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MSME Assistance Through Instagram Social Media Management Activities in Entrepreneurship

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Abstract.

Community service activities are an effort to help the community in certain activities without expecting any form of reward. This community service also serves as assistance to MSME business owners 24sweetness and Anskitchen regarding the management of Instagram social media so that they understand more about digital marketing. The marketing used by these MSMEs is still relatively small and unfamiliar with technology. So, with the assistance of MSMEs through Instagram social media management, it can increase sales at 24sweetness and Anskitchen and can attract consumer attention. The implementation method in this service begins with interviews, observations and assistance in content writing. Planned content creation starts from product photos/videos, sorting and editing sessions, uploading Instagram feeds and copywriting on caption creation. The results of this service showed that consumer interest increased, especially on the Anskitchen and 24sweetness Instagram platforms. At the same time, MSME owners also understand the marketing system, including using an attractive and effective Instagram platform to create the content needed for marketing.

Keywords; Branding, Instagram, Marketing, MSME

INTRODUCING

The community service program with the theme of digital marketing is a competency improvement training program aimed at entrepreneurs who either wish to start or already have businesses in the Micro, Small, and Medium Enterprises (MSMEs) scale . The presence of MSMEs has broad implications if their potential can be optimized. MSMEs can not only absorb more labour but also serve as a tool for poverty alleviation. As independent entities, MSMEs can operate both profitably and at a loss. They can also face economic fluctuations, such as the Great Depression 2008. The growth of MSMEs in Indonesia is currently booming rapidly, marked by intense competition among business players, especially in the food and beverage (FnB) sector, or what can be referred to as the food and beverage industry. The food and beverage industry has become one of the sectors contributing significantly to manufacturing growth and the national economy. The government strives to maintain the availability of raw materials needed by this industry. Additionally, the government encourages digitization intending to make the industry more productive and competitive.

Culinary business is an everlasting endeavor. There is always a demand to keep producing. As long as there are humans, there will always be a need for culinary businesses (Hermawan, Rochmaniah & Rahayu, 2020). The development of the Micro, Small, and Medium Enterprises (MSME) sector holds its significance in enhancing economic growth and reducing a country's poverty rate. By advancing

MSMEs, it can create job opportunities, boost community income, and provide financial opportunities for those in the lower economic strata. Thus, it becomes a strategic step in building a sustainable and inclusive economic foundation (Primastiwi et al., 2021). With advancing technology, the food industry is one of the sectors experiencing growth in digitalization. To embrace the era of Industry 4.0, the digital marketing trend becomes an opportunity for MSMEs (Irfani et al., 2020). Awareness of a brand creates values of familiarity and liking, such as consumers appreciating aspects of packaging or the comfort of using the product. This creates a lasting impression on consumers, producing positive effects for the product (Wicaksono & Febriana, 2022). Food always takes the forefront in adopting new technologies; in this case, digitalization brings many benefits to this sector, including efficiency, quality improvement, cost reduction, and branding. However, many MSME players are still unfamiliar with the use and utilization of technology. Digitalization plays a crucial role in accelerating the development program of MSMEs. Access to MSME products and financial services through transaction costs provides many benefits to the community (Ministry of Finance, 2022)

As an information and communication point in business relationships, social media is one of the platforms that enables two-way communication between entrepreneurs and business partners or consumers. One business that utilizes social media is the promotion of Micro, Small, and Medium Enterprises (MSMEs). Social media presence provides companies with opportunities to market and promote their products. Marketing through social media has many benefits, including a means of communication with consumers, a promotional tool, and a way to build product presence. The presence of social media in digital marketing can be seen from two perspectives: the advertiser's side and the user's side of social media. When it comes to advertising, social media offers various content, not only in text form but also in the form of audio, visual, or voice images. The production of advertisements and the use of social media are more cost-effective. Additionally, the target audience of potential consumers can be determined based on users' social behaviour on the platform (Nasrullah, 2015).

According to a survey by Sea Insights, 54% of MSME entrepreneurs in Indonesia use social media. Moreover, the average income from e-commerce use among SMEs in Indonesia has increased by more than 160%, with productivity reaching 110%. Previous research also found that social media, especially Instagram, is a very effective marketing medium. This is evident in the data showing that many MSME entities do not use social media for marketing purposes. One reason for the underutilization of social media is the need for more understanding of it as a marketing medium and the skills to use it (Wibowo & Santoso, 2020). The reason for choosing Instagram as a social media platform for marketing is its ease of use, its ability to display images alongside text effectively, and additional Instagram advertising features, including marketing capabilities, which have increased the opportunities to use Instagram as a marketing medium due to its growth (Arifuddin & Irwansyah, 2019).

When engaging in online marketing activities, business operators also require marketing strategies that help the company create value and generate profits (Nisa et al, 2018). Implementing online marketing strategies will increase marketing reach, enhance cost-effectiveness, and extend the promotion period. One strategy that can be used in online marketing is content strategy (Saraswati & Hastasari, 2020). In general, content marketing strategy involves creating and distributing content that provides an opportunity to attract the attention of a specific audience and is aimed at doing so (Świeczak, 2012). Content marketing is valuable if it: 1). Can generate interest by engaging and educating customers 2). Recognizes the uniqueness, consistency, quality, and relevance of the business 3). It is proactive and evolves over time

In this regard, Instagram plays a significant role, especially in the food sector for culinary business operators. Digital entrepreneurship activities can make entrepreneurs behave creatively and innovatively in conducting business activities using information technology. The various comprehensive features owned by Instagram are very efficient and cost-effective. However, managing an Instagram account as a marketing medium is not an easy task, especially for someone who is unfamiliar with technology and brand awareness. There needs to be an awareness of improving the branding of the

business. It can start with a logo, slogan, or attractive Instagram layout design. If the brand's branding is perceived as strong, it will undoubtedly attract consumers.

24sweetness and Anskitchen are MSME culinary businesses located in Krian Subdistrict, Sidoarjo Regency, East Java. 24sweetness sells various dessert products, including cookies, choco ganache, brownies, cinnamon rolls, and dessert boxes. Meanwhile, Anskitchen sells Korean Food, namely kimbab and dakganjeong. Both MSME business operators use a pre-order system, meaning the products are only available when ordered. Both of them admit to facing challenges in promoting their products on Instagram, specifically in determining what content should be presented on their Instagram accounts. Therefore, the goal of our assistance is to manage their Instagram accounts by creating a visually appealing feed, generating promotional content, and writing engaging captions to promote their products and attract more interest. This assistance program will emphasize Instagram as their marketing platform, aiming to help increase sales for 24sweetness and Anskitchen, making them more widely known, especially in the Sidoarjo area. This is crucial as one of the MSMEs, Anskitchen, still relies on face-to-face sales or only reaches people close to the business operator.

METHOD

In implementing this mentoring activity, the methods used were observation and initial interviews with the respective owners of each MSME. Starting from May 15, 2023, for one month, we identified existing problems using a direct social approach by visiting business owners willing to be assisted in solving their issues. As for the content production implementation, an additional month is needed, starting from June 12, 2023, to initiate the initial steps of content creation. The steps of mentoring activities can be outlined as follows:
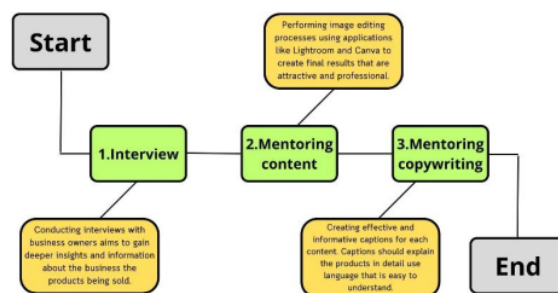

FIGURE 1. Step in mentoring activities

a) Step one: Conducting interviews and observation with the owners of each business to gain deeper insights and information about the business and products sold. Additionally, preparing and presenting questions related to effective marketing strategies to be used.

b) Step two: Mentoring the creation of content on Instagram, including Instagram stories and Instagram feeds, involving taking pictures from suitable angles and applying photo filters using editing applications like Lightroom and Canva to create an attractive impression on both MSME accounts.

c) Step three: Mentoring copywriting for Instagram captions. After the uploaded content is edited, moving on to the final stage, which is writing Instagram captions by explaining detailed product

information while maintaining simplicity in language for easy understanding. Effective copywriting can enhance brand awareness and product sales.

RESULTS AND DISCUSSION

In this mentoring activity, from the two MSMEs used as research sources, the object of this community service is an MSME located in Kraton Krian Village that meets the criteria as Micro, Small, and Medium Enterprises (MSME). Here, we will describe several stages of the activities that have been carried out:

a) Stages of Mentoring for Managing Social Media:

FIGURE 2. The mentoring activities are ongoing

In the era of digitization, creativity is crucial for business owners to compete with competitors. Similarly, innovation is needed for businesses to stay relevant and grow. Recognizing the importance of this, an understanding of digital marketing is crucial for promoting a brand or product. We assist in mentoring the creation of content on social media, especially on the Instagram platform, over approximately one month, accompanied by interview sessions and observations.
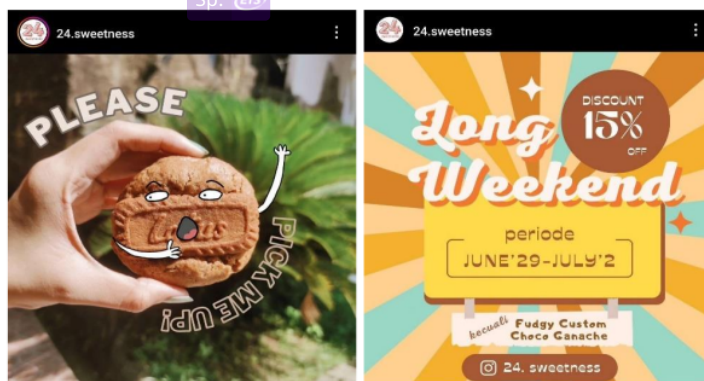
b) Stages of Creating Instagram Content

FIGURE 3. Result of editing content

Together with business owners, we start by selecting footage for product photos with the right background. We then sort the pictures and edit them using Lightroom and Canva. When creating content for publication, it is also crucial to consider the perspective. Engaging in editing that aligns with current market trends can enhance customer interest. We tend to choose eye-catching designs, where neutral colours ensure that the message or product is clear and attracts consumer attention.

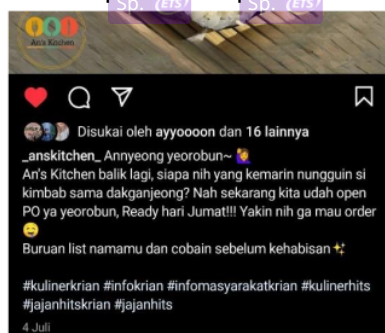c) Stages of Assistance in Copywriting on Instagram Captions

FIGURE 4. Result of copywriting assistance

In addition to the important content on Instagram, captions are also crucial as they aim to influence readers to be interested in purchasing the products. This involves setting goals, using easily understandable language, and incorporating hashtags that facilitate the discovery of posts by people searching for similar topics.
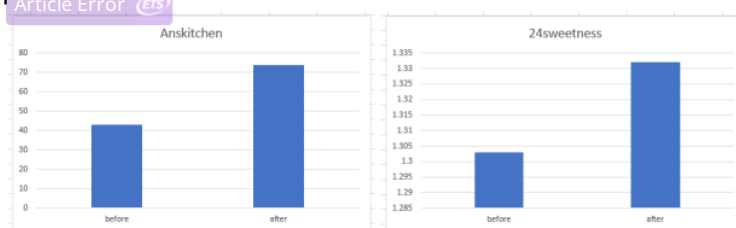
d) Increase in Followers After Mentoring

FIGURE 5. Results of the graph showing the difference before and after community service

Results of the graph showingFrom the information in the following graph, it can be seen that the difference before and after the community service activity with the assistance of MSMEs through social media management in entrepreneurship is an increase in followers. The increase in followers for each account shows an improvement, although it is still relatively low and not significant. However, this development makes the products more recognized among young people seeking culinary references.

The final results of this assistance show that both Instagram accounts have experienced changes in the form of increased followers. The increase in followers cannot be considered evidence that many followers can increase sales. However, it can make the MSMEs more recognized and can be a good product, leveraging digital marketing. the difference before and after community service.

Based on the assistance conducted by Annisa Juliasaria, Ilma Malihah, and Lydia Ari Hidayati, it was found that Instagram is less effective in marketing. Therefore, this research proves that comparing the two social media platforms significantly influences product marketing. Thus, it is expected that the results of this study can serve as consideration for other brands planning to market their products through the Instagram social media platform.

CONCLUSION

Based on the results of the implementation of the assistance activities for Micro, Small, and Medium Enterprises (MSME) through the management of Instagram social media in UMKM 24sweetness and Anskitchen, it can be concluded that the UMKM entrepreneurs feel significantly assisted by this service. There is an increase in followers for each account, with Anskitchen's followers initially only 43 and increasing to 74, and similarly, 24sweetness increased from 1,303 followers to 1,332 followers. This indicates that UMKM entrepreneurs are becoming more aware of the importance of digital marketing and branding to attract customer attention.

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