

Implementation Social Media Marketing Implementation in MSMEs

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Abstract: One of the regencies in West Java Province with a sizable number of MSMEs is Sumedang. In the village of Kutamandiri, there is one prospective SMEs. According to the survey results, one MSME actor producer named Basreng Masrifah has never used social media marketing to grow his company. Remembering that social media marketing has a favourable association with future business continuity, MSMEs need to implement it immediately. Students from and the Office of Cooperatives and Micro Small Enterprises of Sumedang Regency worked together to complete this act of community service. By making the Tokopedia marketplace one of the marketplaces that is heavily used by the larger community, this community service project aims to help address problems while also offering aid to MSME players connected to the vicinity of social media marketing. The process of putting this activity into action is broken down into three stages: outreach, training, and mentorship of the MSME in question. The desired outcome of this activity is that MSME actors will be able to comprehend the significance of social media marketing and be able to apply it to their businesses.

Abstrak

Salah satu kabupaten di Provinsi Jawa Barat yang memiliki jumlah UMKM cukup besar adalah Sumedang. Di Desa Kutamandiri, ada satu UKM yang prospektif. Menurut hasil survei, salah satu pelaku UMKM produsen bernama Basreng Masrifah tidak pernah menggunakan social media marketing untuk mengembangkan perusahaannya. Mengingat social media marketing memiliki asosiasi yang menguntungkan dengan keberlangsungan bisnis di masa depan, maka UMKM perlu segera mengimplementasikannya. Mahasiswa dan Dinas Koperasi dan Usaha Mikro Kecil Kabupaten Sumedang bergotong royong menyelesaikan aksi pengabdian masyarakat ini. Dengan menjadikan marketplace Tokopedia sebagai salah satu marketplace

yang banyak digunakan oleh masyarakat luas, proyek pengabdian masyarakat ini bertujuan untuk membantu mengatasi permasalahan sekaligus memberikan bantuan kepada para pelaku UMKM yang terhubung dengan pemasaran media sosial sekitar. Proses pelaksanaan kegiatan ini dibagi menjadi tiga tahap: penjangkauan, pelatihan, dan pendampingan UMKM yang bersangkutan. Outcome yang diinginkan dari kegiatan ini adalah para pelaku UMKM mampu memahami pentingnya social media marketing dan mampu menerapkannya dalam bisnis mereka.

Kata kunci : social media marketing, Implementasi Pemasaran pada UMKM

BACKGROUND BEHIND

One of the MSMEs in Kutamandiri Village, Basreng Masrifah, continues to market their besreng in the conventional manner. "Mother Sri Masrifah say that sale they Still do method such as word of mouth and supplying Basreng Jess products to the centre by - by," says MSME owner Basreng Masrifah. Snacks in the form of Basreng Jess are produced by MSMEs. Many fans of this Basreng Jess are present in Sumedang Regency, and their numbers are only growing. However, MSME Basreng Masrifah must use social media marketing, such as the online marketplace Tokopedia, if she wants her business to expand and receive more marketing exposure.



Image 1. Tokopedia Basreng Masrifah account

In studies, a social media marketing case was made. Basreng Masrifah will provide insight into the possibilities and challenges of conducting business in the food sector. This analysis of social media marketing can assist MSMEs in using online marketplaces, such as Tokopedia, to grow their businesses and engage more actively in entrepreneurial activities. Group 38 chose Tokopedia because of the opinions expressed in the survey findings and the fact that more people use it than other marketplaces like Lazada and others in the Village of Kutamandiri.

Basreng Masrifah requires knowledge of the significance of applying social media marketing in business. Each actor MSMEs must take into account factors such as markets, aesthetically pleasing product photographs, product durability, and product packaging. In this instance, Basreng Masrifah is able to pinpoint the actions needed to build their firm and overcome any potential obstacles. Using survey techniques and interviews with the MSMEs who are causing the issues in Kutamandiri Village, these issues can be resolved. This activity will involve studying social media marketing.

RESEARCH THEORIES

1. Using Social Media

MSMEs must grow their businesses in order to compete and thrive in the social media era, especially those working in the food industry. One of the marketing channels that is much desired by the general public to promote various activities that are now taking place is social media marketing. They are increasingly moving away from the conventional marketing approach and towards modern marketing, including social media marketing. Wrong One The chances are that if you promote your product and become well-known to potential clients, your company will expand and become more well-known. Marketplaces are a type of e-commerce that serve as a bridge between buyers and sellers. With the help of the marketplace, a vendor can assist a customer at any time and from anywhere by using a device (Rianty & Rahayu, 2021). Through this platform, promotion and marketing may be done more easily. It's incredibly simple to create an account on the marketplace with just your email address and without having to pay any fees.

2. Tokopedia's Online Markets

One of the numerous online marketplaces or retail platforms with a base in Indonesia is Tokopedia. From electrical devices, accessories, and household products to apparel,

Tokopedia provides a large selection (Stiadi et al., 2021). Tokopedia's online markets processed 244.8 million orders in 2017 and discovered a growth of 604.5 million in 2018. According to the aforementioned data, 206.9 million orders were placed in 2018, compared to 98.3 million orders in 2017. Although there are 49.9 million active buyers on Tokopedia in 2018, there were only 21,7 million active buyers in 2017. As a result, the number of active sellers has increased since then. When it comes to offering services like free shipping, searching for products, and other things, Tokopedia is superior. One strategy to promote the growth and development of MSMEs is through the Tokopedia marketplace platform, which makes it simple for all micro and small company players.

MODEL STUDY

What we do during devotional activities There are three steps, including socialisation to MSMEs, which is exposure to a social media marketing philosophy in a certain way. Additionally, there is MSMEs training, which is a step following socialisation that is knowing about the market Tokopedia. Making Tokopedia for the offender MSMEs was also completed at the time. After that, let's continue doing more to support MSMEs in the Tokopedia application market.

Before performing outreach and mentorship, our group divides its community work into various different methods. In Kutamandiri Village, our crew conducted a study and observed 10 MSME actors who were knowledgeable about the issues that specifically affect each MSMEs. In addition, our team did outreach to 10 SMEs in Sumedang Regency who had been presented by the Office of Cooperatives and Micro Small Enterprises to learn more about the value of using social media marketing to build MSMEs, which we do at Office Village Kutamandiri. So, as a group, we assist Wrong One Offender MSMEs Basreng Masrifah in creating social media marketing.

This time, our crew is concentrating on mentoring perpetrator MSMEs Basreng Masrifah for the purpose of:

- (1) Assisting in the production of photographic products.
- (2) Assist with product packaging and brand updates.
- (3) Assist and accompany in creating an account and using the Tokopedia marketplace.
- (4) Add a new flavour to the product.
- (5) Assist and support in promoting in the online marketplace Tokopedia.

CONCLUSION AND RESULTS

1. Observation and Surveys

Prior to socialising, we collect data and information about 10 MSMEs in Kutamandiri Village on the implementation activity devotion public group's use of social media marketing. We gather information from the group through interviews using a variety of questions that are already stacked in the questionnaire for the MSMEs who committed the crime in the village of Kutamandiri.

2. Marketing Via Social Media Outreach

Implementation of volunteerism in the community At this point, our crew is socialising with 10 MSMEs that we have already surveyed. The networking events we hosted had as their theme "Strategy Develop MSMEs through Social Media Marketing and Business Legality" provided by the Cooperative Office and Micro company Small Sumedang District.



Image 2. Tokopedia Basreng Masrifah Account

They talked on the value of having a social media platform to support and grow MSMEs. Marketplaces like Tokopedia strengthen the demand for innovation-based Internet, particularly electronic innovation marketplaces. Marketplaces can develop into a substitute for the general public from various groups who wish to sell and/or purchase things without physically meeting the vendors of goods and service providers. (2002) (Wibowo & Mukmin). Then, at the conclusion of the series, we had a Q&A session with SMEs. The

socialisation activity rundown is as follows:

3. Application of Social Media Marketing Support For MSMEs

Implementation of social media marketing in support of MSMEs is done by a team that we worked with to conduct a FGD with business owners in Basreng Masrifah. After engaging in social media marketing socialisation with 15 of the perpetrator MSMEs, assistance is provided. Effort-based support The first thing we do is assist UMKM Basreng Masrifah in creating product images in order to draw in more customers when she runs promotions on the Tokopedia marketplace. In order to make the packaging and product logo more appealing and to provide it a more varied flavour composition, we also assist MSMEs Basreng Masrifah. Third, we support and walk alongside MSMEs Basreng Masrifah as they learn how to use Tokopedia's marketplace.

Only a few documents are needed to create a Tokopedia account: the KTP/KITAS form, the Letter Permission for Business Trading (SIUP)/TDUP, the Number Tree Must Tax (NPWP), the Company Registration Certificate (TDP)/Company Identification Number (NIB), the KTP, the Deed, the NPWPD, and a photo of the savings book. Following the collection of the necessary information, our team assists in the creation of Basreng Masrifah MSME accounts. The process begins with the download of the Tokopedia application onto a mobile device, followed by the entry of the business owner's phone number and the receipt of an OTP via SMS. If the account has already been successfully created and has registered as a Tokopedia seller, the final step is to confirm the registration.



Image 3. Tokopedia Basreng Masrifah account

On the fourth of effort, we also flavour Basreng Masrifah items with new flavours. Food flavour innovation is achieved by introducing flavours like grilled corn and balado.

SUMMARY AND RECOMMENDATION

Implementing public devotion in Village Kutamandiri Socialisation and accompaniment of social media marketing on offender MSMEs are things that are required. The benefit of carrying out this socialisation effort is that the offender MSMEs own social media networks for doing promotion and growing their business through online marketplaces like Tokopedia. Our support is given to MSMEs Basreng Masrifah to help them create and introduce items to the public, particularly on the Tokopedia marketplace. Consequently, the case study of social media marketing at the UMKM Basreng Masrifah will give readers a clear knowledge of the difficulties and chances presented by conducting business more generally. The biggest obstacle for MSMEs is that they have all technologically fallen behind. By reason of the fact that the government anticipated supplying socialisation and training that was broadly based on social media marketing to enable MSMEs to take advantage of technology applications for organisation competitive growth in this era of social media.

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