

Social Media Marketing Role In Msmes

Tirta Mulyadi ¹, Kadeni ², Susatyo Adhi Pramono ³, Yuliana ⁴, Luckhy Natalia Anastasye Lotte ⁵

Politeknik Pariwisata Batam ¹, Universitas Bhinneka PGRI Tulungagung ², Universitas Wijayakusuma Purwokerto ³, Universitas Madako ⁴, Universitas Papua ⁵

tirta@btp.ac.id¹, denikdk@gmail.com², susatyoadhipramono@gmail.com³, yulnarahman@gmail.com⁴, lucky_lotte@yahoo.com⁵

Article History:

Received: 25 Juli 20233

Revised: 28 Agustus 2023

Accepted: 16 September 2023

Keywords: Home Industry, Social Media, Marketing Strategy

***Abstract** .This service activity attempts to reach out to business actors who are interested in using digital marketing approaches. The service activity was attended by 25 members of the Cibiru Village Tofu business in Bandung. The implementation of activities is divided into two activity steps: socialisation and demonstration. The first step is to educate people about the importance of the internet in boosting the economy in the home industry. The second is an example of how to create a product marketing innovation using social media that can be applied immediately to all participants in the socialisation activity. As a result of this activity, participants will be able to design Kelurahanin product labels and will be able and eager to develop material for marketing strategies using social media. The realisation of success.*

Abstrak.Kegiatan pengabdian ini berupaya untuk menjangkau para pelaku usaha yang berminat menggunakan pendekatan pemasaran digital. Kegiatan pengabdian ini diikuti oleh 25 orang anggota pelaku usaha Tahu Desa Cibiru Bandung. Pelaksanaan kegiatan dibagi menjadi dua tahap kegiatan yaitu sosialisasi dan demonstrasi. Langkah pertama adalah mengedukasi masyarakat tentang pentingnya internet dalam mendongkrak perekonomian industri rumah tangga. Yang kedua adalah contoh bagaimana menciptakan suatu inovasi pemasaran produk dengan menggunakan media sosial yang dapat segera diterapkan kepada seluruh peserta kegiatan sosialisasi. Hasil dari kegiatan ini, peserta mampu merancang label produk Kelurahan dan mampu serta bersemangat mengembangkan materi strategi pemasaran menggunakan media sosial. Realisasi kesuksesan.

Kata Kunci: Industri Rumah Tangga, Media Sosial, Strategi Pemasaran

1. INTRODUCTION

Despite the fact that there are many UMKM and they are dispersed throughout the district, one of them is in Cibiru district. One of the Kelurahan that the typical populace creates as a source of revenue is tahu. Cibiru, with a population of 30.721 and 17.627 KK, is the kelurahan. According to interviews and surveys conducted with local business owners, the true issue that most home industries are currently dealing with is a lack of creativity in product promotion and a lack of proficiency with social media technologies. As a result, fewer people are familiar with the products of the home business.

According to the judgement of a UMKM violator in Bandung, the business owners have primarily relied on sales and marketing between the store owners and the Kelurahan neighbourhood, resulting in a small turnover. It must be very terrible that the lack of market penetration prevents the production of knowledge from making its full profit, despite the fact that knowledge of a higher calibre and better originality should increase sales profit. to share with no limits on time or distance. It means that the marketing of products should be able to reach a wider market share, not just in the Kelurahan area but also in Cibiru district and even outside of the districts that are present in Bandung city without being constrained by distance.

To boost sales that can impact the economic development of the community, traditional marketing strategies must be combined with more contemporary ones. Sales and earnings are impacted by a lack of marketing coverage.

Digital marketing via social media is one of the contemporary marketing strategies that can be used to boost UMKM business owners' revenue. When home business owners sell their products using digital techniques, they are not restricted to the individuals in and around Kelurahan but may reach the entire community there as well, regardless of distance. A marketing plan that might assist businesses in locating the ideal clients in UMKM. It aids in their comprehension of customer needs. Using the best marketing strategies is feasible with a solid approach. The four Ps of marketing are product, pricing, location, and promotion. (Yusuf., 2023).

Product is any item created with the intention of satisfying the wants and desires of the target market. These goods and services can be both tangible (like clothing or luggage) and intangible (like legal services). The sort of product also affects how much money the business needs to spend, where it should put its goods, and how it will advertise it. The cost for the goods that consumers must pay is known as the price or price. In addition to considering shipping costs, changes in raw material prices, and competitors' prices, marketing must connect the price to the true value of the product. In certain instances, businesses increase pricing by offering a more opulent appearance or a lower price to entice more customers to sample the product.

Whatever the case, when a business chooses the site of its store, it tries to decide where it will sell its goods and how it will promote them. The primary goal is to introduce the product to the customer who will purchase it. Advertising and sales promotion tactics are both included in promotion. The goal of product marketing is to convince customers of the necessity of a product

and the justification for its cost. To assist customers in achieving their objectives both online and offline, marketing strives to integrate the aspects of place and advertising.

Dedicated efforts were made to provide socialisation and education on marketing tactics using social media based on the issues and conditions of the community that had been identified. Following the usual actions, the entrepreneur is interested in using social media for product promotion. This socialisation programme was directed at 25 UMKM offenders who were in the vicinity of Bandung Kelurahan Cibiru City.

2. RESEARCH METHOD

The community service project targeted 25 UMKM offenders who own businesses in the neighbourhood and was conducted in Cibiru Kelurahan Hall, a Cibiru neighbourhood in Bandung. Socialisation and demonstration are the two phases of the activity's implementation approach. The first step is to introduce people to the new method of marketing through social media and the advantages of employing digital marketing via social media to implement new marketing strategies. The second stage involves a demonstration of how to build a basic social media that can be used by all participants in the socialisation activity in real time. Participants will receive a module with information on how to use information technology, particularly social media marketing, to support local UMKM offenders' marketing campaigns. The training also covers the steps involved in creating basic social media accounts that the offender UMKM could use.

Participants in socialisation events will have an escort with them to assist the entrepreneur in carrying out the plan as instructed by the sponsor. The accompaniment for this event was prepared in light of the difficulties the entrepreneur had when accessing the Internet. The main goal of this socialisation activity is to make entrepreneurs aware of the digital marketing strategy for the company's product as well as the advantages and benefits of implementing this approach in their regular marketing efforts. The following long-term hope is that by putting this plan into practise, UMKM offenders' marketing reach will be greater, extending beyond just the shops and neighbourhoods in and around Kelurahan, where they will finally be able to boost sales. Participants are anticipated to be able to design product labels as well as have the skills and motivation to produce material for social media marketing strategies as a consequence of this activity.

3. RESULT AND DISCUSSION

The dedication of socialization of digital marketing applications in support of marketing activities of UMKM offenders in Kelurahan Cibiru was held on Saturday 13 August 2022. There are several main activities undertaken in this activity, the following are described about the activities that have been carried out in the socialization activity until the activity is completed.

The service team determines the UMKM perpetrators who will be examined on the use of information technology in supporting marketing activities. The number of UMKM perpetrators in the area is quite large, which causes the need to select the UMKM participants. The socialization participants in this service activity are then selected based on several considerations, among them are productive craftsmen and have not used information technology (especially digital marketing) in carrying out their business.

Home industry entrepreneurs are very enthusiastic about this socialization. So that socialization can run smoothly and successfully. The actors of the home industry shared with the manufacturers and asked many questions about the obstacles that existed in their respective endeavours. It can be seen from the photo documentation of socialization activities of product marketing strategies through social media in Figure 1.



Figure 1 Source Delivering Socialization Material

The socialisation programme that was put in place outlines a number of things, including the fact that you shouldn't expect big profits right away when starting a business. Instead, you should consider how the enterprise can stand first and adhere to several activities that can raise

money or provide capital assistance, such Balitbang and Bank of Bandung. Such initiatives might be highly beneficial for home industry actors to grow their businesses.

Additionally, this socialisation explains various marketing strategies and ideas that can be applied to improve the home business, including: (1) identify the target market first. The actors in the home business should define target markets, such as identifying the customer who will purchase the goods, to make it simpler to produce the product and easier for them to use more original marketing techniques. (Yusuf, 2023). (2) Applying innovation to the other goods that aren't sold in the same way as the goods in Garut are frozen. Therefore, frozen yoghurt is highly well-liked by everyone in Garut, including kids and adults. Knowing makes frozen food that is excellent since it is high in protein. Food like Frozen Know is incredibly beneficial for vegetarians and undoubtedly delicious as well. Because Know may be used as an alternative to chicken meat, this invention is one that ought to be copied. (3) There are a number of marketing strategies that can be used to boost home industry sales, including face-to-face marketing and offering discounts to encourage customers to tell others about our products, website marketing (by building a shopping cart application), numerous product posts on social media sites like Facebook and Instagram, asking friends to help spread the word about our products, and website marketing. (4) Providing excellent customer service, being courteous, and being friendly (smiling) to clients in order to earn their loyalty. (5) Students can create a personal business similar to an online store by sharing Shopee products on their WhatsApp or Instagram stories. Products purchased from Shopee should be high-quality, have positive consumer feedback, and have a high star rating. An effort that is modern and adheres to current trends must be made for the product to be picked. Students can create their own money quite easily with the help of this kind of work.

Home industry entrepreneurs can use social media as a means of promotion after completing socialisation training and putting marketing strategies through social media to use. They can also actively follow the activities of the funding programme to help fund the enterprise to be established or develop its enterprise, can continuously innovate the product, and can recycle (the product is not disposable). Additionally, the lift that the participants had already filled out shows the activity's results: 92% of them realised there were socialisation activities available, and 88% of them were interested in contributing content for social media.

4. CONCLUSION

There has been a commitment to the Cibiru Bandung community of UMKM offenders. The following conclusions can be drawn from the activities' results: (1) periodic accompaniment is still required for Kelurahan Cibiru's home industry enterprise offenders. After the socialisation activities, some of the participants who haven't used any social media marketing technology to support their product marketing activities expressed interest in trying to implement this marketing strategy; (3) the participant's racket was already filled with the realisation of socialisation performance results, and 92% of participants understood what the provider submitted, and 88% have an interest in creating social media content.

REFERENCES

- ANGGARA, A., Adhayanto, O., & Widiyani, H. (2023). PENEGAKAN HUKUM TINDAK PIDANA KORUPSI DANA DESA PENUBA TIMUR DI KABUPATEN LINGGA (Doctoral dissertation, Universitas Maritim Raja Ali Haji).
- Fauzan, R., Febrian, W. D., Wardhani, F. A. K., Sudirjo, F., Lotte, L. N. A., Kuntari, Y., ... & Tofan, A. (2023). Manajemen Perpajakan. Global Eksekutif Teknologi.
- Halim, A. (2525). Pengaruh pertumbuhan usaha mikro, kecil dan menengah terhadap pertumbuhan ekonomi Kota mamuju. *GROWTH jurnal ilmiah ekonomi pembangunan*, 1(2), 157-172.
- Herawati, A. F., Yusuf, M., Cakranegara, P. A., Sampe, F., & Haryono, A. (2022). Social Media Marketing In The Promotion Of Incubator Business Programs. *Jurnal Darma Agung*, 30(2), 623-633.
- Iriani, E., Alvin, R., Listyana, L., & Khumairoh, N. S. (2522). Pelatihan dan seminar e-marketing pada pelaku umkm Kelurahan pesawahan, porong, Kota sidoarjo. *E-Amal: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 1331-1334.
- Kurniadi, W., Lotte, L. N. A., Cakranegara, P. A., Sampe, F., & Yusuf, M. (2022). HANAN WEDDING PLANNER'S MARKETING COMMUNICATION STRATEGY FOR INCREASING SALES IN THE COVID-19 PANDEMIC ERA ON THE TIKTOK APP. *Jurnal Ekonomi*, 11(03), 1359-1364.
- Lotte, L. N. A., Irawan, P., Setiawan, Z., Wulandari, D. S., Daga, R., Elida, S. S., ... & Santosa, A. D. (2023). Prinsip Dasar Manajemen Pemasaran. Global Eksekutif Teknologi.
- Lotte, L. N. A., Kusumaningsih, O., Norvadewi, N., Zarkasi, Z., & Saputra, A. S. (2022). Implementation Of Digital Marketing In Maintaining Msmes During The Covid-19 Pandemic. *Jurnal Ekonomi*, 11(03), 1647-1652.
- Luciana, M., & Aldi, B. E. (2518). *Analisis daya saing industri kreatif (studi kasus di DKI Jakarta)*. Universitas Musamus.
- Moridu, I., Munandar, A., Wurarah, R. M., Lotte, L. N. A., & Aziz, R. M. (2022). ANALYSIS OF INFLATION, PURCHASING POWER, AND ECONOMIC GROWTH DURING A

- PANDEMIC. *Journal of Innovation Research and Knowledge*, 2(6), 2489-2496.
- Mourina, R., & Mulyadi, T. (2020). Pengaruh Harga, Promosi, Dan Lokasi Terhadap Keputusan Pembelian Di Red n Blue Cafe Tanjungpinang. *VITKA Jurnal Manajemen Pariwisata*, 2(02), 19-25.
- Mulyadi, T., Albashori, M. F., Cakranegara, P. A., Anwa, M. A., & Manda, D. (2022). PERAN KEBIJAKAN MUTASI DAN PENEMPATAN KARYAWAN TERHADAP KEPUASAN DAN KUALITAS KERJA KARYAWAN OUTSOURCING PERUSAHAAN: REVIEW LITERATURE. *Jurnal Darma Agung*, 30(3), 505-520.
- Mulyadi, T., Pranawukir, I., Sovianti, R., Mediwinata, A. F., Alfiyanto, A., & Hidayati, F. (2022). Pelaksanaan Pemeliharaan Sarana dan Prasarana Pendidikan pada Madrasah Ibtidaiyah. *At-Tafkir*, 15(1), 98-117.
- Mulyadi, T., Putra, W. A., & Silitonga, F. (2022). Mutu Brownies Menjadi Peluang Usaha Rumahan. *Jurnal Cafeteria*, 3(2), 51-68.
- Mulyadi, T., Rahman, F., Niode, I. Y., & Zulkifli, Z. (2022). The Role of Student Cooperatives in Improving Entrepreneurship Spirit (Study on Cooperative Students of Gorontalo University). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3).
- Mulyadi, T., Rahman, F., Niode, I. Y., & Zulkifli, Z. (2022). The Role of Student Cooperatives in Improving Entrepreneurship Spirit (Study on Cooperative Students of Gorontalo University). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3).
- Nugraha, G. I. K., Fuad, M., Arum, R. A., Tahirs, J. P., Wahab, A., Wati, L. N. S., ... & Wijhah, H. S. (2022). Tinjauan Fungsi Manajemen Keuangan Perusahaan (Pengelolaan Unsur-unsur Keuangan Perusahaan).
- Nugraha, G. I. K., Fuad, M., Arum, R. A., Tahirs, J. P., Wahab, A., Wati, L. N. S., ... & Wijhah, H. S. (2022). Tinjauan Fungsi Manajemen Keuangan Perusahaan (Pengelolaan Unsur-unsur Keuangan Perusahaan).
- Nuralan, S., & Daipatama, S. T. (2020). Analisis Proses Mengajar Guru Kelas Dalam Pembelajaran Luring Pada Masa Pandemi Covid-19 Terhadap Siswa Tunagrahita Di Sekolah Luar Biasa Negeri Tolitoli. *Nusantara: Jurnal Ilmu Pendidikan*, 1(2).
- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613.
- Purwasih, W., & Sahnan, A. (2022). Peningkatan Mutu Lembaga Pendidikan Dasar Melalui Manajemen Sarana dan Prasarana. *Madako Elementary School*, 1(2), 99-117.
- Retnasary, M., Setiawati, S. D., Fitriawati, D., & Anggara, R. (2519). Pengelolaan media sosial sebagai strategi digital marketing pariwisata. *Jurnal Kajian Pariwisata*, 1(1), 76-83.
- Rolaskhi, S., Yuniarti, R., Setiorini, H., Sigalingging, A. S. M., Krisnawati, A., & Putri, A. U. (2022). Teori dan Aplikasi Akuntansi Keuangan. Yayasan Penerbit Muhammad Zaini.

- Salim, N. A., Sutrisno, S., Maango, H., Yusuf, M., & Haryono, A. (2022). Employee Performance And The Effects Of Training And The Workplace. *Jurnal Darma Agung*, 30(2), 549-558.
- Sapas, P., Vuspitasari, B. K., Sadewo, Y. D., & Siahaan, S. V. B. (2525). Strategi pemasaran sayur organik frysia melalui analisis 4p dan stp. *Business, Economics and Entrepreneurship*, 2(2), 25-28.
- Setiyana, C. D. M. R., & Maulidasari, C. D. (2525). Sosialisasi digital marketing padausaha mikro kecil menengah (umkm). *Jurnal Pengabdian Masyarakat Darma Bhakti Teuku Umar*, 2(1), 63-73.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdwiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Trisna, T., Yuliana, Y., & Rahayu, S. (2022). SISTEM PELAPORAN KEUANGAN BADAN USAHA MILIK DESA (BUMDES) PIDOTA DI DESA DADAKITAN. *Jurnal Ilmiah Hospitality*, 11(2), 707-714.
- Werdani, R. E., Kurniawati, N. I., Sukoco, J. B., Windriya, A., & Iskandar, D. (2525). Pelatihan pemasaran produk homemade melalui sosial media. *Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, 4(1), 1-5.
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.