

## TRAINING AND ASSISTANCE IN THE USE OF INSTAGRAM LIVE IN IMPROVING THE EXISTENCE OF MSMEs

Amelia Rizky Alamanda <sup>1</sup>, Sherina Nadyalita <sup>2</sup>

Universitas Padjadjaran

[rizky.alamanda@unpad.ac.id](mailto:rizky.alamanda@unpad.ac.id)

### Abstract

The presence of technology and the internet makes it easier for people to go shopping, especially online rather than shopping conventionally. MSME actors also feel the same way, namely the convenience of the internet or social media in carrying out business activities such as advertising, sales promotion, direct marketing, and personal selling to develop their businesses. However, it turns out that there are still many MSMEs that are constrained to digitally transform through social media, one of which is Instagram. Based on data reported by Suara.com, the number of Instagram users in Indonesia in 2022 has reached 99.15 million people. So in this case, students through community service programs can play a role in being directly involved in providing socialization and educating MSMEs with door-to-door methods and online meetings regarding the Instagram social media platform, especially the use of the Instagram Live feature to increase the existence of MSMEs and help expand the reach of their business target market.

**Keywords:** Digital Communication, Instagram, Instagram live, MSMEs.

### INTRODUCTION

The occurrence of technological advances and the internet has unconsciously affected the level of consumerism in society and has an impact on the economic cycle of the Indonesian people. The presence of the internet makes it easier for consumers to shop, especially online rather than shopping conventionally. Not only ordinary people can feel the impact, but MSME actors also feel the convenience of the internet or social media in conducting business activities such as advertising, sales promotion, direct marketing, and personal selling of their products on the internet because they can market cheaply and fast.

For the public and business actors, social media plays a role in providing convenience in two-way or interactive social interactions with buyers. nowadays it is not only seen as a lifestyle but has become a primary human need that cannot be separated. One of the social media that is widely used by the community is Instagram. Based on data reported by Suara.com, the number of Instagram users in Indonesia by 2022 has reached 99.15 million people, equivalent to 35.7 percent of the total population. Instagram, which already has many users, continues to develop and add interesting features that can support MSME activities in doing their business

Instagram, which already has many users, continues to develop and add interesting features that can support MSME activities in conducting their business. One of its features is Instagram live. Today's business people who have digitized and used Instagram often use

Instagram Live to increase buyer awareness and engagement. Through this feature, brands can create two-way interactions. Conversations can be in the form of questions, suggestions, or criticisms given by the audience to the brand. Business actors can also respond in real-time. This can increase trust and get a positive impression from buyers.

Based on the positive side that is felt by the community, especially in this case the MSME actors, it turns out that there are still many business actors (MSMEs) who have not carried out digital transformation in developing their business for several reasons such as the limitations of digital devices to doubts that digital media will damage business operations that have been carried out so far. the conventional way. So in this case researchers through community service programs can play a role to be directly involved in providing socialization to MSMEs. Through the Integrative PPM program, researchers can contribute and educate business actors about one of the social media platforms, namely Instagram, especially the use of the Instagram Live feature to increase the existence of MSMEs.

## **IMPLEMENTATION METHODS**

Implementation of the Integrative-PPM program in collaboration with Digital Literacy created by the Ministry of Communication and Information to be able to synergize in leveling the understanding and knowledge of the community, especially MSMEs regarding digital literacy. Activities are carried out by doing community service. Researchers were given the task of being able to contribute by conducting socialization and assistance to 23 MSME partners. In the implementation of these programs and activities, the author conducted socialization on the big theme, namely digital literacy and efforts to educate MSMEs to better understand and recognize digitalization for their business in an era that forces every individual to be able to adapt to all changes, one of which is changes from technological advances and the internet.

The material presented by the researcher to 20 MSMEs in the fashion sector and 3 MSMEs in the culinary field was about "Ethical Social Media" and "Training & Assistance in the Use of Instagram Live to Increase the Existence of MSMEs". These materials become a reference for researchers in carrying out the Digital Literacy collaboration program carried out by the Communication and Information Technology and also the Integrative PPM. In carrying out the activities, the researcher went through 3 stages as the implementation method, namely:

### **1. Preparation Stage**

The preparation stage is the initial stage before the researcher goes directly to the community. This stage contains the processes when researchers receive briefings from Padjadjaran University, Kominfo, to Field Guidance Lecturers to find out technical matters related to the activity process later. The briefing aims to provide explanations to researchers regarding things that need to be done, such as the preparation of materials, the process of socialization and mentoring, to the process of preparing reports. The following activities are carried out in the preparation stage:

Digital Literacy Debriefing in Community Service with Padjadjaran University and Kominfo (27 June 2022)

Briefing from Field Supervisor (July 3, 2022)

File preparation, material, and document creation (7-12 July 2022)

## 2. Implementation Stage

The implementation stage displays the activities of researchers when conducting socialization with MSMEs. At this stage, the researchers conducted socialization with 23 MSMEs spread from the Jakarta, Bekasi, Bandung, and Lampung areas. The form of assistance carried out is door-to-door and through a zoom meeting platform for MSMEs that are reached through online media. The author assists simultaneously regarding Digital Literacy material and the Use of Instagram Live to Increase the Existence of MSMEs.

Training, Mentoring, and Disseminating Ethical Topics with Digital Media and the Use of Instagram Live through the zoom meeting platform (11 - 15 July 2022)

Consultation and report progress to the Field Supervisor (15 July 2022)

Training, Mentoring, and Dissemination of Ethical Topics with Digital Media and the Use of Instagram Live at ITC Kebon Kalapa, Bandung (16 July 2022)

Training, Mentoring, and Socialization of Ethical Topics with Digital Media and the Use of Instagram Live at the Mega Bekasi Hypermall Shopping Center (19 July 2022)

Continued Training, Assistance, and Dissemination of Digital Literacy Topics through the zoom meeting platform (July 21 - 26 2022)

## 3. Follow-up Activities

Implementation by conducting mentoring and socialization allows researchers to find problems or obstacles that MSMEs go through for the progress of their business. Problems or obstacles carried out led researchers to follow up on activities by formulating solutions to help MSMEs who were still having difficulties, especially in understanding digital media, digital literacy, or social media such as Instagram.

After the socialization and mentoring activities are carried out, the next step is for researchers to prepare the required reports. Reports that consist of several program activities also require complements such as a log book created in Trello. Then the follow-up activities of researchers are as follows:

Compile documents required for reporting in GDrive and Trello as a logbook (11 July - 26 July 2022)

Completing the progress of Digital Literacy activities and Integrative PPM into Trello Reports and articles work (23 July - 2 August 2022)

## **RESULTS AND DISCUSSION**

The implementation of training and mentoring on the use of Instagram Live aimed at 23 MSMEs spread across the Jakarta, Bandung, Bekasi, and Lampung areas not only produced an output that was beneficial for both researchers who participated in KKN because it indirectly trained and hone their skills in communicating and socializing with the general public. . Likewise for MSMEs because this activity can increase MSME knowledge about Instagram, especially the use of Instagram Live which has benefits for MSMEs in branding and wants to expand their target market in digital media and add insight into procedures for selling using social media.

As for other achievements involving the reasons for MSMEs being hampered in digitizing on Instagram and doing Instagram live, they are as follows:

1. Insufficient device
2. Human resources still have very limited information about the mechanism for using Instagram and using the Instagram live feature.
3. MSME actors who are reluctant to carry out digital transformation or switch to online marketing such as Instagram still have a fear that this can damage sales and marketing operations that have been built previously.

The achievements of the activities resulting from the Integrative PPM individual program through socialization and assistance to MSMEs regarding the use of Instagram are increasing MSME understanding of Instagram and the Instagram Live feature. Business actors who are partners and are willing to carry out socialization and assistance regarding the use of the Instagram Live feature get an understanding of how to use Instagram social media and the Instagram live feature. MSMEs that have not yet gone online or have Instagram social media are interested in creating an Instagram account and marketing their products on the platform.

MSME partners have consciously received understanding through mentoring about the benefits of MSMEs to be able to Go Online, one of which is by using Instagram and implementing materials about Instagram Live for business purposes. MSME actors know the benefits of Instagram Live for their business needs, namely:

1. Increase brand awareness and engagement in your business
2. Give visibility to the brand
3. Give the impression that the brand is transparent to information because Instagram Live is a two-way interaction feature.
4. Can help MSMEs to expand the reach of target buyers with minimal funds

## **CONCLUSION**

The entire series of Integrative PPM activities by conducting socialization and assistance regarding the use of Instagram live to increase the existence of MSMEs has been carried out smoothly for 23 business actors. This activity resulted in the conclusion that the rapid advancement of technology triggers interactions and various activities to take place in the digital space. The presence of digital technology coexists with society and reinforces the era of accelerating digital transformation. With this activity, researchers found the fact that many of the MSMEs are still having trouble transforming to digital media because of the lack of knowledge, and not a few feel comfortable doing conventional business.

The socialization and mentoring activities carried out by the author to 23 MSMEs regarding the Use of Instagram Live to Increase the Existence of MSMEs gave birth to an output which is that researchers can help MSMEs be more open to digitalization, especially on Instagram social media and also briefing them to be able to try the Instagram live feature which has benefits for brands to expand buyer segmentation and increase engagement. In addition, it led 23 MSME managers to understand and implement the results of the socialization related to the basic knowledge of digital communication materials through social media Instagram.

## REFERENCES

- Athallah, M. R. (2021, November 9). Retrieved from idntimes.com: <https://www.idntimes.com/business/economy/muhammad-rafi-athallah/alasan-mengapa-umkm-harus-go-online-c1c2>
- Bernardin, & Russel. (1998). Human Resource Management. 172.
- Darmawan, T., & Suhartini, T. (2021). Peran fitur live instagram sebagai media transaksi dalam membangun kepercayaan konsumen. *MEDKOM* 2(1), 55-56.
- Hadijah, S. (2020, Desember 14). Cermati. Retrieved from cermati.com: <https://www.cermati.com/artikel/bisnis-makin-untung-simak-cara-manfaatkan-fitur-live-rooms-instagram-untuk-jualan>
- Kumparan. (2022, Februari 25). Retrieved from kumparan.com: <https://kumparan.com/kabar-harian/cara-live-instagram-di-hp-laptop-dan-kamera-dslr-1xZbcIROsbz/1>
- Nurmaya, R. (2022, Juni 14). Retrieved from tinewss.com: <https://www.tinewss.com/indonesia-news/pr-1853617991/jumlah-pengguna-instagram-di-indonesia-pada-2022#:~:text=TiNews.Com%20%2D%20Angka%20yang%20dipublikasikan,total%20populasi%20di%20awal%20tahun.>
- Prastya, D. (2022, Februari 23). Suara. Retrieved from Suara.com: <https://www.suara.com/tekno/2022/02/23/191809/jumlah-pengguna-media-sosial-indonesia-capai-1914-juta-per-2022#:~:text=Jumlah%20pengguna%20Instagram%20di%20Indonesia,persen%20sisa%20adalah%20laki%20laki.>
- PUSDIKLAT. (2021, November 19). Retrieved from pusdiklat.perpusnas.go.id: <https://pusdiklat.perpusnas.go.id/berita/read/174/pelatihan-sebagai-proses-pembelajaran-dengan-sistem-terbuka>
- Setyowati, D. (2022, April 5). Katadata. Retrieved from katadata.co.id: <https://katadata.co.id/desysetyowati/digital/624bbb91d24d0/19-juta-umkm-indonesia-beralih-ke-digital-makin-mendekati-target>
- Shaid, N. J. (2022, Juni 16). Kompas. Retrieved from Kompas.com: <https://money.kompas.com/read/2022/01/19/051518426/pengertian-umkm-kriteria-ciri-dan-contohnya?page=all>