

OPTIMIZING THE USE OF SOCIAL MEDIA AS MARKETING MEDIA FOR MSMEs IN BANYUASIN DISTRICT

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Abstract

Social media has become an important tool for businesses to market their brands and reach a wider audience. Social media optimization is the process of improving social media strategies to achieve better results, such as faster follower growth and increased interaction with potential consumers. In this community service activity, the author discusses and conveys the importance of optimizing the use of social media for marketing and provides several tips for achieving this to MSME entrepreneurs in the Banyuasin sub-district. This community service activity was attended by 35 entrepreneurs in the culinary, accessories and fashion fields in the Banyuasin sub-district. This activity lasted 2.5 hours, starting with a presentation by each author, then presenting examples of the application of marketing on social media, and ending with a discussion session that very much aroused the enthusiasm of the participants about optimizing social media in MSME operations. Community service like this must continue to be carried out to increase public awareness that digitization can increase efficiency in business and can increase MSME sales.

Keywords: Business, MSMEs, Society, Social Media.

INTRODUCTION

Marketing communication has undergone a change from conventional marketing to digital marketing, the development of the internet which is starting to be accessible via cellular phones and the term smart phone (smartphone) appears with various various facilities, ranging from Email, Browsing, and other social media facilities. The government continues to encourage the use of digital technology to increase the productivity and added value of SMEs (Ministry of Communication and Informatics, Republic of Indonesia, 2020). As many as 59.2 million MSME actors, 8 percent (3.79 million) have used online platforms to market their products (Kurniawan, 2021).

The use of social media for micro, small and medium enterprise (MSMEs) marketing has become increasingly popular and useful in recent years. Social media platforms provide a cost-effective and accessible way for MSMEs to reach their target audience, build brand awareness and drive sales. As technology advances, trends in marketing will make advertising easier for users. Traditional marketing strategies have been defeated and are starting to be abandoned. Businesses need efficiency and cost-effectiveness, which are goals that social

media marketing successfully achieves. By optimizing their social media presence, MSMEs can effectively engage with their target audience, increase brand visibility and drive customer acquisition.

Social media platforms such as Facebook, Instagram, Tiktok are the most used social media by people in Indonesia. Each social media has different characteristics and the audience is also different, so that there are opportunities that can be utilized by MSMEs in marketing the goods and services they produce. Product/service marketing through social media has become the best way to expand markets or customers. This is because social media has more roles and functions than conventional media, namely (a) simpler, (b) building relationships, (c) global reach, and (d) measurable (Prasetyo, 2018).

The selection of marketing communication media is based on the type of product to be marketed, the target audience, the time to send the message and marketing costs. Consideration is needed in choosing an effective marketing communication media. Thus, UKM actors must carefully consider choosing the right media in marketing their products so that they can be accepted by the community (Pasaribu, 2020). With various features in marketing through social media that are static and dynamic which make it easier for SMEs to market various products and activities in the form of activities (Siswanto, 2013).

Social media is the target of business actors, especially MSMEs because this media can reach targets broadly and even personally. Not to mention that several platforms such as social media are the first and superior media for MSMEs because the costs are relatively cheap and easy to apply. It's just that social media is the right choice considering that millions of people are present in this world and make the digital world hectic, jammed and congested. As a result, for consumers who want to find information, although it is facilitated, they are also confused by the variety of information received.

Therefore, for business actors, especially MSMEs, they need to know the necessary ways so that the use of social media as a marketing medium is optimal, not just posting information, but can generate audience interest which in turn can trigger sales of MSME products. the purpose of this community service activity.

IMPLEMENTATION METHODS

There are several activities with different methods in efforts to develop social media-based businesses for MSMEs in Banyuasin District through digital marketing training. Broadly speaking, there are two main activities, namely identifying the use of social media in MSME marketing in the Banyuasin District, and training activities on the use of social media in marketing MSME products in the Banyuasin District.

1. Identification of the use of social media for marketing to MSMEs in Banyuasin District

The activity of identifying the use of marketing media in MSMEs in the Banyuasin District was carried out to find out the current condition of business actors in utilizing information and communication technology in running their businesses. The method used in identifying the use of social media marketing for MSMEs in Banyuasin District is: a. Observation This observation activity was carried out on several MSMEs in Banyuasin District, carried out to find out how these MSMEs do business, along with knowing the

various problems faced by MSMEs in doing business. b. Interview and distribution of questionnaires. Interviews were conducted with several business actors in Banyuasin District. Through interviews, qualitative information was obtained which was not obtained through questionnaires. The interview technique used was an in-depth interview. Information obtained from interviews and distributing questionnaires is regarding: the use of technology and information in doing business, technological infrastructure owned in running a business, social media or marketplaces that have been used, marketing methods that are more widely used, strategies for business actors to utilize information technology in doing business, the readiness of human resources in doing business online, and the obstacles faced in doing business

2. Social media use training

Based on the identification in the previous stage, the authors conducted training activities on the use of social media in an effort to develop technology-based businesses in Banyuasin District SMEs. The method used is the lecture and training method. a. The lecture method is carried out on the basic material of entrepreneurship, namely doing business online. This aims to increase business actors' insight into entrepreneurship, especially doing business online. In addition to increasing insight, this material is also carried out to provide encouragement and motivation to business people in Banyuasin District. b. The training method is carried out by practicing registering a business on social media such as Instagram, Facebook and Tiktok. This material was carried out in accordance with the initial identification together with business actors and also community leaders in Banyuasin District

RESULTS AND DISCUSSION

The main activity (after identification) of this digital marketing training starts at 10.00 WIB. The first session is a presentation of material or a theoretical explanation of digital marketing. The participants were invited to understand various simple ways to market their products on social media. The presenter also explained how to make attractive photos, clear product descriptions, then the presenter also conveyed the importance of consumer testimonials in marketing strategy. In this session, the presenter also explained tips for choosing the right promotional sentences, tips for creating ad hashtags and strategies for creating effective and efficient advertisements through social media. In this session, participants gained additional knowledge about sharing experiences and the ins and outs of managing a digital business. The presentation of the material lasted for 60 minutes until 11.00 WIB.

The second session is a question and answer session and discussion. Session two was held starting at 11.10. Training participants are given the opportunity to ask a number of questions related to the material that has been presented and followed by a discussion of the problems faced by participants in managing the online shop. The presenters explained and answered well the problems faced by the participants and were also given motivations in entrepreneurship. This discussion session went smoothly, the participants received a lot of input regarding the procedures for advertising and managing their online shop.

DISCUSSION

In the current digital era, MSMEs must be able to carry out guerrilla marketing. Social media, with all its advantages and features, is proven to be able to provide facilities that are no less attractive than other media that require high costs to use. It is not impossible, if social media can be used optimally then it can foster a positive image for the wider community. In order to be able to keep abreast of technology and information developments, MSME actors must increase their understanding and capacity in the field of technology and information. For example through training, workshops, seminars on technology and information.

According to Jannatin et al. (2020) in the current era it is very important for MSMEs to be able to use the internet to market their products digitally. Digital marketing training is really needed by MSMEs and has been proven to increase MSMEs' understanding of marketing techniques on the internet (Wahyudi et al., 2019). Isnaini et al. (2019) stated that digital marketing training was able to increase MSMEs' knowledge of strengthening digital brands and businesses. Anggoro et al. (2020) stated that during the Covid-19 pandemic, online marketing and sales were one of the solutions to keep MSMEs afloat under various limitations. The results of this training activity are expected to be able to answer partner problems related to the management of online shops owned by participants. Increasing the knowledge of young online shop owners about digital business marketing techniques is expected to be able to improve the ability to manage online shops and can increase the promotion of their products and services.

CONCLUSION

MSMEs must develop into businesses that have high competitiveness. This must be built consistently starting from technological innovation and information. Therefore, MSMEs must make the most of technology. From the simplest technology to technology capable of producing products with high added value. This activity provides many benefits for the trainees. The use of media becomes more optimal as a marketing strategy. Participants become more aware of the use of digital media to present better promotions. Participants' confidence in the resulting product is getting better because it looks attractive compared to before.

The result of this activity is that the participants have increased skills in terms of knowledge about digital marketing starting from theory to how to create content, product descriptions, how to take photos and the ins and outs of doing business using social media, so that participants individually are able to create content and caption of items sold on their respective social media accounts.

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