in that the volume of agriculture selling products (Anggayana, Nitiasih, & Budasi, 2016; Sutrisno, 2021) and the level of tourism object visitors decreased along these two years (Budisatria, Hasibuan, Ghassani, & Nazareth, 2021; Kanom, Darmawan, & Nurhalimah, 2020). Consequently, a group of economy actors, namely Paguyuban Kawargian Adat has been in a desperate condition, in particular the kiosk traders selling at Ciung Wanara Culture Tourism Object (CWCTO).

CWCTO, which is located at Karangkamulyan Village, Cijeungjing District, Ciamis Regency of West Java Province, has a very lucrative locus. It lies along the main road of West Java Province, particularly, at the border of West Java and Central Java. For this reason, CWCTO becomes the major income of village finance as well as for Ciamis Regency. Among stakeholders, kiosk traders of kiosk has retributed for many years to Ciamis Regency every month (Rohayati, Iskhak, & Rustandi, 2022). Due to the zero visitor during Covid-19 pandemic, kiosk traders are closed during that time. Kiosk traders sells the agriculture product which are in the main course such as *Pais Nilem Endogan* (A Sundanese Steamed Nilem Fish), *Karedok* (Sundanese vegetable salad), *Sop Iga Sapi* (Beef Rib Soup), *Goreng Ayam Kampung* (Fried Kampung Chicken), and *Nasi Timbel* (Banana Leaf Wrapped Rice).

The economy recovery of tourism sector is pivotal so that an effort has been created by tourism practitioners. This effort can be assumed as a suitable pathway to increase visitors of CWCTO that effects the income of, mainly, kiosk traders, and others stakeholders. There are likely many programs to be implemented such as digitalizing economy activity, improving positive image through and branding and infrastructure, and conducting human resource empowerment, for example, by English language training and literacy (Sutrisno, 2021, Budisatria, et al., 2021; Kanom, et al., 2020; Claria, & Rajistha, 2021; Rahardi, et al., 2021, Rohayati, et al, 2022).

Dealing with the literacy, English language training has been carried out to stakeholders in CWCTO (Rohayati, Herlina, & Rianto, 2019; Rohayati et al., 2021, Rohayati, et al., 2022). The

different nuance might be ultimate after Covid-19 pandemic, i.e, digital literacy which is incorporated with English literacy. The training of English and digital literacy that was implemented to the kiosk traders in CWCTO is underpinned by the previous research conducted by Rohayati & Friatin (2019) and Tanjung & Rohayati (2019). The reason is that smartphone has become very popular; and it is quite easy for millennial generation to be utilized. This potential might be another reason behind the present community engagement. Thus, the main purpose of the present community engagement is to provide the Paguyuban Kawargian Adat, in particular, the millennial kiosk traders of agriculture products at Ciung Wanara Culture Tourism Object (CWCTO) an empowerment through E2AS (E-writing of English Advertising Slogan) using WhatsApp Group.

## 2. METHOD

The current community engagement employed extension service using WhatsApp Group , both offline and online, which is categorized into three approaches: individual, group, and bulk (Van Den Ban, & Hawkins, 1999). The last category was relevant to be applied in the present community engagement because it is efficient and the principles of adult learner are taken to be consideration (Knowles, Holton & Swanson, 2005; Brown, 2007). Fourteen kiosk traders were involved in the present community engagement who consisted of 14 millennial kiosk traders or the representatives.



Picture 1. Collaborative EAS

To obtain the deep information of the subject, FGD and documentation of E-writing result of English Advertising Slogan (EAS) were utilized.

The result of interview is transcribed, coded, categorized, and interpreted; meanwhile, the documentations of English advertising slogan advertising are analyzed utilizing a rubric of slogan. After one collaborative slogan was created and printed (See Picture 1), it was made into 14 banners of EAS that were displayed in front of their kiosks (See Picture 2).



**Picture 2.** EAS displayed in front of kiosks

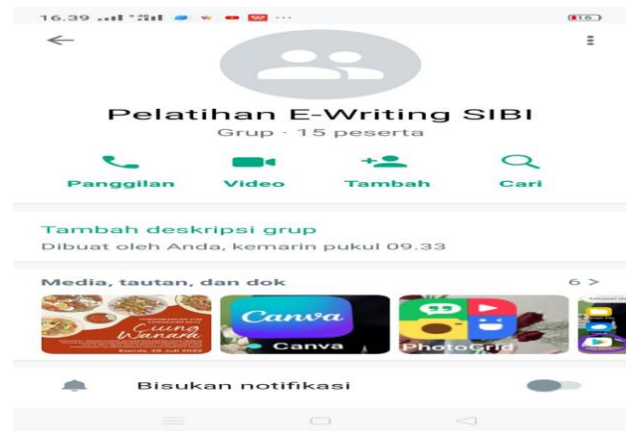
### 3. FINDINGS & RESULT

As previously mentioned, the present community engagement was to cater Paguyuban Kawargian Adat, mainly, the millennial kiosk traders with the training of E-writing English Advertising Slogan (E2AS) for selling promotion of agriculture product using WhatsApp Group. This program took place in area of Ciung Wanara Culture Tourism Object (CWCTO), Karangkamulyan Village, Cijeungjing Subdistrict, Ciamis Regency. The activity was conducted both online and offline at 28th Juli 2022. The total number of each group is 7 online learners and 7 offline learners. The participants were the representative of kiosk traders who were not more than 32 years old (millennial generation). The kiosk traders retributed every month to Tourism Office of Ciamis Regency. The following are frameworks of community engagement:

#### Framework for E-writing English Advertising Slogan (EAS)

The team of community engagement arranged the following framework in implementing E2AS. First, the number of participants were 14 millennials kiosks traders in CWCTO. Each kiosk was required to delegate representatives who were born between 1995-2010. The representative might

be their relatives, family, neighbor, etc. Subsequently, they were invited to join WhatsApp Group of *Pelatihan E-Writing SIBI (Slogan Iklan Bahasa Inggris)* or E2AS as can be seen in Picture 3.



**Picture 3.** WhatsApp Group of E2AS

The second step is conducting Focus Group Discussion (FGD). All participants got together with the team of Community engagement in on roof. The traditional site or Gazebo where the training of E2AS took place is named Sipatahunan. It is established in 2019 as the new site in for having a family gathering, outdoor meeting, etc. Sipatahunan is labelled to this site because the locus is right front of the Sipatahunan river (See Picture 4). Sipatahunan is very popular since it has been the river where the baby of Ciung Wanara was floated off until He was found by Eyang Balangantrang. Later on, Ciung Wanara keep the throne of Galuh Kingdom.



**Picture 4.** The Team with Sipatahunan River background

In addition, FGD is employed as method to provide the participants the procedure of E-Writing English Advertising Slogan (E2AS) using the assistance of WhatsApp Group (See Picture 5). According to

Kvale (1996), FGD is beneficial to ignite participants motivation and dig out the information and knowledge of phenomenon in the real world.



**Gambar 5** Extention, FGD and offline training in Sipatahunan Gazebo

The elaboration of E2AS framework indicates that E2AS might become an insightful solution for overcoming the problem, in particular, of trained Human Resources which are limited. A2AS using WhatsApp group is very fruitful since it provides both trainer and trainee the skill of English language and digital literacy. Several previous studies evidenced the usefulness of WhatsApp Group as learning media (Alsaleem, 2014; Adolore, 2017). Meanwhile, the study conducted by Tanjung & Rohayati (2019) shows that the waiters and waitress in one of restaurant in Pangandaran has taken an advantage from WhatsApp Groups as media of learning English. Similarly, the community engagement reported by Tristiana, Wulandari, & Kurniati, 2020) comes up with successful online learning.

### Constructing English Advertising Slogan (EAS)

The next step is training of millennial kiosk traders through E2AS. First of all, the participants were invited to elaborate the featured main course available in their kiosks. It has been stated by the participants that there are four main course that are always sold, among others, *Pais Nilem Endogan* (A Sundanese Steamed Nilem Fish with its Eggs), *Karedok* (Sundanese vegetable salad), *Sop Iga Sapi* (Beef Rib Soup), *Goreng Ayam Kampung* (Fried Village Chicken), and *Nasi Timbel* (Banana Leaf Wrapped Rice). After that, need analysis were utilized to find out one main course that will be selected to be a slogan. The next, the participants are asked to download Canva (software of design graphic) that was used as a media for e-writing. The last, evaluation towards the result of E2AS using the

rubric of slogan is adapted from [www.rubric.campus](http://www.rubric.campus). The result of E2AS consists of two categories: theory and DIY (Do It Yourself). The result is given in the following Table 1.

**Table 1.** The result of E2AS Training

Training	Score	Mean Score	Percentage
Theory	59	4,2	84
DIY	47	3,4	85

All of participants were able to write English slogan in the level of words, phrases, and simple sentences. Among the offered main courses aforementioned, *PAIS NILEM ENDOGAN* (A Sundanese Steamed Nilem Fish with Its Eggs) was the one that became the object of printed banner to be displayed. In addition, English Advertising Slogan was written in the following text:

**A Sundanese Steamed Nilem Fish with Its Egg- Feel the Original Taste of Steamed Nilem Fish and Its Eggs.**

The above EAS is written on Canva; subsequently, it was shared in WhatsApp group. The works which are so creative and innovative were then collaboratively condensed into a slogan that will be printed in the form of banner (See Picture 1). The banners were printed to be displayed in front of 14 kiosks in area of CWCTO. The training of millennial kiosk traders resulted in the improvement of participants' knowledge. Furthermore, the volume of selling agriculture products were also getting increased approximately 25% in a period of PAIS NILEM ENDOGAN production after two weeks displaying EAS (Interview result of Kiosk Trader 4 and 5). After the training, the millennial kiosk traders responded the training positively because they have an opportunity to obtain a new knowledge (E-writing of English advertising slogan and digital literacy).

## 4. CONCLUSION

It has been discussed the thorough elaboration of community engagement addressed to Paguyuban Kawargian Adat, in particular, the millennial kiosk traders of agriculture products at Ciung Wanara, (a culture tourism object) an empowerment. E-Writing of English Advertising Slogan (E2AS) using WhatsApp Group is a training of millennial kiosk traders. The result shows that E2AS has been



conducted successfully in that all kiosk traders' knowledge get increase in English and digital literacy. English advertising slogan created by all millennial vendors which are categorized as Good (3,4) and presents an innovative work gives new nuance to the area of CWTO; so that it can attract more visitors. Furthermore, the volume of selling agriculture product increases up to 50 after being displayed the English Advertising Slogan (EAS) indicating the improvement of marketing quality. It is recommended for future community engagement to cope with different stakeholders living around the area of Cung Wanara culture tourism object..

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