



Education on the Use of Social Media as a Marketing Medium for Small Micro and Medium Enterprises (SME) in Cipamokolan Village During the COVID-19 Pandemic

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Abstract

The economy in Indonesia is now growing and developing, especially for SME (small micro and medium enterprises) businesses, in the micro, small and medium movement, many Indonesian people are opening small businesses, by marketing products that are still sought after by buyers, Many Indonesian traders have not used the internet or social media to market their products, even though there are many social media that can be used to market their products, such as Facebook, Instagram, Tiktok and many more. Currently, social media or the internet can be accessed by anyone from all walks of life. including SME businessmen who use the internet as a means of providing and sharing information about products offered to consumers online. This study discusses how the use of social media by SME in marketing products during the COVID19 pandemic. The purpose of the research is to introduce traders in Cipamokolan village to be able to better utilize social media as a marketing tool in order to have a bigger market potential. This research method is a qualitative method using a descriptive approach by utilizing secondary data from various literatures such as books, journals/articles and homepages to access the latest data and information related to the impact of COVID-19 and the use of social media for the recovery of SME. The result of the research is that social media is an effective means of communication, can increase market share and help business decisions. The community in Cipamokolan village can increase sales volume by more than 100% if the information is updated every day and consistently.

Keywords: Introduction of social media for marketing tools

1. Introduction

The development of the world is so rapid in all aspects of life, one of which is technology, the influence of technology makes it so dependent on its presence, the internet appears so that it is easier for people to get information. There are many aspects that can be utilized for the emergence of social media, one of which is that marketers use social media as a marketing tool, product sales use social media to attract buyers with a wider reach. We also have to be active in interacting on the social media used, active in interacting with the products offered, it is noted that internet use in the business and economic sectors is between 37.82% -45.14%. Of course, this reasonable number should be an indicator for business people to take a digital approach to their business, products and services (Andriyani, 2021; Caraka et al., 2021; Yacob et al., 2021).

Promotion is very necessary to make many people interested in the business/product/service offered, we can also use all social media platforms as a product promotion event (Tumiwa and Nagy, 2021; Handoyo et al., 2021). Promotions that are carried out must be done consistently so that consumers remember and don't forget your product. By appearing continuously on social media, it is very likely that your product will be the talk of many people. Even on social media, promotion must be done right on target. You must target the market or purpose of our product for. For example, you will sell cosmetic products, so the promotion is aimed at a woman of various ages. It can be teenagers or adults. In addition, on social media you have to make promotions as attractive as possible so that the products being sold look beautiful. So, people will feel attracted to buy. For example, in terms of arranging photos or images, it is recorded that internet use in the business and economic sectors is between 37.82% -45.14%. Of course, this reasonable number should be an indicator for business people to take a digital approach to their business, products and services (Rengifurwarin et al., 2018; Pramono et al., 2021; Adam et al., 2020).

The influence of globalization has both positive and negative impacts on the development of SME. The positive impact is that it is easy to get information that can increase knowledge for SME so that they can develop more.

Technological developments can also be adopted by SME. Information technology also helps SME to do more massive marketing. SME also have broad opportunities to market their products overseas, in other words, the international market is increasingly open. SME are challenged to be able to go international (Sunoko et al., 2022; Sari and Kusumawati, 2022; Srimulyani and Hermanto, 2022).

Meanwhile, the negative impact will be felt by SME who are not or are not ready to follow the developments of globalization. The increasingly fierce competition is not only from domestic products but also foreign products that are increasingly free to enter Indonesia. SME products must be ready to compete on an international scale. If not, many SME in Indonesia will suffer. SME with small capital will also lose out to entrepreneurs with large capital to survive in the influence of this globalization. Many traditional markets have been abandoned by urban communities, switching to supermarkets which have many advantages over traditional markets. The government really must accompany and support the needs of SME to develop and be ready to compete in globalization (Riananda et al., 2022; Purwaningsih et al., 2022; Wicaksana et al., 2022).

2. Methodology

2.1. Research Design and Research Subjects

This study is an observational descriptive study on Small and Medium Enterprises (SME) in the Cipamokolan village area, Rancasari sub-district, Bandung, Indonesia (See Figure 1). This study uses the triangulation method, which combines the methods of structured interviews, in-depth interviews and observations of SME and the social media used. The subjects in this study were the owners or managers of SME selected by purposive sampling. Subjects were selected according to the criteria: 1 is the owner or manager of an SME, 2 has used social media in corporate communication, 3 is willing to be the subject of research.



Figure 1. The research location is in front of the MI Country 2 elementary school in Bandung

2.2. Deproteinization

There are 4 methods that will be conveyed to the community of SME business owners, namely as follows:

1. Introduction to social media or the internet
2. Creating social media for MSME businesses and filling out content on social media
3. Strategy introduction through social media
4. Assistance for sustainability in the SME business

3. Results and Discussions

3.1. Demineralization

In this introduction to social media, it will be explained how the advantages of studying social media or the internet for SMEs, such as making it easier to interact with customers because consumers do not have to come directly to the seller's location, reduce public promotion costs, can minimize promotional costs by utilizing online platforms without having to print brochures, banners, flyers and more. The social media operating guide can be seen in Figure 2.



Figure 2. Social media operating guide

3.2. Deproteination

In making social media, you will be guided on how to create a social media account, because business accounts are different from personal accounts on social media, helping the public to create interesting and creative content as possible. Creative and interesting content can be generated using stickers, voice overs, additional writing, and more. For MSME actors who don't have a lot of budgets, we also guide the public not to have to use paid tools or use the services of design experts in creating content on social media for products to be sold, the public can also use various free tools found on the internet.

3.3. Depigmentation

The introduction of strategies on social media is very important, because currently social media marketing is still the most efficient and worth-it marketing strategy. And regardless of the scale of the business, businesses whose value is still in the millions can directly use social media marketing. An example is by using Facebook advertising services and Instagram advertising services. For large-scale businesses, they usually have regular customers for each of their products. But for small-scale businesses, usually they still need a lot of effort to get a lot of consumers. Therefore, they really need to learn social media marketing strategies for small businesses (Ridwan Maksum et al., 2020; Prawirodipoero et al., 2019; Dai, 2020). So they can attract more consumers through social media. The following are marketing strategies that can be carried out in the MSME business on a small scale:

1. Social media marketing strategy by building credibility
2. Attract potential customers
3. Build relationships on social media
4. Share the content that is curated
5. Create valuable content
6. Use good and interesting pictures
7. Crowdfund for interesting and authentic content
8. Participate in online groups and communities
9. Use social media as a space to have interesting conversations
10. Stay on your social media platforms

3.4. Deacetylation

The strategy in social media is not enough because assistance is needed so that the business can be developed in a sustainable manner, in this assistance it will be explained about the maintenance strategy in the MSME business. Maintenance and strategy development are needed so that SME business activists can last a long time in business. In doing business with micro, small and medium enterprises (SME), the word assistance is always made by various parties as a form of strengthening so that the business can run in a sustainable manner. Regarding the content of mentoring, there are various forms, there is assistance for institutional and management assistance. All of this is done so that SME business actors who have been doing business conventionally can go up a class--that is, their management is well-organized and their accountability is monitored (Wulandari and Rahmah, 2020; Suliswanto and Rofik, 2019; Fijay et al., 2021; Mukhtar et al., 2020).

4. Conclusions

The conclusions and suggestions obtained from this community service activity are that information technology in the form of social media can be a medium for making businesses that previously only sold around the house can now sell through social media to reach a wider marketing area, optimizing all features in social media. Along with trying all the opportunities in promoting an online store can increase the number of transactions in the future.

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