

SOCIALIZATION OF INSTAGRAM AS A BUSINESS DEVELOPMENT PLATFORM AT SOUTH UTAN KAYU - EAST OF JAKARTA

Fitri Wahyu RAHMADANIA
Indonesian College of Professional Communication Studies
rahmadania.fitri@stikomprosia.ac.id

ABSTRACT

The evolving social media in this digital era has led to many changes in terms of social networking, especially meta platform that allow content users to post and share their content. Instagram is one of the platforms that has given the opportunity for users to explore and actively engage in interpersonal communication as well as business development. Many businesses have utilized Instagram as their business development platform for promoting and branding the product or services in order to survive the competition. However, knowing how to build the Instagram business profile is very important to promote and present the business through the features. The lack of knowledge about utilizing Instagram as a business development platform, such as product promotion, is an issue that is faced by the residents of South Utan Kayu district who starting in MSMEs. The content production and features strategy are also other issues that are quite challenging for the community that are not used to internet-based business development. The implementation of community service activity that was held in South Utan Kayu, east of Jakarta, was able to be carried out in three stages, which were preparation, implementation and evaluation. The socialization of this community service was held via zoom applications due to the covid-19 pandemic and the result from this activity is the community understanding the know-how knowledge to utilize Instagram as a business platform that could help the growth of MSMEs within the residents of South Utan Kayu district.

Keywords: business development, instagram, msmes, south utan kayu district

1. BACKGROUND

The emergence of social media has allowed people to express themselves and communicate through the cyberspace. Instagram is one of the most popular social media platforms that has billion numbers of active user across the world. Social media is an online media where users can easily participate, share and create content including blogs, social networks, wikis, forums, and the virtual world (Damayanti and Bulan, 2018; Woelandari and Setyawati, 2018). As a social media platform, Instagram offers some features that allow users to create, access, share and actively engage in any contents that related to their preferences. The characteristics of Instagram users are also very diverse, ranging from sharing photos related to fashion, culinary, tourist and other interest themes.

Given the vast numbers of users has open a huge opportunity for businesses to utilize Instagram as a business platform that could reach more customers without limitation such as border, budget and time. With the use of this media, automatically the market reach is wider so that the opportunities for business development are even greater (Gani and Basalamah, 2019). With Instagram, MSME entrepreneurs can promote their products through social media, this can be useful for increasing marketing and sales and even introducing these products not only in Indonesia but also abroad. Therefore, the community as business actors is required to master the technology and change strategies in marketing (Candraningrum et al, 2021).

Many Instagram users mainly women and millennials are welcoming the presence of online stores or e-commerces and indulging in the experience of shopping via online. This event has encouraged many MSMEs to expand the business strategy by setting up online shop, promoting the product or services and branding the business through Instagram. The introduction of online stores through social media is expected to help housewife's income (Sadiyah et al, 2020). The positive impact of the existence of an Instagram can improve the economic aspect as many potential shoppers looking for the product or services as references for their next purchase. Refer to business Instagram site, the surveys stated that 90% of users follow a business account, two out of three users engage with the brands and 50% of users interest towards the brand from the ads on Instagram.

As many businesses utilize Instagram as business development, the competition among MSMEs became tighter, hence the businesses need to analyze the strategy how to build Instagram business profile that presentable and what types of content that suitable to the target audiences which could help in terms of promotion. Promotion is essentially a marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned Tjiptono (2008: 219). By knowing how create contents that able the business to engage with the potential audiences and utilizing the features that provided in Instagram such as reels, share stories, messenger, video, shopping, search and explores are likely to boost the sales volume as well as contribute

to the business development. According to Setiadi (2003) at a basic level, communication can inform and make potential consumers aware of the existence of the product being offered. Communication can attempt to persuade current and potential customers to engage actively in purchasing behavior.

The negative impact of Instagram is related to the freedom of customers to review the product or services that have been used, which known as e-WOM. E-WOM is a positive or negative statement made by customers regarding the products or services used in the social media platform that can be accessed by any online users, which will influence the purchasing interest of other customer (Aji et al, 2020). Interactive media allows for a reciprocal flow of information that allows users to participate and modify the content of the information at the same time (real time) (Morissan, 2010). Hence, MSMEs have to be careful for providing the information or content related to the products or services which will satisfy the audiences needs and wants.

The purpose of this activity is to provide an overview of the benefits of Instagram for MSMEs in online business development, the number of Followers on Instagram on online business and its relation to MSMEs. Finally, the benefit of this activity is to increase people's understanding of the use of Instagram for MSMEs and invite more MSMEs to utilize Instagram for their business's growth.

2. METHOD

The method used in this community service activity is through several stages as shown below:

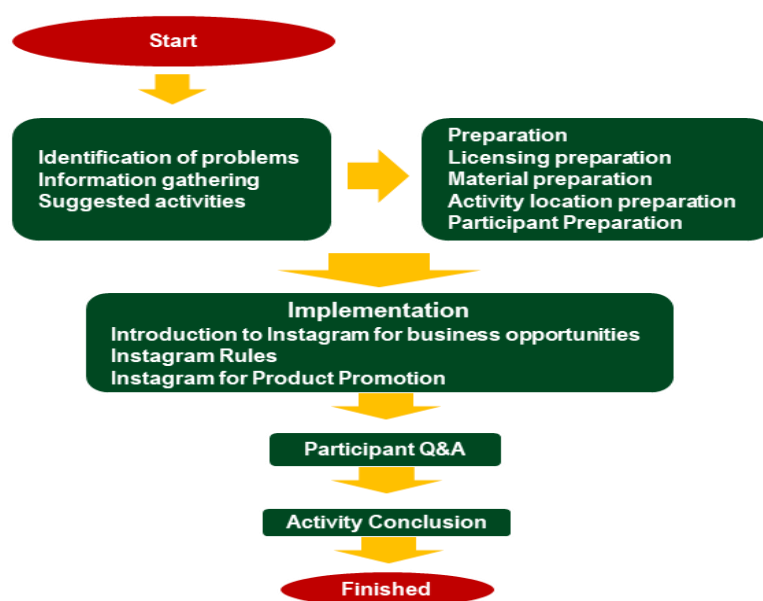


Figure 1: flow of community service activities

The stages in the implementation of this activity are: preparation, implementation and evaluation stages. The preparation stage is to find out the target of the activity, the condition of the residents who will be given training and prepare a plan for the activities to be carried out. This aims to realize conformity in community service activities, then, prepare materials that will be used as learning materials for this community service.

The second stage is: implementation, this outreach/socialization activity is carried out by the executor through media zoom where participants are given information about the scientific concept of the types of promotional media via the internet regarding Instagram business socialization to add insight for residents of South Utan Kayu district to be able to utilize Instagram Business account effectively. Sharing knowledge to build Instagram business profile and how to engage with the followers could be applied towards the business development in terms of promoting, branding and surviving in the emerging digital competition.

The next (last) stage is the evaluation stage. This evaluation activity was carried out on the activity process, process evaluation related to the presence of participants, enthusiasm, and enthusiasm of participants in participating in activities and collaborations that existed during the implementation process, as well as the level of understanding of employees for the use of business Instagram.

3. RESULTS AND DISCUSSION

The community service activity began with the provision of material about creating the Instagram business profile that could help the business development by showing how to use the Instagram applications. The importance of know-how to set up, to utilize the features and to understand the regulations of business account. After set up the account, business owner has to fill up the bio features as business profile that included the contact information details, business category, view shop button, action button etc. to make easier access and engagement of the potential and current customers.

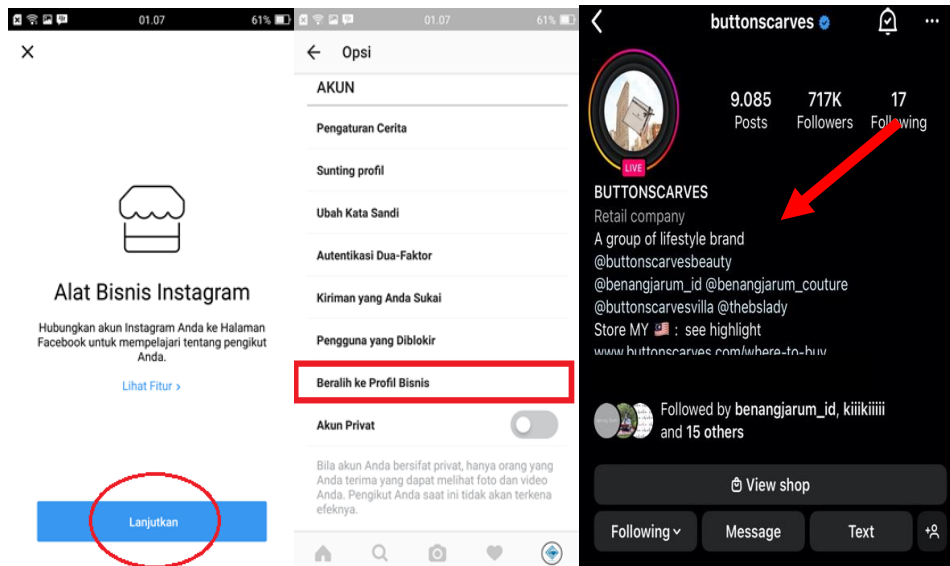


Figure 2. How to Create Instagram Business Account

As the business profile provided, business need to analyze the strategy how to increase the number of followers, which features should be utilized to promote the brand, and how to increase the engagement with the loyal customer. Increasing followers on Instagram is very important because every post made by an account will definitely be seen and also read by its followers. So, if you leave a comment then other people will also read your comment and your username. If people are interested in seeing your account, then they will follow your account. The wrong step that some businesses do is using adding Instagram followers service without knowing how it works. This type of services might not help the business as using bots will impact nothing. First, increasing the number of followers is not easy since there are few things that business owner to consider such as 1) using numbers of hashtags (#) that match with the target audience and not following the crowd, 2) timing of the content being posted, 3) writing interesting captions which not to hard sell, 4) knowing what kind of contents that followers would like or comments on, and 5) allocating budget to work with influencers or brand ambassadors.



Figure 3. How to increasing the number of followers

The next task that owner need to do for the business development is utilizing the Instagram features to promote products or services. After knowing what kind of contents such as photos and video, some features should be utilized to help the promotion like reels, share stories, video, shopping bag, search and explores that would be delivered to audiences. Different features could help the brand to promote the new products or services and to inform the followers about the sales promotion or collaboration hence the business could be able to drive sales volume.

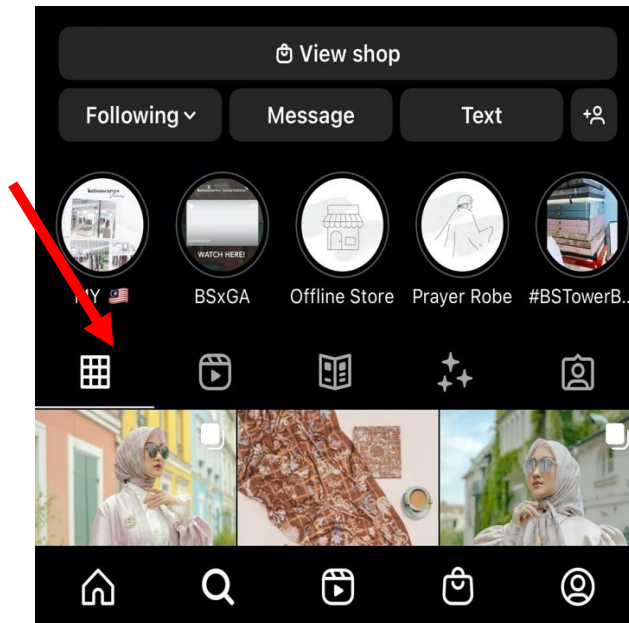


Figure 4: The features that business utilized

The contents that being posted in Instagram become a promotion tool that business use to notify the followers about the messages or social events that need to be conveys to the community within the social networks. Within Instagram itself there are several separate regulations including a strict ban on pornographic photos, and also uploading photos of other users without asking permission first. If one of the photos from the account looks the same to other users, then that user has the right to flag the photo or report it directly to Instagram.

Lastly, how to increase the engagement in Instagram with the loyal customer is also important task for business development and the hardest part for business to be sustainable in the market. By utilizing Instagram benefits the businesses to engage with both potential and existing customers through few features such as live shopping and direct messages more interactive communications compared to other features. Posting campaign video is also increase the engagement with the audiences.



Figure 5: Engage with followers via live shopping

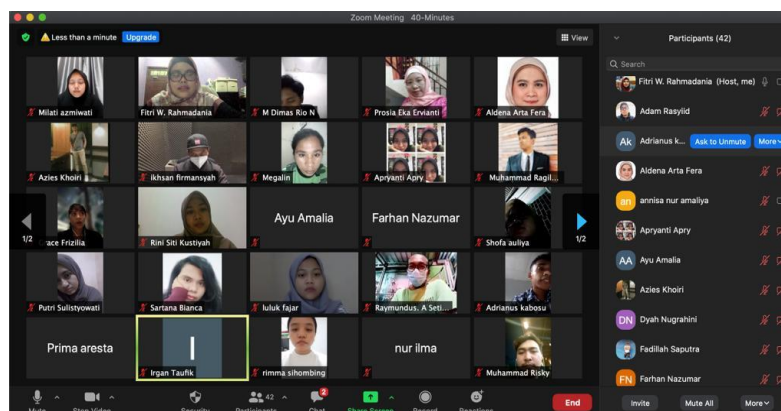


Figure 6: Implementation of activities and Q&A

4. CONCLUSION

Community service activities went smoothly and participants could understand well what was conveyed by the presenters. This community service activity was very necessary and important for the residents of South Utan Kayu district since given knowledge and insights for starting MSMEs, especially how to promote and build local brand. From this conclusion, the abdimas team submitted suggestions and recommendations in the implementation of this community service, it needs to be intensified with good communication between the ward parties so as to create good working conditions

In the end, the participants were very enthusiastic when participating in the program, and had the enthusiasm to rise from the economic downturn they were experiencing at this time. Starting from learning about Instagram, creating an account, and other supporting features for promoting and branding the products and services.

ACKNOWLEDGEMENTS

We would like to thank all parties involved in this community service activity to: Head of the communication science college Profesi Indonesia, head of South Utan Kayu Village who has provided support for the implementation of this activity and all parties involved.

REFERENCES

- Tjiptono, Fandy. (2008). *Strategi Pemasaran*. Andi Offset. Yogyakarta.
- Setiadi, N, J. (2003). *Perilaku Konsumen; Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran Terpadu*. Jakarta: Prenada Media Group.
- A.M, Morissan. (2010). *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Penerbit Kencana.
- Sadiyah, K., Septiningrum, L. D., Hasan, J. M., Gustiasari D. R., dan Darsita, I. (2020). Pengenalan Digital Marketing dalam Upaya Meningkatkan Penghasilan Ibu Rumah Tangga (IRT) Majelis Taklim Al Auladiyah. *Dedikasi PKM UNPAM*, 1(3), 1-8.
- Damayanti dan Bulan, W. (2018). PKM Pemanfaatan Media Sosial Instagram Kelompok UKM Kuliner Depok. *Prosiding Seminar Nasional Hasil Pengabdian Kepada Masyarakat*, 1(1).
- Gani, A., A. dan Basalamah, J. (2019). Sosial Media sebagai Strategi Marketing pada Usaha Mikro Kecil di Desa Sanrobone Kabupaten Takalar. *Jurnal Pengabdian Bina Ukhuwah*, 1(2), 163-170.
- Woelandari, D. S. dan Setyawati, N. W. (2018). Sosialisasi Menggunakan Media Sosial Berbasis Digital. *Jurnal Komunitas: Jurnal Pengabdian kepada Masyarakat*, 1(1), 1-5.
- Aji, P. M., Nadhila, V., Sanny, L. (2020). Effect of social media marketing on Instagram toward purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4,91-104.
- Candraningrum, D. A., Rusdi, F., dan Hapsari, Z. R. (2021). Pengelolaan Media Sebagai Sarana Promosi Usaha Warung Bakso Mahkota. *Jurnal Bakti Masyarakat Indonesia*, 4(1), 29-38.