

DEVELOPMENT OF UMKM THROUGH INSTAGRAM PLATFORM IN BADUNG DISTRICT

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Abstract

The purpose of this service is to develop social media Instagram UMKM Kebaya at the Investment Service and One-Stop Integrated Services. Promotion is part of marketing as a strategy to influence potential customers to have an interest in buying the products or services offered. A good promotion can determine the level of sales of a service or product and is related to customer interest. Badung is a regency located in the province of Bali, Indonesia. The location of the Badung Regency Puspem office is in Sempidi Village, right in the middle of Badung Regency, so it is very strategic as a public service center. There are various agencies in managing the government system including the regent's office, DPRD office, art building, library and official offices, one of which is the One-Stop Investment and Integrated Services Agency (DPMPTSP). In DPMPTSP there are several fields, one of which is the Promotion Field where the author carries out Field Work Practice activities.

Keywords: Instagram, Promotion, Service, Social media.

INTRODUCTION

Competition in an increasing work environment makes every higher education institution asked to be able to follow the dynamic development of education so that it always develops. The more advanced industry in the world and marketing concepts that are always full of innovative ideas add to the tight competition in the world of work, as a result universities are competing to improve the quality of the quality of education so that graduates are able to compete in the world of work. In an effort to prepare students to face the real world of work, the S1 Management Study Program, Faculty of Economics, National Education University has prepared its curriculum to take part in Field Work Practices (PKL). PKL is an observation activity of actual work tasks, where students as participants are asked to actively participate in various company activities by applying the theories learned during college. Thus, PKL is expected to provide adequate provision for participants with the aim of becoming individuals who have good operational skills and work professionalism.

Badung is a regency located in the province of Bali, Indonesia. This area also includes Kuta and Nusa Dua as famous tourist attractions. For approximately 16 years, Badung Regency did not have a permanent center of government (nomadic). Before being centered in Mengwi, Badung was located in Denpasar, precisely in the Lumintang area, Dauh Puri Kaja,

Denpasar as the Badung Regent's Office. Since the establishment of Denpasar Kotif as a Madya City in 1992, and took the city center of Badung Regency into the city center (now the municipal government), so Badung had to find a new government center. Therefore, Badung created its own government center which is currently called the Badung Regency Government Center "Mangupraja Mandala" or better known as Puspem Badung. The location of the construction of the Badung Regency Puspem office in Sempidi Village is based on several considerations, one of which is accessibility and strategic considerations right in the middle of Badung Regency so that it is very good as the center of government offices and public service centers in Badung Regency. There are various agencies in organizing the government system including the regent's office, DPRD office, arts building, library and service offices, one of which is the One-Stop Investment and Integrated Service Office (DPMPTSP).

Promotion is part of the marketing strategy process as a way to communicate with the market, using the composition of the promotional mix (Philip Kotler : *Manajemen Pemasaran*, 2000 : 119). The promotional mix is a combined flow of information as a whole and is only carried out by one particular organization or individual. This is different from marketing communication which aims to satisfy all parties. All parties involved in the marketing communication process do the same way, namely listening, reacting and talking until a satisfactory exchange relationship is created. Kuncoro (2010:134) explained that the purpose of holding a promotion is to bridge the latest information about the products and features offered by the company so that it can influence customers to buy these products or services so that both new and old customers can be reintroduced to the company's brand. Good promotion can determine the level of sales of a service or product and is related to customer interest. The Badung Regency Investment Office does a pretty good promotion in increasing visits to public service malls. According to (Puntoadi, 2011:34) Social media is an online media that acts as a medium of information communication, entertainment that offers convenience in carrying out participation, sharing stories, images, videos, sounds and documents. Social media has an important role in its use, namely a medium for sharing, storing and inserting links or page marks that users like, sharing images or image sharing with photography users in all parts of the world, accommodating opinions to journals by users and publication media.

In this Field Work Practice (PKL), students have the opportunity to conduct PKL at the One-Stop Investment and Integrated Service Office (DPMPTSP) which is a symbol of progress (civilization) in the implementation of permit and non-permit services which are held in an integrated manner between the central and regional governments, as well as BUMN / BUMD / Private services in order to provide services that are fast, easy, affordable, safe, and comfortable. Students are placed in the Investment Marketing section because it is in accordance with the focus taken, namely marketing management.

The Investment and One-Stop Integrated Service Office promotes Kebaya MSMEs through the Instagram platform. Government agencies have a purpose or function as public services, implementing development and carrying out government administration. For this reason, optimal employee performance is needed to support the implementation of the duties of the agency concerned so that all plans set by the agency can be achieved. The role of MSMEs is very important in the country's economy as well as having the most jobs, and is relatively resistant to financial crises (Halim, 2020).

Therefore, in order to have good performance, a person must have a high desire to do and know his job. In promoting Kebaya MSMEs through Instagram, the Investment and One-Stop Integrated Service Office has not been as expected, this can be seen from visits or tiktok statistics due to the inactivity of the account. This does not attract public attention so that its use becomes less optimal.

Thus, in order to market these Kebaya MSMEs through Instagram, the author wants to develop these social media accounts and can also be realized properly and of course Balinese Traditional Kebaya is better known by the wider community.

IMPLEMENTATION METHOD

Field Work Practices were carried out at the Badung Regency Investment and One-Stop Integrated Service Office, Jl. Raya Sempidi, Mengwi Kec. North Kuta, Kab. Badung from June 12 - August 14 for two months, the author was given the opportunity by the head of the Study Program Division to be placed in the Promotion Division. The target group of this PKL activity is to develop social media Instagram UMKM Kebaya at the One-Stop Investment and Integrated Services Office. The method of implementing this activity is carried out through the method of creating feeds on Instagram and also actively posting on these feeds.

RESULTS AND DISCUSSION

Looking at the development and penetration of technology in various parts of the world today, social media does not seem to be a strange thing to talk about. As one of the results of the evolution of today's promotional technology, social media has a high proximity and utilization tendency, including in Indonesia. Understanding the society at large and the characteristics of social media as a new media is necessary as a way to obtain optimal benefits from social media, and it is not in the blink of an eye. Public media is any channel that can promote to the public either through print media, broadcast media, or online media. The following is analyzed in the account:

1. Instagram is recorded as having 20 followers, 6 following, 36 posts. While the DPMPTSP Instagram Account has 2,299, 309 following, 2,269 posts.
2. In the Instagram Account (Kebaya_Badung), it can be seen that the author has posted the latest posts related to visits from people outside the region to see and buy products from UMKM Kebaya Badung.
3. In this marketing strategy, of course, through the Instagram Account of the DPMPTSP where there are more followers, a total of 2,299 followers to attract people outside the region, especially to see and buy the kebaya product.

The suggestions that can be given are:

1. In an Instagram account, it is necessary to organize feeds and stories using a matching background so that they look neat and attractive.
2. Invite celebrities to promote the Instagram account.

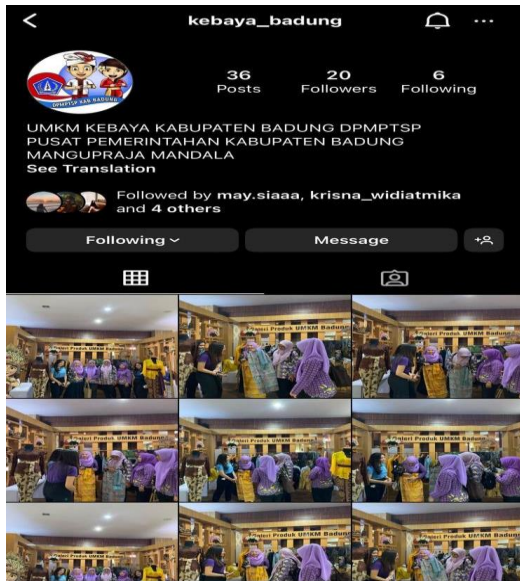


Figure 1. Profile Instagram UMKM



Figure 2. Feed Instagram



Figure 3. Profile Instagram DPMPTSP

CONCLUSION

Based on the discussion above, it can be concluded that the Badung Regency Investment and One-Stop Integrated Service Office, which is precisely in the field of Promotion, is still very lacking in terms of empowering and developing their social media platforms in promoting. This is also related to the problem of human resources, which in my opinion is less structured and organized, because the jobdesc is less straightforward where this makes the work system less optimal. Understanding the wider community environment and the characteristics of social media as a new medium needs to be done as a way of obtaining optimal benefits from social media, and it cannot be done in a short time.

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