

MSME Support Through Social Media Management Activities on Instagram for Entrepreneurship

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Abstract.

Helping those in need without seeking payment is the aim of community service programs. This community project teaches MSME business owners 24sweetness and Anskitchen more about digital marketing while also assisting them with Instagram social media management. MSMEs are not tech aware and still use very little marketing. Therefore, with the assistance of MSMEs and Instagram social media management, it may attract customers and increase sales at 24sweetness and Anskitchen. With this service, the process of implementation commences with content production assistance, interviews, and observations. The intended content generation process begins with product photographs and videos and continues with updating Instagram feeds, writing captions, sorting, and editing sessions. The results of the service showed an increase in client interest, especially on the Anskitchen and 24sweetness Instagram profiles. The marketing plan, which includes creating the required content for marketing on Instagram—a visually appealing and platform—is also known to MSME owners concurrently.

Keywords; Branding, Instagram, Marketing, MSME

INTRODUCING

The digital marketing-themed community service program is designed to enhance the competencies of entrepreneurs who operate Micro, Small, and Medium-Sized Enterprises (MSMEs) enterprises or plan to launch one. If MSMEs can reach their full potential, then their existence has far-reaching consequences. MSMEs have the potential to reduce poverty by both absorbing additional labor and acting as a tool for it. MSMEs are autonomous businesses that can run at a profit or a loss. They may also experience changes in the economy, like the Great Depression of 2008. Intense competition amongst business players, particularly in the food and beverage (FnB) sector, also known as the food and beverage industry, is a hallmark of Indonesia's present rapid expansion in MSMEs. One of the industries that is now greatly boosting the expansion of manufacturing and the US economy is the food and beverage sector. The government works hard to keep the raw materials required by this business accessible. In addition, the government promotes digitization with the goal of raising industry productivity and competitiveness.

The culinary industry is a never-ending venture. The need to continue producing never goes away. There will always be a demand for culinary enterprises as long as there are people (Hermawan, Rochmaniah & Rahayu, 2020). The advancement of the Micro, Small, and Medium-Sized Enterprises (MSME) sector is crucial for augmenting economic growth and mitigating the poverty rate of a nation.

By promoting MSMEs, it can increase community revenue, generate employment possibilities, and give those in lower socioeconomic groups access to capital. As a result, it turns into a calculated move toward creating an equitable and sustainable economic base (Primastiwi et al., 2021). The food industry is one of the sectors that is becoming more digitalized as a result of evolving technologies. For MSMEs, the digital marketing movement presents a chance to embrace Industry 4.0 (Irfani et al., 2020). When people are aware of a brand, they develop familiarity and fondness for it. For example, they may find that the product's packaging or comfort level are appealing. Customers are left with a favorable view of the product as a result (Wicaksono & Febriana, 2022). Food always leads the way in using new technology; in this instance, digitization benefits this industry greatly by increasing efficiency, improving quality, lowering costs, and enhancing branding. Many MSME participants, nonetheless, are still unaccustomed to using and utilizing technology. A key factor in speeding up MSMEs' development programs is digitalization. The community gains a lot from transaction expenses that enable access to MSME products and financial services (Ministry of Finance, 2022).

Social media is one of the platforms that allows for two-way contact between business owners and customers or business partners as an information and communication point in commercial partnerships. One company that uses social media is MSMEs (micro, small, and medium enterprises) promotion. Businesses can market and promote their products through social media presence. Social media marketing provides a number of advantages, such as a channel for customer interaction, a tool for promotions, and a means of increasing brand awareness. There are two ways to see social media's role in digital marketing: from the advertiser's and the user's viewpoints. Social media provides a variety of content in terms of advertising, including text, audio, visual, and voice pictures. The usage of social media and the creation of ads are more economical. Furthermore, the social behavior of users on the platform can be used to identify the target demographic of potential customers (Nasrullah, 2015).

54% of MSME entrepreneurs in Indonesia utilize social media, per a Sea Insights poll. Furthermore, SMEs in Indonesia have seen an increase in e-commerce revenue of over 160%, with productivity at 110%. Additionally, prior studies have shown that social media—particularly Instagram—is a very powerful tool for marketing. Data demonstrating how many MSME companies do not use social media for marketing purposes makes this clear. The underutilization of social media can be attributed, in part, to the lack of knowledge and expertise about its usage as a marketing tool (Wibowo & Santoso, 2020). Instagram's ease of use, its capacity to effectively display images alongside text, and its additional advertising features—including marketing capabilities—are the main reasons for choosing it as a social media platform for marketing. Additionally, Instagram's growth has increased the opportunities for using Instagram as a marketing medium (Arifuddin & Irwansyah, 2019).

Business owners need marketing strategies that support their company's ability to produce value and turn a profit when participating in online marketing initiatives (Nisa et al., 2018). Putting internet marketing strategies into practice will expand the marketing reach, improve cost-effectiveness, and lengthen the duration of the promotion. Content strategy is one tactic that may be applied to internet marketing (Saraswati & Hastasari, 2020). Creating and disseminating material that offers a chance to grab the interest of a particular audience is typically the basis of a content marketing strategy (Świeczak, 2012). Marketing with content is beneficial if it: 1. able to spark curiosity by interacting with and instructing clients 2). Acknowledges the distinctiveness, dependability, excellence, and significance of the enterprise 3). It takes initiative and changes with time.

In this sense, Instagram is quite important for culinary business owners, particularly in the food industry. Engaging in digital entrepreneurship activities can help entrepreneurs use information technology to conduct business in a creative and inventive manner. Instagram has a number of extensive features that are very useful and reasonably priced. But running an Instagram account as a marketing tool is not simple, particularly for those who lack brand awareness or technological know-how. It is imperative to acknowledge the need of enhancing the company's branding. A catchy Instagram

layout, tagline, or logo can serve as the foundation. The brand will surely draw customers if it is thought to have a powerful branding.

MSME culinary firms 24sweetness and Anskitchen are situated in the Krian Subdistrict of Sidoarjo Regency, East Java. A variety of dessert goods are available from 24sweetness, such as dessert boxes, brownies, cookies, chocolate ganache, and cinnamon rolls. Anskitchen, in the meantime, serves Korean cuisine, including kimbab and dakganjeong. The pre-order mechanism used by both MSME business owners means that the products are only available upon request. They both acknowledge that it can be difficult to market their goods on Instagram, particularly when it comes to choosing what kinds of content to post. Our help will thus focus on managing their Instagram profiles, which will include making an eye-catching feed, producing promotional content, and crafting catchy captions to advertise their goods and spark interest. With a focus on Instagram as their marketing tool, this support program hopes to raise sales for 24sweetness and Anskitchen while also increasing their visibility, particularly in the Sidoarjo region. This is important since Anskitchen, one of the MSMEs, still does in-person sales or only contacts those who are close to the business owner.

METHOD

The tactics employed in carrying out this mentoring activity were first interviews with the respective proprietors of each MSME and observation. For a month beginning on May 15, 2023, we visited business owners who were willing to receive assistance in resolving their problems in order to identify current concerns utilizing a direct social approach. Regarding the implementation of content production, an extra month is required, beginning on June 12, 2023, to begin the first stages of content development. The following is an outline of the steps involved in mentoring activities:

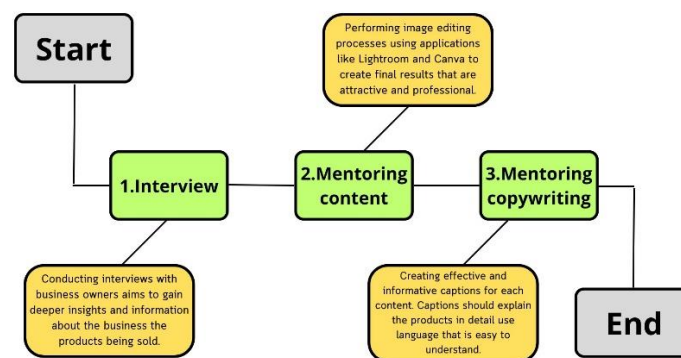


FIGURE 1. Step in mentoring activities

a) Step one: To obtain more in-depth knowledge about each company and the goods it sells, interview and observe the owners of each enterprise. Moreover, creating and delivering queries about the best marketing techniques to employ.

b) Step two: Supervising the production of Instagram material, such as stories and feeds, which entails capturing images from appropriate perspectives and using editing programs like Canva and Lightroom to apply photo filters in order to make a striking impact on both MSME accounts.

c) Step three: Copywriting for Instagram captions is mentored. The last step is creating Instagram captions that clarify specific product details while keeping language simple enough for easy

comprehension, following the editing of the uploaded content. Well-written copy can increase sales of products and brand recognition.

RESULTS AND DISCUSSION

An MSME in Kraton Krian Village that satisfies the requirements for a Micro, Small, and Medium-Sized Enterprise (MSME) is the target of this community service project, which is modeled after the two MSMEs that served as research sources. In this section, we shall outline various phases of the completed tasks:

a) Stages of Mentoring for Managing Social Media:



FIGURE 2. The mentoring activities are ongoing

In the digital age, entrepreneurs need to be creative to stay ahead of the competition. In a similar vein, businesses require innovation to expand and remain relevant. Realizing how important this is, it follows that promoting a brand or product requires an understanding of digital marketing. Over the course of about a month, we mentor the creation of content for social media, particularly on the Instagram platform. This is supported by observations and interview sessions.

b) Stages of Creating Instagram Content



FIGURE 3. Result of editing content

We begin by choosing film for product photographs with the appropriate background in collaboration with business owners. After that, we use Lightroom and Canva to organize and edit the photos. It is also essential to take the viewpoint into account while producing content for publishing. Editing that follows the latest trends in the market might increase attention from customers. Neutral colors are typically used in eye-catching designs to guarantee that the message or product is understood and draws in customers.

c) Stages of Assistance in Copywriting on Instagram Captions



FIGURE 4. Result of copywriting assistance

Apart from the significant material on Instagram, captions hold equal importance as they attempt to persuade readers to buy the merchandise. This entails establishing objectives, speaking in plain English, and using hashtags to make postings easier for those looking for content on related subjects to find.

d) Increase in Followers After Mentoring

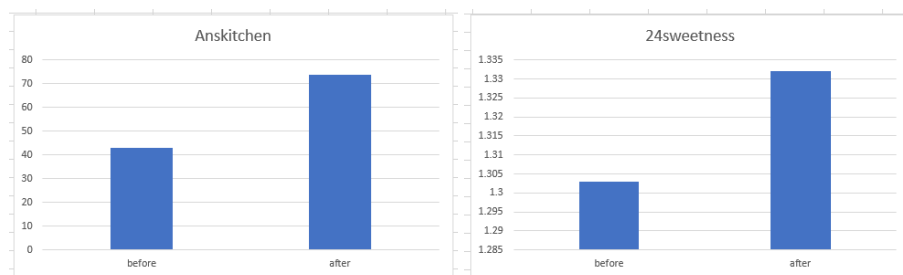


FIGURE 5. Results of the graph showing the difference before and after community service

Results of the graph: Based on the data presented in the graph, it is evident that there was a rise in followers both before and after the community service project conducted with MSMEs' help through social media management in entrepreneurship. Each account has seen an improvement in the number of followers, however it is still very little and not noteworthy. Nonetheless, this evolution increases the items' recognition among youth looking for gastronomic inspiration.

The end outcomes of this help demonstrate that both Instagram profiles have changed, gaining more followers. It is not possible to use the rise in followers as proof that having a large following will boost sales. However, by utilizing digital marketing, it can help MSMEs become more well-known and produce a quality product. the variation between community service and before and after.

With the help of Annisa Juliasaria, Ilma Malihah, and Lydia Ari Hidayati, it was discovered that Instagram is not as advantageous for marketing. Consequently, this study demonstrates how much the two social media platforms differ in their impact on product promotion. It is anticipated that other firms intending to market their products through the Instagram social media platform would find value in the study's findings.

CONCLUSION

The UMKM entrepreneurs feel greatly helped by this service, according to the outcomes of the execution of the assistance actions for Micro, Small, and Medium Enterprises (MSME) through the management of Instagram social media in UMKM 24sweetness and Anskitchen. Every account has more followers than before; Anskitchen had only 43 at first, but now has 74, and 24sweetness had 1,303 followers at one point, but now has 1,332 followers. This suggests that UMKM business owners are starting to realize how crucial branding and digital marketing are to drawing in clients.

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