



## OPTIMIZING PHOTOS AND BRAND STORYTELLING PRODUCT OF PANEMBANGAN VILLAGE POKLAHSAR TO INCREASE SALES

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**Abstract.** Tight competition in product sales means that business actors must be able to utilize various methods to increase their sales. This was also experienced by the Poklahsar (Fish Processors and Marketers Group) in Panembangan Village, Cilongok District, Banyumas Regency. Even though this region is known for its smart fisheries villages program, in fact it still has problems in terms of product branding which is not yet strong and sales which are still not optimal. The aim of this service activity is to provide education about good product photos and create brand story telling of products in the Panembangan Village community group. This method is carried out by training and mentoring in product photography and creating product story telling. The results of this service activity are photos of new products owned by three community groups in Panembangan Village. Product photos are taken from the best possible angle. Taking product photos is also accompanied by practitioners who are experts in the field of photography. This service activity also resulted in the creation of brand story telling for products owned by the Panembangan Village Poklahsar. The importance of creating brand story telling is an effort to make the narrative as interesting as possible and lead to existing opinions so that potential buyers can later recognize the product as a need that they want to buy. Apart from strengthening existing products, brand story telling will also add interesting stories so that potential buyers feel they need the product and buy it. In this way, the two activities carried out will increase sales of products owned by the Panembangan Village Poklahsar. The follow-up plan for this activity is to carry out online marketing or digital marketing.

**Keywords:** optimizing photos, storytelling product, potential buyer

### 1. Introduction

Business managers have an obligation and an important role in encouraging the progress of the business they run. The large number of micro, small and medium businesses owned by the state will push the country's economy to a better condition. Of course, the existence of businesses that still exist cannot be separated from the role of entrepreneurs who have various kinds of courage to start and continue businesses. The increasing number of entrepreneurs over time will have an impact on the movement of financial flows and people's purchasing power. Business progress is also determined by how big the entrepreneur's role is in carrying out breakthrough innovation. The more creative the ideas an entrepreneur has, the greater the business's chances of success [1].

Emerging technologies have begun to change the global marketing landscape in recent years. In fact, product marketing communication which is usually carried out using conventional methods has now become a developing digital era. Digital marketing is the use of digital technology in marketing activities with the scope of integrated and interactive marketing strategies. The existence of marketing activities using digital technology opens up interactions



that occur between several groups such as producers, potential buyers and market intermediaries. Currently, entrepreneurs are required to use digital media, especially social media, to develop e-commerce capabilities in their businesses [2]. The use of digital technology will be able to increase income, employment opportunities, competitiveness and open up more job opportunities. In Indonesia, the fact remains that many entrepreneurs have not adopted information technology due to several problems, such as being too comfortable with conventional systems or a lack of full understanding of the benefits and impacts of using digital media [3].

The potential use of social media among business people will help in product marketing. Social media is a group of internet-based applications that are able to provide capabilities in the form of technology and ideology that enable the exchange of user generated content [4]. Social media also provides opportunities for users to connect and interact as well as communicate between one individual and another via instant messaging. The purpose of this application is to provide a place for online information that is felt by all users so they can obtain and consume a product that is of interest to the public. In creating profits in a business context, people engagement must occur through digital applications. To overcome sluggish sales and people's purchasing power that has not yet fully recovered, it is important for entrepreneurs to take advantage of something that is connected to technology [5]. In fact, the use of social media must also be supported by selecting good product photos. The training stage in the form of practice is important to answer the problems faced by business actors. Mentoring and counseling are two aspects that can be provided as experience for entrepreneurs in answering the problem of how to take good product photos so that when uploaded on social media, WhatsApp stories, Facebook, Instagram and Go-Food they can increase sales [6]. Providing knowledge in uploading product photos and selling them on the right application is a solution to increasing business people's income. WhatsApp stories are an inseparable part, even though they look simple, attractive photos in story posts will increase product branding which will ultimately result in product sales.

Marketing a product is still a weakness for some business managers in Indonesia, especially some businesses that are not owned by a generation that understands technology. Storytelling is a practical step in providing a clear product description to consumers [7]. Storytelling also becomes a story in itself so that it can lead the minds of consumers who previously did not need the product being sold to want to own that product. Storytelling is often defined as a place to communicate the product in a story narratively with the use of interesting story elements. The intense competition for sales of homogeneous products makes different marketing and advertising communication techniques important. The communication technique that can be used is storytelling. This effort is made by entrepreneurs to provide product understanding and communication to consumers or potential buyers. The use of storytelling will make an impression on consumers. Branding and brand management considerations can also be improved using storytelling so as to add value to the product brand [8]. Having a story about a product will provide consumers with a visualization so that it sticks in their memories and ultimately leads to the decision to make a purchase.

Panembangan Village is one of the villages that has the Smart Fisheries Village program provided by the government. In this way, Panembangan Village also has three poklahsar (Fish Processing and Marketing Groups). This group produces various kinds of processed products derived from fish. There is a problem in this group, namely the lack of maximum income due to the manager's lack of ability to market the product. This can be seen from the product photos in the catalog that are available which are less attractive, apart from that the concept of storytelling in the products being sold is not strong enough. Therefore, this service activity aims to provide understanding and skills for Poklahsar managers in photography and storytelling in order to maximize income.

## 2. Methods

In fact, the problem of suboptimal sales is also experienced by poklahsar in Panembangan Village. Alternative solutions to problems can be done by strengthening the product by taking product photos and good product storytelling. It is hoped that this service activity will lead to an increase in sales at the community groups in Panembangan Village. Of course, this activity was carried out to provide understanding and skills for managers and group members in photographing products attractively and creating good storytelling. The service learning method is used in this activity. The service begins with a presentation with the aim of providing theoretical understanding of product photos and storytelling. The agenda for providing material is also accompanied by discussion and questions and answers so that the activity runs in both directions. After the material is given by the practitioner, it continues with the practice of taking good product photos and storytelling.

## 3. Results And Discussion

The fish processing and marketing group in Panembangan Village has various kinds of products they sell. Examples of processed fish products include fish floss, fish skin chips, pastels, fish brownies and many others. The sales optimization that occurs is still done manually, namely made by order. Usually, the orders that occur are not in a large capacity. This is what is experienced by poklahsar managers who often market their products via WhatsApp stories. Problems are encountered when many people see the product via social media but do not yet have an interest in buying it, so it is important to provide information to managers and group members, especially regarding attractive product photos.



**Figure 1.** Education on Taking Product Photos

Education regarding taking product photos is provided in two stages. The first stage is providing material by practitioners on how to take good photos. The angle used when taking product photos will influence the angle of the product being sold. Apart from the angle, the right lighting is also needed to measure the right brightness. Additional material components to beautify the product are also needed, such as plain cloth that matches the color of the product and several types of additional components.

The second stage carried out was the practice carried out by the management and members of the community group in taking product photos. Photos are taken by adding various components and lighting settings used. This product photo will later be tested as a story on



WhatsApp social media. Taking product photos was carried out to increase sales for community groups in Panembangan Village.



**Figure 2.** Product Photo Results

Education regarding storytelling is provided by practitioners to strengthen product branding owned by community groups in Panembangan Village. The power of storytelling is expected to be able to open up the stages of the sales process. This is as stated that in general there are four aspects for the product being sold to sell well, namely how the product provides awareness to consumers that buying is a necessity. The second aspect is how product availability is a consideration of consumer needs, so that it has implications for the next aspect regarding buyer satisfaction intentions. In the end, the last aspect is that when a product is purchased it must be able to provide satisfaction to consumers [9].



**Figure 3.** Product Storytelling Education

Socialization of understanding about storytelling can use available social media, for example TikTok or Instagram. The use of both will be very powerful if used in the right way. Building story telling from a product will build a storyline so that when consumers see it they will want the product being sold. The success of storytelling depends on how the message is conveyed to consumers. There are at least five basic components that must be fulfilled by the Panembangan



Village poklahsar to maximize the use of storytelling later. The first aspect is regarding GLUE which states that there is an attachment or relationship so that real consumer confidence emerges [10]. Storytelling is more efficient and powerful if it is aimed at the right market segmentation and at loyal groups. The second aspect is Reward, where storytelling will be interesting if it contains a commitment to certain rewards, for example, if you look at the Poklahsar which has processed fish products, there needs to be the addition of the words nutritious and safe food or the choice of diction of words that provide other rewards. The existence of this reward will also provide an opportunity for consumers to observe carefully the achievement of their dreams.

The third aspect that must be emphasized when using storytelling is including emotion in product stories. This important role will show how great the product can influence the psychological perspective so that consumers have a deep emotional effect that influences customer buying behavior. The stories taken are generally heart touching stories so that when you see the product storytelling it will melt the hearts of consumers who want to buy the product. The fourth aspect is about authenticity so that the storytelling shown must be believable. Product justification will strengthen marketing so that collateral must be built into the reality of the product brand owned by the Panembangan Village Poklahsar. The final aspect that managers and group members must emphasize in using storytelling is the target. There needs to be a story that consistently targets the target group. The relevance of the story must also be continuous so that market segmentation is guaranteed. Storytelling must also make different groups have similarities in behavior, attitudes and styles.

After the two aspects, namely product photos and storytelling, are given to the poklahsar manager, they continue with posting interesting product photos on WhatsApp status. The next step is to carry out regular posting activities to provide as much information as possible to consumers. The power of product photos can actually strengthen sales because after posting product photos with the latest results, poklahsar receives orders up to 140 pcs. Service participants felt that knowledge about product photos and storytelling was very useful and able to increase product sales. After participating in this service activity, the managers and members of the poklahsar felt that their understanding and skills had improved in photographing products and creating product storytelling. The follow-up plan for this activity is online marketing or what is known as digital marketing. This follow-up plan will maximize product sales online using landing pages. The existence of an online market can open up opportunities for greater product sales.

#### **4. Conclusion**

Based on the results of community service activities carried out to overcome the problem of minimal product sales owned by fish processing and marketing groups in Panembangan Village due to two things. The first thing is that product photos are not yet attractive and the second is that Poklahsar managers don't understand product storytelling. This service activity was carried out in two stages. The first stage is education and outreach regarding product photos and storytelling to increase understanding of service participants. The second stage is direct practice carried out by service participants regarding product photos and storytelling. After doing both, participants then post regularly on social media, specifically WhatsApp stories. In fact, after this was done, several poklahsars received orders in quite large quantities. After participating in this service activity, the managers and members of the Poklahsar felt that their understanding and skills had improved in photographing products and creating product storytelling. The follow-up plan for this activity is online marketing or what is known as digital marketing.



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