

OPTIMIZING SOCIAL MEDIA FOR PROMOTING SMALL AND MEDIUM ENTERPRISES IN MALANG REGENCY

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Abstract

Singajaya Futsal Center (SFC) is an indoor sports facility located in Putat Kidul village, Gondanglegi sub-district, Malang regency. It has established since 2011 and aimed to provide an indoor futsal for the local community. Even though the Singajaya Futsal Center has been operating for almost 12 years, this facility has not used social media in marketing and promotion. Thus, the officers also have difficulties in reaching the right target audience. Thus, the number of visitors who come is not stable yet. Currently, SFC is trying to improve the quality of service and quality of facilities. In addition, it also strives to improve the quality of promotional and marketing content on social media. With that, the business hopes to increase the number and provide the best quality service to visitors. However, the owner is starting to realize that social media is an effective marketing tool nowadays. They started to think about using social media in promotion and marketing. Additionally, they still have to figure out the right way to use social media and evaluate its effectiveness. The results of this PPM activity create appropriate and attractive social media for visitors. In addition, employees also got the opportunity to directly manage and promote using social media.

Keywords: Social Media, SME, Workshop.

INTRODUCTION

Singajaya Futsal Center (SFC) is one of the indoor sports facilities located in the Putat Kidul village, Gondanglegi Sub-district, Malang regency. Established in 2011, this futsal center aims to provide a quality playing venue for the local community. Since its founding, it belongs to SME (Small and Medium Enterprise) scale business, and has become a favorite spot for futsal enthusiasts in the area. Despite operating for nearly 12 years, SFC has not utilized social media for marketing and promotion. It happens since social media was not as popular as it is today. Additionally, the facility's owner focused more on promotion through associates and radio. SFC still faces difficulties in attracting new visitors, partly due to other indoor sports facilities in the village using social media for promotion and marketing ahead of them. As a result, this SME lags behind in promotion and marketing efforts in the internet. Moreover, they struggle to reach the right target audience, relying solely on chance visitors, leading to unstable visitor numbers.

Currently, SFC SME is striving to improve the quality of services and facilities. They are also working on enhancing the quality of promotional content on social media. With these efforts, the partners hope to increase the quantity and provide the best quality services to visitors. However, the SFC owner realizes that social media is an effective marketing tool. They are considering using social media for promotion and marketing but are still exploring the right methods and evaluating its effectiveness. Social media has proven to be helpful for SME marketing as a promotional and marketing tool (Astuti & Matondang, 2020). For instance, a study by (Purwiantoro et al., 2016) indicates that the benefits of social media impact personal communication, marketing and advertising, consumer needs, response generation, decision-making assistance, and serve as a discussion forum with consumers. Another finding by Priambada (2015) suggests that frequently used social media include web blogs, Facebook, and Instagram. Furthermore, social media can effectively contribute to increasing market share and assisting business decisions (Abidin Achmad et al., 2020).

The effectiveness of social media in aiding marketing is related to the widespread use of it. Of all Indonesian citizens, 50% have internet access, and 45% of the entire population are active social media users (Pujasari Supratman et al., 2018). Coupled with daily user intensity spending more than 2 hours each day (A et al., 2023), this increases the potential for SMEs to gain promotion and additional clients through the internet. A training can be conducted by providing materials that are suitable for the current conditions and needs so that partners can understand and implement the use of social media effectively. According to (Saputra, 2019) the most frequently used social media by millennials, aside from Whatsapp, is the Instagram application. Japlani (2020) states that one of the factors influencing a consumer's decision to purchase a product is the influence of social media. Therefore, this community service provides guidance to assist SMEs in managing social media accounts and creating content that aligns with the services offered. This guidance can be provided offline according to the needs of the partners.

In this activity, we aim to support SMEs in developing their business through social media. This support can be provided by offering mentors who can assist SMEs in evaluating and improving marketing strategies through social media. Due to several issues in mind, the author proposes a training to assist SFC in creating a suitable and attractive social media presence for visitors. Additionally, employees will have the opportunity to manage and promote directly specifically using Instagram as a social media platform.

IMPLEMENTATION METHOD

The following is the implementation method of the community service activity. The target of this community service is the SME Singajaya Futsal Center located in the Malang Regency. The activities carried out in this community service include four stages. The steps for this activity are as follows:

1. Needs/Problem Analysis
2. Preparation and design of materials
3. Training assistance
4. Practice and evaluation

Further details of the stages of this activity are attached in Figure 1.

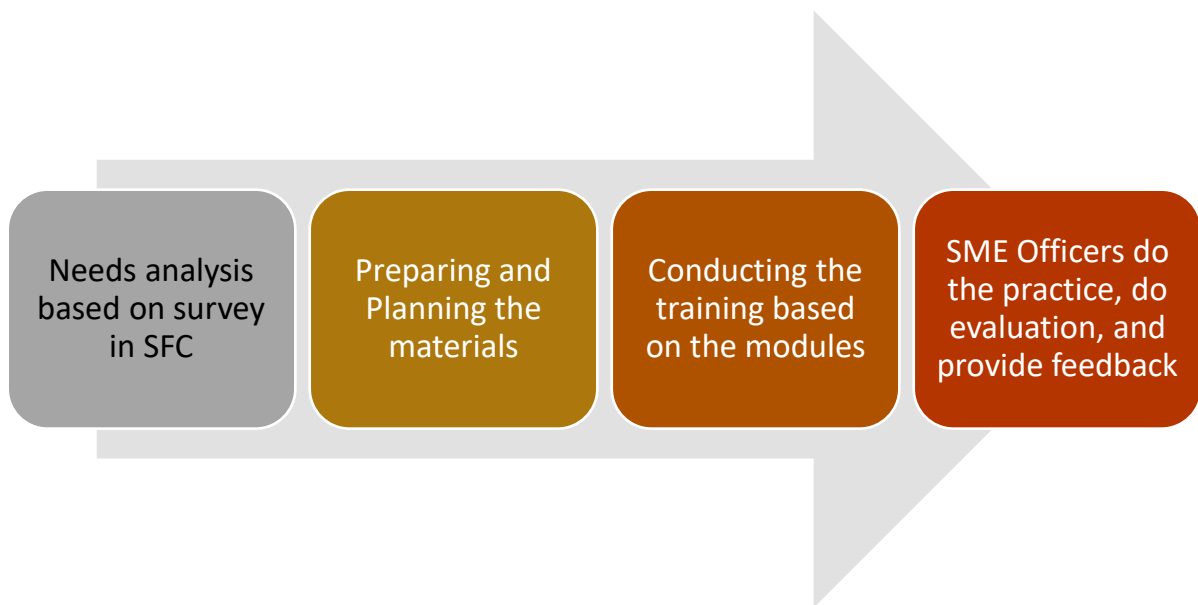


Figure 1 Workshop Training using Social Media.

RESULTS AND DISCUSSION

The PPM team analysed the needs of partners regarding the use of Instagram social media. These needs include schedules, phone numbers, and other details related to the partner's business. This analysis may involve interviews with relevant parties, surveys, or literature reviews to understand the root problems thoroughly.

The next step involved preparing materials designed in the form of PowerPoint slides and modules for the partners. These materials were related to tutorials, registration procedures, usage, and utilization of social media for business. This stage was developed based on the previous needs analysis.



Figure 2 SME Condition

During the training assistance, participants were engaged in using the social media application that will be used. The team executed the stages, involving discussions, simulations, or practical exercises to help participants understand and apply tutorials on Instagram usage.

In practice, employees from SME followed tutorials on creating a business Instagram account. This is used to connect with the target audience and utilize business features. The general steps in creating a business Instagram account include:

- a. Account Type Selection: When creating a new account on Instagram, you will be asked to choose the account type. Select the "Business" option to create a business account.
- b. Registration: Registration through a valid email address or phone number.
- c. Username Selection: Choosing a memorable username related to the business. In this community service, the username @singajayasportcenter was chosen to align with the SME's name.

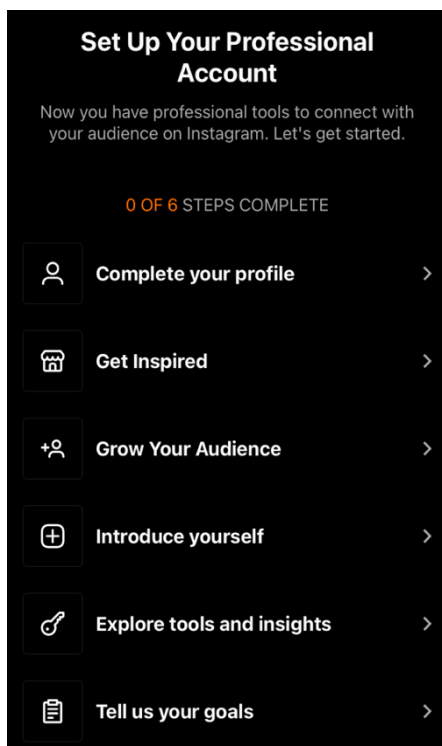


Figure 3 Setting Up Professional Account

- d. Profile Picture Selection: This stage involves uploading a logo or profile picture representing the business.
- e. Profile Information Fill-up: This step involves filling in information about the business, such as the business name, a brief description, physical address, and contact information.
- f. Privacy and Security Settings: Privacy and security settings are adjusted to make the account public.
- g. Add Contacts: In the Settings section, the team adds business contact information such as email, phone number, and physical address. This facilitates users in contacting the SME's account.



Figure 4 Training Assistance for The Officers

EVALUATION

In this part, evaluation is applied to partners using a representative questionnaire on the use of social media for marketing and promotion. The questionnaire consists of ten statements using a Likert scale (strongly disagree – strongly agree) with four respondents from the SFC. The questionnaire statements are listed in Table 1.

| No | Questions | Average Results |
|-----|---|-----------------|
| 1. | I am aware of and able to use social media. | 3,25 |
| 2. | I understand how to create a social media account. | 4 |
| 3. | I know how to promote through social media | 3,5 |
| 4. | I understand the benefits of using social media to help SMEs promote and increase sales and turnover. | 3,75 |
| 5. | In my opinion, the use of short video content is more appealing to clients and users. | 3,5 |
| 6. | I understand that SMEs using social media tend to be more successful in promotion and marketing. | 3,75 |
| 7. | I can create a post in social media and how to boost it. | 3,5 |
| 8. | I know how to promote my post and reels video | 3,5 |
| 9. | In my opinion, I need to improve more on the application of social media for marketing purposes | 3,5 |
| 10. | I would like to get a follow up workshop to get more information on how to promote in the social media. | 4 |
| 11. | Please give us feedback and recommendations on the workshop: | |

Table 1. Questionnaire Results

Based on the questionnaire results using the Likert scale to evaluate SMEs' use of social media, the following outcomes were obtained from the responses of the four respondents:

1. Participation Level on Social Media: 3 out of 4 respondents have personal social media accounts, and they use and interact with Instagram social media accounts. • Interest Level in Promotion and Content: Respondents show a high interest in promotions and engaging content. Most agree that special promotions or discounts and interesting content are key factors that make them interested in following SME social media accounts.
2. Trust in the Benefits of Social Media: Most respondents (3 out of 4) believe that social media can help SMEs improve promotion, customer engagement, and sales. This reflects confidence in the positive benefits that SMEs can gain using social media.
3. Importance of Consistency and Content: Respondents demonstrate awareness of the importance of consistency in posting and a desire for video content. This indicates that SMEs can enhance their social media strategies by focusing more on consistency and using short video content.

4. **Trust in SMEs Using Social Media Being More Successful:** The majority of respondents (3 out of 4) believe that SMEs using social media tend to be more successful in promoting and marketing their products or services. This reflects a positive perception of the positive impact that social media can have on SMEs.
5. **Suggestions and Feedback:** Respondents provide valuable suggestions, such as ensuring consistency in posting, increasing interaction with customers, and creating more short video content.

These suggestions can serve as guidance to enhance the effectiveness of SMEs' social media strategies. Therefore, the conclusion from this evaluation is that respondents tend to be aware of and provide positive value to the potential use of social media by SMEs. More attention to consistency and short video content can be strategic steps to improve the success of SMEs in leveraging social media.

CONCLUSION

Optimizing the use of social media for SME Singajaya Futsal Center (SFC) holds significant potential in enhancing promotion, marketing, and customer engagement. By leveraging social media platforms, SFC can access a broader audience, increase interactions with customers, and build a stronger brand image. The results of the questionnaire data analysis provide valuable insights into customer preferences and expectations regarding SFC's use of social media.

The questions in the questionnaire offer valuable information that can aid in directing the optimization strategies for the partner's social media. By considering customer preferences and expectations, SFC can plan relevant content, choose the right platforms, and actively engage with its audience. With proper implementation, social media optimization can become an effective tool in business development and strengthening customer relationships.

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