Making Modules and Workshops on Product Photo Techniques for Optimization *Digital marketing* in MSMEs assisted by Telkom CDC

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Abstract

Technology development is the key to the success of this era's industry. As the backbone of the country's economic growth, MSME players are required to be able to make creations and innovations in developing their businesses in order to maintain their existence. On the one hand, technological advances will help MSMEs to innovate, but on the other hand, technological advances cause MSMEs to lag behind in running their business, especially in the marketing sector if MSMEs are unable to use this technology. In the midst of the onslaught of technology and trends that are developing at this time, unfortunately not all MSME players can easily get access to learn about technological developments and trends to be applied in their business. Many MSMEs still do not know how to implement existing technology for their business development. Of course this can be a big obstacle for MSME players in the digital business era. For example, MSME players assisted by Telkom CDC (Community Development Center) are trying to switch from conventional marketing to *digital marketing* with social media and websites, but buyer interest is still very low because the product photos they display are so simple that they look unattractive. In food products, the photos displayed cannot make potential consumers interested in trying (cannot cause impulsive buying). From the existing problems, the purpose of this community service is to empower MSMEs in terms of technology utilization through product photo training. One introduction to digital technology that can be easily implemented to support marketing is through the application of *digital marketing* tools such as product photos. The result of the training provided is that MSMEs are able to maximize *digital marketing* carried out through social media, e-commerce and websites with attractive product photos that attract consumers to see social media from MSMEs.

Keywords: *Digital Marketing, Product Photography Techniques, SME's*

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are an important component of the Indonesian economy [1]. Apart from being financially independent, MSME actors also support the economy by providing employment opportunities for the surrounding community [2]. As the backbone of the country's economic growth, MSMEs are required to be able to innovate in developing their businesses, so that they continue to exist amidst changes in modern business trends. However, the current obstacle is that MSMEs that have been running their business for a long time cannot survive because they are unable to compete with new business actors who are more creative, especially in terms of digital marketing. This problem is also experienced by MSMEs assisted by Telkom CDC (*Community Development Center*) in Surabaya. Most of the MSME owners assisted by Telkom CDC in running their business only focus on conventional operational and marketing activities. MSME owners still sell their products offline, such as participating in MSME product exhibitions which are only held occasionally, distributing them to daily necessities stores or selling directly to consumers. From this sales method, they complain that sales are stagnant or even reduced, making it difficult for their business to develop. We see this problem not because the number of buyers is decreasing but consumer purchasing behavior is changing from buying offline to buying online [3]. MSME owners generally do not understand digital marketing and their access to digital marketing training is also lacking. Some MSMEs have tried to carry out digital marketing through social media but it has not been optimal, for example the product photos they display are still crude so they look less attractive, whereas in marketing one of the components that can increase consumers' desire to buy is advertising, how marketers display their products as attractively as possible through advertising sentences and images [4].

Based on this problem, the Telkom University Surabaya community service team wants to carry out digital training *marketing* which focuses on product photos. Product photos are part of *digital marketing* because it relates to how sellers can maximize content on social media, *e-commerce* and websites through attractive product images [5]. Product photography is a technique for taking pictures of products that will be marketed. Of course, different products have different shooting techniques, for example taking pictures of food products has different techniques to fashion products. For food products, the shooting technique must be closer so that the food product looks detailed and creates the consumer's desire to try the food. Apart from that, there needs to be additional supporting properties so that the product looks more attractive, whereas for fashion products, the shooting technique is slightly away from the object so that the fashion product (clothing, bag, etc.) is seen in its entirety.

Figure 1. Comparison of Product Photo Techniques

From the picture above, it can be seen that different shooting techniques will create different perceptions in the minds of potential consumers [5]. The burger on the left looks more attractive and tastes better, even though the two burgers taste the same.

This training program is a continuation of the previous community service program in 2023. This training program will complement the previous training program, namely digital marketing through social media and websites in which the Telkom University Surabaya Campus community service team has created an Instagram account and website and is now focusing on how to fill content on Instagram and websites to increase marketing.

The existence of a business is determined by the brand image of the business [6]. The better and stronger the brand image of a business, the more potential the business can continue to exist

and be able to compete with competitors. One component in forming a brand image is creating a positive perception/attitude of potential consumers towards the product, namely through the content created. The product photo training program for digital marketing content has great potential to be applied to MSMEs assisted by Telkom CDC because most of the MSMEs have been operating for quite a long time but digital marketing has not been managed well. With this training program, it is hoped that MSMEs will not only exist by operating but their products will also be widely known, the number of consumers will increase and they will be able to compete in the digital marketing era [7].

The implementation of this community service provides results in the form of solutions to the main problems faced by Telkom CDC's MSME partners, with the hope that if the problem is resolved, MSMEs can follow digital marketing trends so that they are able to exist and survive in business competition [8]. Here are some of the solutions that will be provided:

Table 1. Solutions to Problems based on Aspects

Aspect	Problem	Solution
Economic Aspects	Less than optimal marketing and product sales results	Optimize marketing on social media with more attractive product photo content
Social Aspects	Lack of partner skills and abilities in creating attractive product photos	Training and assistance in making product photos and providing guide booklets
Environmental Aspects	Lack of access/training facilities to develop marketing skills	Providing free and ongoing training and mentoring within the Telkom CDC environment

IMPLEMENTATION METHOD

In carrying out community service to solve the problems faced, the proposing team uses the following methods and stages:

1. Solving problems in the field of marketing

   The problem faced by partners in terms of marketing is the lack of optimal digital marketing using social media and existing websites. No matter how good the media is *digital marketing* used if the content is less interesting then consumers will not be interested in deciding to buy the product being marketed [9]. In this case, MSME actors have not posted attractive product photos in the media *digital marketing* used. Therefore, the proposing team will provide training in taking attractive product photos and will provide photo props to make the product look more attractive.

2. Solving problems in the field of human resources

   Most MSME owners are not young people, which is something they lack *aware* towards technological developments, apart from that they are reluctant to learn *digital marketing* because they are too focused on conventional marketing methods. Limited access to training and mentoring for MSMEs is also an obstacle for them to be able to follow digital marketing trends. Therefore, the proposing team will provide training and assistance in making product photos to MSMEs. Attractive product photos will increase consumer interest in getting to know the product and making purchasing decisions [10][11].
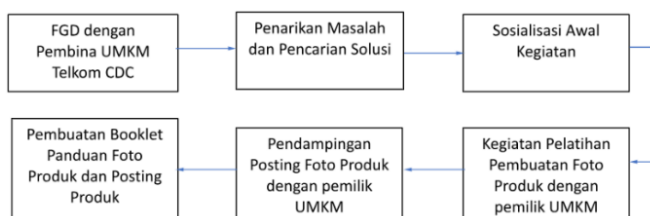
Stages of Community Service

Figure 2. Flow of Stages of Community Service

a. Community service begins with doing *focus group discussion* (FGD) with Telkom CDC as an MSME coach to find problems faced by partners.

b. A problem was found, namely that MSME owners were hampered by less effective marketing, where marketing had been carried out even digitally but sales had not yet increased. When seen from the social media of MSME owners, the product photos they upload to social media are not yet dancing. The Telkom University Community Service Team offers solutions to improve digital marketing through attractive product photos.

c. The Telkom University Community Service Team carried out initial outreach to MSMEs.

d. Implementation of community service in the form of direct training.

e. Assistance to MSMEs to take product photos according to MSME needs. This assistance is carried out periodically and is coordinated by MSME supervisors and students involved in community service.

f. The Telkom University Community Service Team has begun preparing product photo guide booklets so that they can be used sustainably for MSMEs

In this community service there are two partners with their respective roles:

1. Mitra Telkom CDC, is part of the Telkom Group which manages CSR funds to be distributed to the community, especially MSMEs, by providing capital leases. MSME coaches from Telkom CDC will later play a role in gathering MSME owners to take part in the Product Photo training and mentoring program.

2. MSME Actor Partners, are MSME owners who will participate as training participants and provide assistance in making Product Photos from the team proposing community service at Telkom University Surabaya.

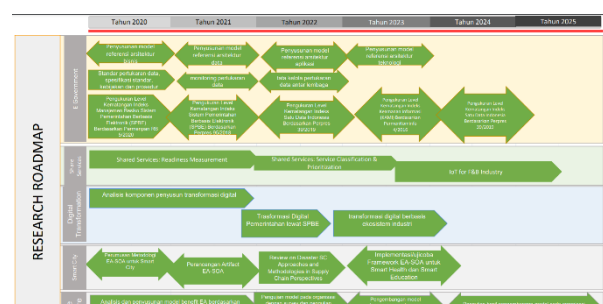**Potential for Program Sustainability and Suitability of the KK Roadmap**

Figure 3. *Roadmap* KK

In devotion to the community this is adapted to *Roadmap Digital Transformation*. This product photo creation program is a continuation of the community service program in 2023, namely the creation of Instagram and websites for MSMEs assisted by Telkom CDC. The success of MSMEs in transforming into *digital* marketing is not just enough to have media *digital marketing* but also media management *digital marketing. One* of the good things is creating interesting content using good and correct product photography techniques.

RESULTS AND DISCUSSION
1. Implementation Schedule (Activity Progress)
Day, date : May 30, 2024
Time : 13.00 – 16.00
Place : Telkom University Surabaya Campus

This community service activity has been completed with the participation of 20 MSMEs assisted by Telkom CDC. Community service partners in the form of MSMEs consist of various types of MSMEs, namely MSMEs in the culinary, fashion and service sectors. MSMEs who attended brought their products and practiced directly photographing their products using the techniques that had been taught. This community service activity has also been completed at the stage of preparing the final report and publishing the results of community service both in the form of journals and publications in the mass media.

2. Results of Community Service Activities (Further Activity Plans)
The results of the community service activities that have been carried out are in the form of new hard skills for MSME owners regarding the use of technology and maximizing digital marketing through product photos. This community service also provides long-term learning in the form of product photography techniques which are made in booklet form so that MSME owners have a guide that can be used at any time.

The next community service activity plan is to carry out community service on the same topic but carried out to different partners so that the benefits of this community service can be received more widely, not limited to MSMEs under the guidance of Telkom CDC but MSMEs in other regions that have started implementing *digital marketing*.

CONCLUSION
The Telkom University community service team found that one of the problems with MSMEs not developing was a lack of mastery of technology. MSME owners don't know how to maximize the use of Instagram social media so that it has a greater impact on sales. MSME owners display product photos that do not attract consumers' interest in buying. Workshops on product photography techniques can increase the knowledge of MSME owners. MSME owners can take more attractive product photos so that marketing via Instagram can have an impact on sales. Apart from conducting workshops, the service team also compiled modules as a guide for MSME owners in the future if they want to learn product photography techniques in the future. The module created also contains techniques for taking product photos for various kinds of products, not only culinary but also accessories.

SUGGESTION
In the next community service, it is hoped that we can continue this digital marketing theme, not only stopping at product photos but also in the form of content management strategies on Instagram social media. Creating content concepts on Instagram social media, scheduling posts and selecting social media other than Instagram for marketing can also be considered in the next topic of community service.

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