

PRODUCT PHOTO TRAINING FOR WOMENPRENEUR MSMES

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ABSTRACT

The development of technology requires business actors, especially MSMEs, to be able to take advantage of technology, one of which is digital promotion. The use of digital promotional media for MSMEs can be done with product photos. Good product photos require content with attractive visualizations to provide a colorful and attractive product photo effect. The ability to take good product photos is not widely owned by womenpreneur business actors, especially in Kramat Pela, South Jakarta City. The existence of these problems is one of the reasons this community service activity is carried out with the aim of helping womenpreneur business actors in making attractive product photos so as to help in carrying out optimal digital promotion. This activity is carried out by providing training and product photo workshops and providing product photo properties to be used in the future. The existence of this activity provides attractive and eye-catching product photos so that product photos can be posted on digital promotional media.

Keywords: Product Photos, Digital Promotion, Content Marketing, Product Visualization

1. INTRODUCTION

The development of technology requires business actors to be able to utilize technology in accordance with developments that are the current trend. The development of technology in MSMEs that is becoming a trend today, one of which is promoting digitally with various media such as Instagram, Facebook, Website, Whatsapp, Tiktok, etc. To be able to take advantage of digital promotional media, one of them is needed to be product photos. Digital promotion requires content with attractive and attractive visualizations, one of which is by doing product photos (Nurlaily et al., 2021).

One of the womenpreneur MSMEs located in Kramat Pela, South Jakarta City. This MSME is located in Kramat Pela, Jl. Rambai Bawah II which is an active womenpreneur doing entrepreneurship as an additional income in the family. The business carried out by womenpreneur is selling food products ranging from fast food such as burgers, French fries, cream soup, snack box foods such as donuts, risol and pastels, homemade cakes such as brownies, and beverage products such as sour turmeric, date milk, palm coffee.

Digital marketing is able to provide benefits for business actors, especially to increase sales and expand market share (Utami & Wulandari, 2021)(Widiati & Ratnasari, 2021). Digital marketing by utilizing social media is one way that MSMEs can do to be able to compete in the digital era. Social media is a place to buy and sell online which is equipped with various features so that promotion becomes easier.

Previously, this business already had a social media platform as a promotional medium that had been given in previous training by utilizing Instagram and Whatsapp business social media, and registering on other sales platforms such as ShopeeFood, GrabFood and Gofood (Utami, et.al, 2022), but unfortunately the efforts made by the Womenpreneur were still not good in their promotion in taking photos of the products offered. The use of digital marketing aims to make the promotion more effective, efficient, easy and reach a wider community so that sales can increase (Lestari et al., 2023).

Product photos are an important thing in digital promotion, because the photo can tell many things so that attractive photos are in accordance with the characteristics of the product offered so that it can attract consumers or potential customers who want to be targeted (Miranti et al., 2022). (Servanda et al., 2019) added that in digital promotion, one of them on social media is based on providing attractive product photos such as product packaging, photos or videos of the product manufacturing process so that consumers can see the process because online sales consumers can only see from photos and videos without being able to see the product directly.

The existence of attractive product photos is one of the effective marketing strategies in the midst of tight business competition in the digital market (Rahmayanti, 2021). In order for MSME products to be widely known by consumers, branding can be done by making attractive logos and product photos, as well as promoting on social media by making *taglines* and *captions* (Mas et al., 2022). Here is one of the partners' product photos before the product photo training



Figure 1. Product Photos of Business Actors before training

Based on figure 1, it can be seen that the product photos carried out are not yet attractive, because they are not supported by property so that the products offered look ordinary. Product photos should produce clear visualization images and illustrate the products offered. In making still life photos / product photos is not just describing objects into a 2-dimensional image in a makeshift way, what is needed is a concept, good shooting techniques, whether about shooting angles, lighting, object arrangement or other things related to the goal of achieving artistic and artful photos (Tahalea, 2016). Images can play an important role in overcoming consumers' underarms to see and touch products directly (Servanda et.al, 2019).

The development of technology requires business actors to be able to utilize internet media as a tool in conducting sales promotions and collaborating with partners or other digital platforms in promoting business. According to Kusumadewi (2020) The development of information technology in the business world is very helpful for entrepreneurs in running their businesses, information technology provides accurate, fast and precise information so as to provide convenience in transactions. The digital era as well as the current pandemic situation can be an encouragement for women entrepreneurs to continue to be able to develop their businesses and businesses that can be marketed *online* (Fourqoniah & Aransyah, 2021).

In addition to utilizing internet media as a tool in promoting products, product display is also one of the things that need to be considered in conducting sales promotion, because with internet media buyers cannot see directly the products offered so that the product display must be attractive. Pratomo (2012) revealed that the appearance of products is made as attractive as possible in order to attract attention as a product display that tends to be more effective. To attract the attention of the product can be seen from the clear color composition, a good level of contrast with attention to beauty.

This activity aims to help womenpreneur business actors in Kramat Pela, South Jakarta City in making attractive product photos so as to help in carrying out optimal digital promotion which has been an obstacle in optimizing digital promotion.

2. METHOD

Based on the problems that exist in this activity, the methods used for this activity are as follows:

1. Ceramah & Workshop
 - a. Pre test & Post test
 - b. Provide product photo materials to business actors
 - c. Provide product photo properties to business actors
 - d. Workshop to do product photos to business people

The provision of material during lectures & workshops will be given by the team with the following division of tasks:

Table 1. Team Task Division

Name	Assignment
Annisa Retno	Provide assistance during workshops
Euis Widiati	Provide product photo material
Fahririn	Provide assistance during workshops

To support community service activities for business actors, the following are the work procedures that will be carried out:

1. Listing business products
2. Prepare the property in accordance with the business made
3. Provide product photo training
4. Product photo workshop
5. Monitor activities that have been carried out
6. Carry out evaluations before and after activities

3. RESULTS AND DISCUSSION

Based on the results of activities that have been carried out in community service activities with formal activities by providing training materials for making product photos and product photo workshops to womenpreneur business actors in Kramat Pela, South Jakarta City consisting of 5 participants who have home product businesses that sell food and beverage products, pastries, snacks and rice bowls.

The implementation of the activity began with a pre-test, then the provision of material to provide knowledge information to participants about product photos, product photo workshops and ended with a post-test. In this activity, the assessment indicator for the pre-test is the participants' understanding of the importance of product photos in conducting digital promotions. Based on the results of the activities that have been carried out, the pre-test results of the participants are as follows:

Table 2. Pre-Test Questionnaire Results

No	Indikator	Correct Answer (%)
1.	Knowledge of Product Photos	35%
2.	Photo Editing Knowledge	30%
3.	Photo Property Knowledge	20%

Furthermore, the following post-test results of the activities that have been carried out are shown in Table 3. Post-test questionnaire results.

Table 3. Post-Test Questionnaire Results

No	Indikator	Correct Answer (%)
1.	Knowledge of Product Photos	90%
2.	Photo Editing Knowledge	70%
3.	Photo Property Knowledge	80%

Based on the activities that have been carried out according to the results of the pre-test and post-test, there are changes in knowledge and knowledge obtained from participants, namely the increase in post-test results after the activities are carried out. Increased knowledge of doing product photos by 55% from before the activity was carried out until the activity was carried out from training to workshop. 40% increase in knowledge of photo editing skills, and 60% increase in knowledge of using photo properties.

The existence of this activity is able to add information and knowledge to participants and build product photo photo skills and photo editing which can later be used to promote on social media. In addition, the resulting photos are able to attract consumer buying interest and build a brand from the products offered. Participants were enthusiastic in this

activity because it provided additional knowledge and made their efforts even better, especially in producing eye-catching product photos. The material provided during the training is related to the preparation that needs to be done in taking product photos and photo taking techniques. Here are some of the materials provided during the training:



Figure 2. Training Materials

From Figure 2. The training material provided uses simple language and is easy to understand by participants, and is a general preparation and simple techniques that can be done by participants, considering that this activity is a basic product photo training carried out using a smartphone.

Based on the results of interviews with participants, they gained new knowledge as well as new knowledge in doing product properties and having product properties given to implement product photos for digital promotion. The focus of this activity is that participants are able to take attractive product photos to optimize digital promotion. The following are the results of the implementation of product photos carried out by womenpreneur business actors.



Figure 2. Product Photos of Business Actors after Training

Based on Figure 2. Product photos of business actors after training become more *eyecatching* and attractive. The results of the training and workshop provide better photo quality than before the training activities and provide creativity to participants to arrange photo properties as attractive as possible, so as to produce good photos. Product photos are done simply by using a *smartphone* so that it does not make it difficult for participants to do product photos. The light factor is also a determinant of the results of bright photo quality so that product photos should be done with a direct light source. With the light source provides clear product photos and attractive appearance if posted on digital promotional media.

Good, unique product photos will provide an element of beauty for people who see it and provide added value from the product photos. If digital promotion is done by posting good product photos, it will provide good value and selling power to attract potential customers. From the results of the resulting product photos, there are photo changes from before and after this activity was carried out. The photos from this training become more interesting and clearer on the products offered. Taking photos used using photo techniques and the help of eye light.

From the results of the evaluation of this activity, participants have been able to apply product photo techniques in taking product photos that will be offered on social media, besides that participants are able to do basic photo editing so that the resulting photos are clearer and brighter. The use of property is carried out by participants to support better product photos. The results of this product photo can be used as a promotion for posts either on social media, one of which is Instagram or Whatsapp status which is generally often done by participants in promoting their products to consumers. This activity provides benefits to participants to be able to produce eye-catching product photos and be able to compete by utilizing digital promotions in marketing products.

4. CONCLUSION

The existence of product photo training and this workshop will provide added value and produce eyecatching product photos in conducting digital promotions, especially for womenpreneur business actors in Kramat Pela, South Jakarta City. Activities carried out by providing material on understanding product photos and product photo workshops by providing product photo properties to business actors will help them in marketing products in digital promotional media. In addition, it can provide selling value from product photos posted to digital promotional media to make it more attractive so that potential consumers are more interested in buying products.

This activity provides positive value for womenpreneur business actors to be able to produce good and interesting product photos, as well as build creativity in taking product photos. From the results of this training, it can be seen that there is a change in how to do product photos to be able to produce *eyecatching* and attractive product photos to be posted on digital promotional media, as well as the use of product photo properties to make product photos better. Suggestions for the next activity are to make a logo for the business so that it can be known by consumers and has more selling value than before.

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