

Utilization of Instagram Social Media in Marketing Assisted MSME Products in Ciater Village, South Tangerang

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Abstract

In running their business, the Micro, Small and Medium Enterprises (MSME) group under the supervision of the Ciater sub-district, in South Tangerang still uses traditional methods, and does not yet know and utilize social media, such as Instagram. Even though Instagram can promote businesses with the potential to reach a wider and more interesting audience because users can share photos, videos and integrate them with social networks such as Twitter and Facebook. Through socialization and outreach activities on the importance of using Instagram to MSME business actors in Ciater Village, South Tangerang City, which is carried out in Community Service activities, Pamulang University, it is hoped that there will be a transfer of knowledge and strategies for using social media to market MSME products. The activity method in the form of training is carried out interactively, starting with a presentation of material related to the benefits of Instagram in marketing MSME products, followed by questions and answers and ending with direct practice by participants, such as techniques for operating Instagram via participants' cellphones. The results of this counseling can directly motivate them to immediately create an Instagram account and they can start by making a product marketing plan via Instagram.

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1. INTRODUCTION

Social media is a technology that has changed the way individuals communicate with other people, where social media can help individuals communicate quickly, widely, and can be done anywhere, anytime, and *real time* so that with all these conveniences many people interact in it to form their own order in it. According to Bungin (2018), without realizing it, technology has made humans live in two lives, namely the life of real society and virtual society which is then called *cyber community*. *Cyber community* which is based in *cyberspace*, this is what then from interaction and everything that can be shared in it forms a *cyber culture* which was mutually agreed upon. According to Vivien (2008) every person with internet access can easily access various social media anywhere and get various actual information directly. *Real time communication* on social media can also take place interactively because it blurs geographical boundaries (Nasrullah, 2016: 14).

According to Nasrullah, media is a means of communication such as newspapers, magazines, radio, television, films, posters and banners. The term media can be explained as a communication tool. However, McLuhan saw that communication is the message itself, what this means is that the media is a means of communication that has its own character to be chosen and used by users, and also chosen by the audience because the media is considered to represent them or has messages that are suitable for their consumption (Nasrullah, 2015). Now, communication media is more directed towards interactive media, and *real time* so that you can convey information and communicate quickly without being constrained by space and time. According to Morris, interactive media allows for a reciprocal flow of information that allows users to participate and modify the form and content of information at that time (Morris, 2010). One type of interactive media or new media is social media which is currently developing rapidly. This

is characterized by a large number of *platforms*. Social media is emerging and becoming a trend and culture in society. Many manufacturers use social media to market their products.

According to Hootsuite, *social commerce* is an online product buying and selling activity carried out via social media. Different from *e-commerce* normal, deep *social commerce* buyers and sellers can interact more freely, and can make transactions directly on social media without having to enter other digital sites or applications (Ahdiyati, 2023: 28 July).

The large number of social media users, and the widespread use of social media as *platform Marketing* should be a motivation for business actors to increase business competition, as well as use social media to promote their business so that it is better known to a wider audience. One social media that has the potential to be used for doing business and marketing products is Instagram.

Instagram is a social media platform that allows users to share photos, videos, take pictures, apply filters to images and share these images in several ways, including integrating them with social networks such as Twitter and Facebook. (Flores, et.al, 2020:50). Users can interact via Instagram, including by giving likes and comments on images uploaded to Instagram, as well as sending messages to each other in the form of text, pictures and videos. Through Instagram, sellers can show and showcase the products they are selling using photos or videos, as well as many other interesting creativities. Instagram also allows potential consumers to comment directly, by providing an assessment tone, either positive or negative or neutral.

The potential of Instagram as a product marketing tool is increasingly effective, because the number of Instagram users in Indonesia is the fourth highest in the world. This means that this is a potential target market. Based on a survey conducted by NapoleonCat in January 2019, Indonesia is in 4th position as the most Instagram users in the world. The total number of Instagram social media users is 61,610,000 users or 22.6% of the total population in Indonesia (Flores et.al, 2020:49).

Unfortunately, there are still many small and medium business actors who have not switched to this digital promotion and marketing model, even though the use of social media provides various conveniences on offer, as well as low costs, even no costs.

One of the MSME business groups that still lacks the use of social media is the MSME business group in Ciater Village, Pamulang District, South Tangerang City. The Ciater Village MSME business group consists of various types of businesses, ranging from waste bank management businesses, to businesses in the culinary sector.

This sub-district is in the middle of the city, which is one of the supporting cities of the National Capital, where many people understand technology. Unfortunately, the use of social media to introduce MSME businesses is still less than optimal. Several previous studies, among others *Sentiment Analysis to Find Out the Weaknesses and Strengths of Restaurant Business Competitors Based on Positive and Negative Comments on Instagram* It can be concluded that to identify weaknesses (from negative comments) and strengths (from positive comments) of business competitors, with an accuracy level of 85% and a precision value of 79%. This shows that the use of Instagram in business can provide important information, namely information about the strengths and weaknesses of business competitors as measured by comments that are categorized as comments with positive and negative sentiments. (Flores, et.al, 2020:51).

Other previous research is *Promotional Strategy for Increasing Tourist Visits Post-Covid-19 Through Instagram*. The strategy used in using Instagram is to follow the trend based on the strategy *audience behavior*, which encourages the audience itself to deliver the content @*angklungudjo* to their Instagram followers. Next, create interesting content, collaborate with other media such as Infowisata; then take advantage of it, in this case by

account @*angklungudjo*, namely Feed to maintain loyal members. Apart from that it is used by Instagram *Story* to build *engagement*, and *Reels* to engage potential visitors. Entrepreneurial managers or similar tourist destinations can use Instagram as a social media *platform* to promote its tourist destinations to potential millennial generation tourists. Instagram also has interesting features that anyone can use. (Lusia, et.al. 2023:1335).

Based on the situation analysis above, it is deemed necessary to have a new strategy to increase MSME business competition in Ciater Subdistrict, Tangerang, in particular improving marketing methods that can reach and expand customers and even get new customers. So the Pamulang University Community Service Team (PKM) carried out outreach/counseling regarding the importance of using social media, in this case Instagram, as an effort to introduce MSME businesses in Ciater Village, Pamulang, South Tangerang City to a wider audience. In this service there will be a transfer of knowledge about the use of social media to introduce MSME products to the wider community.

Through this community service activity, it is hoped that MSME business actors in Ciater Village, South Tangerang will have more motivation and awareness in using social media as a means of introducing their products. Based on the main problems explained in the background above, the solution offered is "Use of Instagram in Marketing Fostered MSME Products in Ciater Subdistrict, South Tangerang".

The output targets to be achieved which can provide solutions in the form of socialization/counseling for MSMEs in Ciater Village, South Tangerang City, are as follows: (a). Participants receive socialization/counseling regarding the importance of utilization of social media Instagram with its various features as an effort to introduce businesses and market MSME products in Ciater Subdistrict to the wider community; (b). Participants can be motivated to utilize Instagram social media to introduce their business and market their MSME products with a wider reach, and potentially attract more new customers; (c). With this socialization or counseling, you can introduce businesses and market MSME products online, and be known by the people of Ciater Village in particular, and the wider community in general.

2. RESEARCH METHOD

Socialization and *workshop* This begins with a presentation in the form of scientific material which is supported by data from research results and other relevant document studies, too *forum group* discussion by giving each participant the opportunity to discuss with each other and also resource persons to share problems and ideas regarding the practice of introducing and promoting Ciater Village MSME products. The counseling activities continued with *mentoring* which is carried out by practicing tutorials on how to use Instagram to promote MSME products, tutorials on taking photos and videos, tutorials on editing photos and videos on the Instagram application, as well as creating narratives *caption* by including *hashtag* relevant issues, as well as the practice of using Instagram For Business, so that the exposure is not only theoretical but also practical so that MSME players can apply it in their daily lives which has been carried out and become evaluation and learning material for renewal for future studies.

This activity was carried out using lecture, discussion, mentoring and workshop training methods. The following is a description of each method of implementing socialization and *workshop* in the MSMEs of Ciater Village.

1. The lecture method is by delivering theoretical material, the material presented is the Background of Digital MSMEs, the Urgency of the Importance of Utilizing Instagram social media in Introducing and Promoting MSME Products, material on Introduction to Product Marketing using Instagram social media, Introduction to Photography and Videography using *Smartphone* by showing *angle* best product in photos or videos and

narrate product information as clearly and completely as possible. Training *Copy Writing*, namely in the form of material for making narratives to tell photos and videos posted on Instagram by paying attention to product information, including product characteristics, all the advantages, price information, and how to order, and so on.

2. The discussion method is to open a question-and-answer session to better understand the problems occurring in the field. This question-and-answer session is like a Forum Group Discussion which is accompanied by joint problem solving based on document study, namely materials that have been prepared from various sources such as journals, books, articles and news, related to various relevant theories and concepts. The discussion is also linked to field observations and similar problem-solving experiences, both from the resource person's side and from the MSME actor's side, and is based on product introduction and marketing strategies that are suitable for the character of MSMEs and potential MSME audiences in Ciater Village so that marketing can run effectively. and right on target.
3. Mentoring involves practices such as consultation as well as practicing the application of Instagram social media as a means of introducing and promoting Ciater Village MSME products, practice using *smartphone* as a tool for taking pictures or product photos and video recorders, the practice of editing photos and videos using *feature Photo Editing* and *Reels* Instagram application, and the practice of producing narratives (*copywriting*) which is adjusted based on theory and trends *copy writing* the latest, and adjusted based on the latest Instagram social media algorithm, and the practice of using Instagram For Business in accordance with the Instagram social media algorithm. This results in increased knowledge and skills regarding various content creation strategies and marketing strategies via Instagram social media.
4. The last one is *workshop* namely applying all the theories and practices that have been obtained by making several Instagram posts aimed at promoting Ciater Village MSME products based on the theories that have been obtained during the session *sharing* previous material, discussions and mentoring. Then after *workshop*, there is an evaluation session to check the results of each other's practice of creating Instagram content.

For the arrangement of activities, you can see the following table:

Table 1.1. Arrangement of Activities

No	Day	Material	Source person	Time
1	First	Opening	Ratna Komala, S.Sos., M.Sc.	09.00 – 09.10 WIB
2		Greetings 1, Head of Ciater Subdistrict		09.10 – 09.25 WIB
3		Greetings from the MSME Managem ent of Ciater Village		09.25 – 09.40 WIB
4		Submission of material introducing and promoting MSME products on Instagram social media.	Annisa Ratu, S.I.Com., M.I.Com.	09.40 – 10.40 WIB

5		Delivery of material on Introduction to Photography and Videography using <i>Smartphone</i> . (1)	Bagus Anggoro Prasetyo, S.Tr.I.Kom., M.I.Kom.	10.40 – 12.00 WIB
6		Submission of material about <i>Copywriting</i>	Ratna Komala, S.Sos., M.Sc.	13.00 – 14.00 WIB
7		Forum Group Discussion / Question and answer session and discussion of problems regarding the promotion of MSME products.	1. Ratna Komala, S.Sos., M.Sc. 2. Annisa Ratu, S.I.Com., M.I.Com. 3. Bagus Anggoro Prasetyo, S.Tr.I.Kom., M.I.Kom.	14.00 – 14.30 WIB
8	Second	Delivery of material and practice (mentoring) Introduction to Photography and Videography using <i>Smartphone</i> . (2)	Bagus Anggoro Prasetyo, S.Tr.I.Kom., M.I.Kom.	09.00 – 10.00 WIB
9		Delivery of material and practice (mentoring) using it <i>feature Photo Editing</i> and <i>Reels</i> Instagram application	Annisa Ratu, S.I.Com., M.I.Com.	10.00 – 11.00 WIB
10		Delivery of material and practice <i>Copywriting</i> (mentoring) <i>caption</i> Instagram.	Ratna Komala, S.Sos., M.Si.	11.00 – 12.00 WIB
11		Workshop on creating content to introduce and promote MSMEs in Ciater Village.	1. Ratna Komala, S.Sos., M.Si. 2. Annisa Ratu, S.I.Com., M.I.Com. 3. Bagus Anggoro Prasetyo, S.Tr.I.Kom., M.I.Kom.	13.00 – 14.30 WIB
12	Third	Evaluation of workshop results.	1. Ratna Komala, S.Sos., M.Si. 2. Annisa Ratu, S.I.Com., M.I.Com.	09.00 – 11.00 WIB

			3. Bagus Anggoro Prasetyo, S.Tr.I.Kom., M.I.Kom.	
13		Prayer and closing	Ratna Komala, S.Sos., M.Si.	11.0 – 11.30 WIB

In implementing community service activities (PKM), the team devotion arranges the flow of the problem-solving process faced by the target audience as follows:

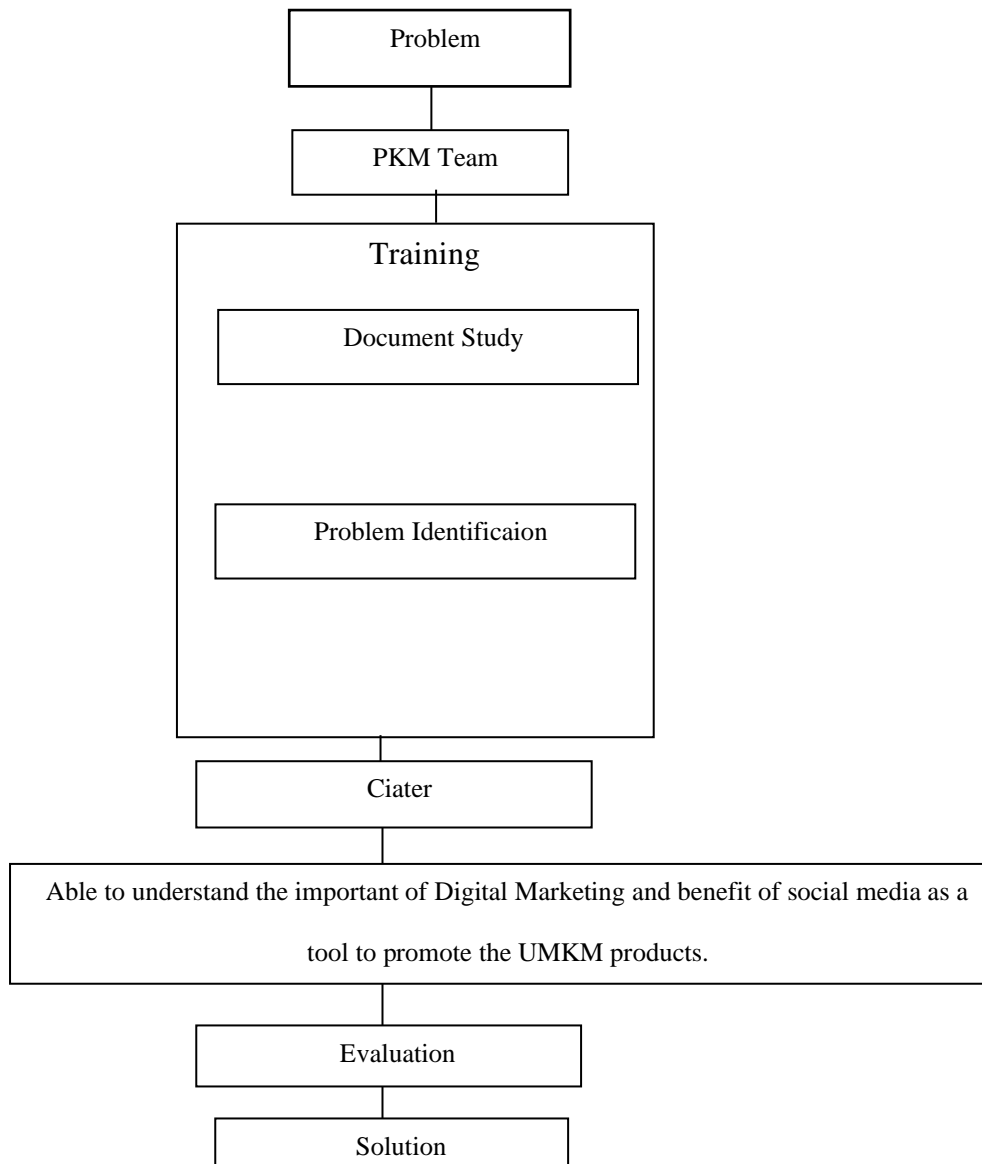


Figure 1.2.. Problem Solving Flow Diagram

The fundamental contribution of this activity is for MSMEs in Ciater to market their products online because with online marketing, there are no longer geographic and time limitations that become obstacles for local MSMEs who have micro, small and medium

capital to market their products to a wider market, so that by moving away from marketing conventional to digital marketing, MSMEs can expand their market by reaching a wider area.

3. RESULTS AND DISCUSSION

3.1. RESULTS

The following are answers to both problem formulations with a focus on the use of Instagram in marketing MSME products:

1. Level of Understanding of MSMEs regarding the use of Instagram Social Media Technology to market Products: The use of Social Media Technology among MSMEs in Ciater Subdistrict is still not optimal. In fact, the use of Social Media Technology can play an important role in improving MSME businesses. Meanwhile, MSMEs in Ciater Subdistrict still do not understand and maximize the use of applications such as Instagram, TikTok and other applications to increase sales of their products. As we know, using social media brings many benefits. For example, to advertise, provide information about products, facilitate service for customers, and maintain good relationships with customers.
2. High competition in the local market between MSME players in Ciater Subdistrict: One of the difficult things for MSMEs is being able to compete with other local markets. In the current era, of course the use of product marketing with social media is an effective strategy. This strategy is to actively involve MSMEs in real experiences regarding strategies to improve community businesses by utilizing technology. Thus, through the appropriate use of social media technology, they can better understand the importance of strategy in improving their business.
3. Lack of knowledge about market opportunities for MSME players and potential players: MSME players are still not fully aware of the available market potential and have not been able to identify new opportunities to develop their business, which requires a sustainable and adaptive communication strategy. MSMEs in Ciater Village must be able to utilize Information and Communication Technology to find sources of information on how to improve their business, as well as modify good, correct and appropriate sales methods so that the business they run has a big opportunity to reach the market.

3.2. DISCUSSION

The discussion about how communication strategies can improve community business for MSME players, as well as effective communication strategies to increase their sales, has several important points:

1. Contextual Approach: Communication strategies can provide a more contextual and relevant approach for MSMEs. By utilizing information technology and technology in their businesses through social media applications such as Instagram and other information and communication technologies, they can easily relate these concepts to their direct experiences.
2. Direct Experience: Through direct experience by implementing communication strategies such as implementing information and communication technology such as social media, MSMEs can gain a deeper understanding of how utilizing social media can influence their business. This practical experience can help them better internalize the concepts learned.
3. Active Participation: A good communication strategy can encourage active participation of MSMEs in improving their businesses. Through promotions on social media, MSMEs can be directly involved in managing their own business and

understand concepts such as improving services, establishing relationships with customers, and promotions.

4. **Community Approach:** Communication strategies often encourage a community approach to increasing sales. By collaborating with experienced entrepreneurs from the MSME community, MSME actors can learn from experienced entrepreneurs and understand their local context better. By adopting this approach, MSME players can maximize marketing opportunities which will be even better for increasing sales with good communication strategies in a consistent manner. So that MSME players are increasingly motivated to compete and be successful in their business.

4. CONCLUSION

The following are conclusions based on communication strategies to improve community efforts regarding the use of Instagram social media in marketing products optimally for the majority of MSMEs in Ciater Village:

MSMEs' level of understanding regarding the use of information and communication technology (ICT):

1. The level of understanding of MSMEs regarding the use of Information and Communication Technology (ICT) tends to vary, depending on various factors such as educational background, awareness of the importance of social media marketing using Instagram, lack of knowledge and skills, and support from government programs.
2. Instagram social media can play an important role in increasing MSME sales in the current era. Using social media, websites and other platforms to spread information about their products. Continuous support from various parties, including government, private sector and community, is critical for this success.

The high level of local competition between MSME players means they need to improve their marketing communication strategies so they can compete better:

1. High local competition between MSME players forces them to improve their marketing communication strategies. By utilizing social media, optimizing SEO, and using creative marketing campaigns, MSMEs can attract more customers and differentiate themselves from competitors.
2. Tight local competition between MSME players requires them to improve their marketing communication strategies. The use of digital technology, attractive marketing content, and more personalized interactions with customers can help MSMEs stay competitive and increase sales.

Lack of knowledge about market opportunities for MSME players and potential players who are not yet fully aware of the available market potential and have not been able to identify new opportunities to develop their business, which requires a sustainable and adaptive communication strategy:

1. Lack of knowledge about market opportunities hinders MSME players in developing their business. Continuous and adaptive communication strategies, such as market training and trend analysis, can help MSMEs understand market potential and identify new opportunities
2. MSME players are often unaware of the market potential available, making it difficult for them to find new business opportunities. With continuous and flexible communication strategies, such as mentoring and access to market information, MSMEs can more easily recognize and take advantage of existing market opportunities.

In conclusion, that to face the challenges of local competition and lack of knowledge regarding market opportunities, MSMEs need to improve sustainable and adaptive marketing communication strategies. Support in the form of education, mentoring, access

to technology and collaboration with various parties is very important to help MSMEs optimize market potential and compete effectively.

In improving community efforts, especially MSMEs, regarding the use of Instagram social media in marketing very important products, there are several suggestions that can be considered:

1. Regular Training: Hold regular training to increase MSMEs' knowledge and skills regarding the use of information and communication technology.
2. Social Media Optimization: Encourage MSMEs to actively use social media, SEO and creative marketing campaigns to attract more customers and differentiate themselves from competitors.
3. Mentoring and Consultation: Provide mentoring and consultation programs to help MSMEs recognize and exploit existing market opportunities.
4. Market Information Access: Provide easy access to market information and trend analysis through digital platforms that can help MSMEs understand and identify new opportunities.
5. Collaboration with Various Parties: Facilitate collaboration between the government, private sector and community to provide sustainable support in the form of education, mentoring and access to technology.
6. Marketing Content Development: Assist MSMEs in developing interesting and interactive marketing content to increase interaction with customers and business competitiveness.
7. Reliable Digital Infrastructure: Improve digital infrastructure in the region to ensure fast and stable internet access, supporting the smooth adoption of ICT by MSMEs.

By implementing these suggestions, MSMEs in Pakulonan Village can improve utilization ICT and marketing communication strategies effectively to optimize market potential and compete better.

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