

PRODUCT PHOTO TRAINING IN IMPROVING DIGITAL PROMOTION AT “DJAMOE MBAK”

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ABSTRACT

Technological developments have an impact on changes in the business world, one of which is digital product marketing. Digital product marketing requires business actors to be able to use digital promotional media and product photos. One of the problems that occurred was "Djamoe Mbak" which has not optimized digital promotion and product photos, so the purpose of this activity is to provide understanding and training related to Instagram digital promotion and conduct product photos to produce eye-catching product photos in order to increase digital promotion. The results of this activity seen from the pre-test and post-test there were significant changes in knowledge before training and after training, as well as having new skills in doing better product photos than before training. Instagram accounts that previously used a personal account will switch to a special Instagram account for selling so that the resulting feed matches the promotional content with the products offered. Product photos can be used in digital promotional media such as Instagram to attract consumer buying interest.

Keywords: Product Photos, Digital Promotions, Promotions, Social Media, Instagram

1. INTRODUCTION

Technological developments have an impact on changes in the business world, one of which is in marketing products. The change started from traditional marketing that was done offline to digital marketing by utilizing online media. Online media that can be used in digital marketing such as Instagram, Tiktok, Youtube, Website, Whatsapp Business, Facebook, Email Marketing and others. The use of digital marketing certainly requires business actors to be able to take advantage of it to be able to develop and follow technological developments. The problems faced today are certainly not all business actors, especially MSMEs, are able to utilize digital marketing optimally due to several obstacles such as lack of understanding of technology and information on how to utilize digital marketing properly. 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). Business actors must be able to take advantage of digital marketing such as utilizing social media Instagram, Whatsapp Business, Shopee Food, Gofood and Grabfood so that the products offered can be widely known (Utami, et al., 2022)

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. Although social media has been widely used by business people, there are still business people who experience success and obstacles in utilizing social media in digital promotion, one of which is the "Djamoe Mbak".

The "Djamoe Mbak" business was pioneered in 2020 during the Covid-19 pandemic, but in marketing it is still not optimal in utilizing digital promotion on social media due to difficulties in doing eye-catching product photos. Startups must be able to compete with others by creating new innovations, attracting market share and promoting aggressively to attract consumers (Nurlaily, et.al, 2021). In order to be able to compete, vigorous promotion can be done by utilizing digital promotional media to save costs and be able to reach a wider market.

Digital promotion requires interesting content so that it must be able to produce attractive photos / videos in each post, because in digital promotion consumers cannot see the product directly. In addition to posts, it must be supported by an interesting caption so that consumers who see it are interested in the product offered. To be seen by many people, the post is supported by the appropriate hashtag, so that if other people search for the product, the post enters the search engine.

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) Adding 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.

This problem makes this Community Service activity carried out, with the aim of providing training and understanding in doing product photos to increase digital promotion on "Djamoe Mbak". (Nurlaily et.al, 2021), said in his research that product photos are one of the factors that determine the effectiveness of visual communication in advertising and influence startups in introducing and promoting products. In doing product photos the results must be clear, provide a visual message, and build a brand image.

2. METHOD

This activity is carried out with a participatory approach with a focus on providing knowledge transfer from training speakers to partners. These activities are carried out in several stages including:

1. Preparatory Stage

The preparation stage was carried out by observation and interviews with "Djamoe Mbak" partners whose address is Alamtirta Lestari, Ciomas. The interview was conducted in August 2023 to record partner profiles such as current promotions, photos of existing products and other obstacles in conducting digital promotions.

2. Execution Levels

The implementation stage will begin on September 25, 2023 and October 8, 2023 by conducting pre-test and post-test, providing understanding and training on digital promotion and conducting basic product photo training so that the results of this activity can be implemented by partners for digital promotion.

3. Evaluation Phase

The evaluation stage is to evaluate what has been done at the implementation stage and find out the extent to which partners are able to carry out digital promotions and implement product photos. At the evaluation stage, the team assists partners in carrying out digital promotions and product photos so that they can maximally implement them.

3. RESULTS AND DISCUSSION

This Activity is carried out from August – October 2023 starting from Observation, Interview, Training, Mentoring and Evaluation. Based on observations and interviews, partners have not optimized Instagram social media in carrying out digital promotions, which are currently often done, namely promotions on Whatsapp Status.

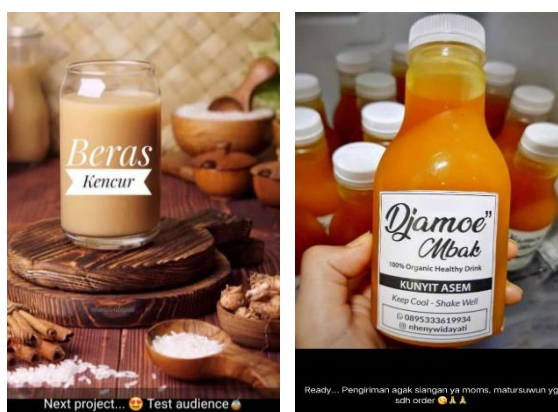


Figure 1. Digital Promotion on Whatsapp Status

Based on Figure 1. Digital promotion on Whatsapp Status is more often done by "Djamoe Mbak" because it is easier and consumers of "Djamoe Mbak" more often see posts from whatsapp status. (Ningsih & Prastya., 2022) said that the easiest sale in digital marketing is by using Whatsapp, sellers can create a status on Whatsapp and promote the products offered, then buyers can carry out the buying and selling process by contacting sellers through chat features, but this can only move in a small scope considering that the promotion can only be seen by contacts of sellers. Another way that can be done is to promote on Instagram. Here is a promotion that has been done on Instagram by "Djamoe Mbak".

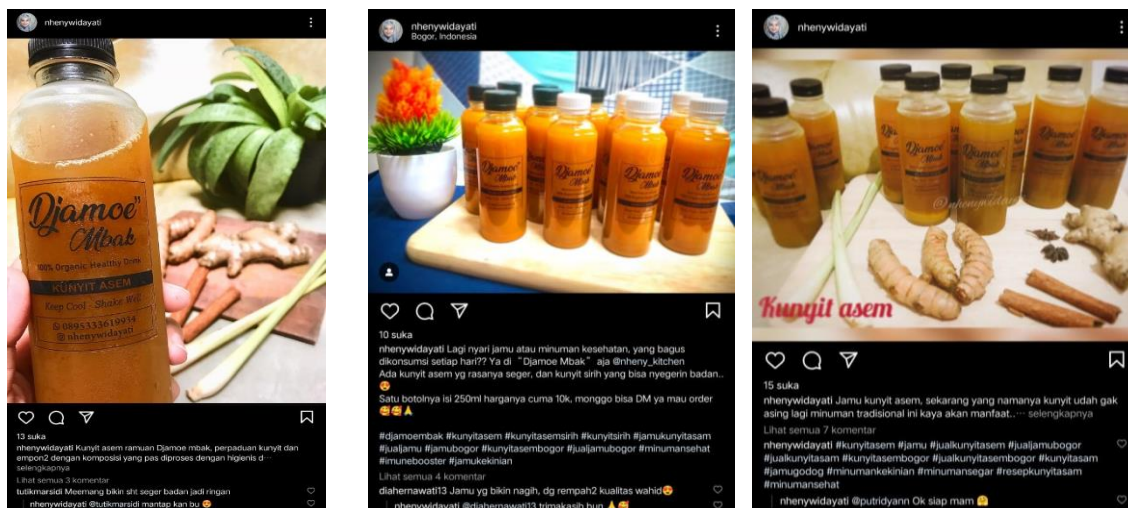


Figure 2. "Djamoe Mbak" promotion on Instagram

In Figure 2. The promotion of "Djamoe Mbak" has been carried out on Instagram social media, but before this activity was carried out, posts from product photos were still not interesting and Instagram used was personal Instagram so that it had not been optimized Instagram accounts specifically for product promotion, selling and the content of the Instagram posts was mixed with personal content. At the time of training, it is recommended that Instagram from "Djamoe Mbak" which is used for promotion is a special Instagram for selling that is not combined with personal Instagram, besides that content from Instagram sales will not just be product posts but can be in the form of videos of the manufacturing process of herbal products, providing education related to the benefits of herbal drinks and other posts related to the products offered. Another assumption is strengthened from the results of research, that Instagram is one of the well-known social media with users that always increase every month around 100 million users in the world with various activities such as for the benefit of self-accounting, socialization, and business promotion (Huda et al., 2020).

The training activity will be carried out on September 25, 2023 by providing materials and workshops on the use of Instagram promotional media and Product Photos. Before the training, pre-test and post-test were carried out to find out how far the understanding of partners regarding the use of Instagram in promotions and Product Photos. Here are the pre-test and post-test results in this activity:

Table 1. Pre-test and Post-test Results

Indicator	Pre-Test			Post-Test		
	Already Understand	Simply Understand	Don't Understand Yet	Already Understand	Simply Understand	Don't Understand Yet
Types of digital promotional media	√			√		
Use of digital promotion		√		√		
Use of Captions			√		√	
Use of hashtags		√		√		
Product Photo Concept			√		√	
Benefits of Product Photos		√		√		
Equipment in Product Photos		√		√		
Product Photo Techniques			√	√		

Based on the results of the pre-test and post-test carried out, there were changes that initially did not understand enough to understand enough or already understood, so that the results of this activity had an impact on changes and new knowledge for the owner of "Djamoe Mbak" in carrying out digital promotion on Instagram and Product Photo Techniques. The following is an overview of the material provided during the training:



Figure 3. Training Materials

The material provided during the training was material related to promotion on Instagram by providing tips and tricks as well as product photo material ranging from preparation to product photo taking techniques. The material provided can be implemented so that "Djamoe Mbak" products can be more developed and utilize digital technology in product promotion and be better known to wider consumers. As a result of the training, the owner of "Djamoe Mbak" conducted a product photo session in accordance with the material delivered during the training. The results of product photos from before training and after training are different and more eye catching. Here are the results before training and corresponding training:



Figure 4. Product Photos before Training

From Figure 4. Product Photos before training are still not eye catching starting from taking pictures and results. This makes the owner of "Djamoe Mbak" not confident in doing digital promotion and does not understand photo taking techniques. Product photos should produce clear visualization images and illustrate the products offered. 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). The results of this research support this activity so that the owner of "Djamoe Mbak" is able to produce eye-catching and clear product photos in accordance with the products offered.



Figure 5. Product Photos after Training

From Figure 5. Product Photos after the training are more eye catching and the products offered are clearer and more attractive. These results provide a change from before training and after training. To support promotional activities, x-banners were made so that they can be used during bazaar events. Here are the results of the x-banner design as a promotional medium:



Figure 6. X-Banner Design as Promotional Media

From Figure 6. The X-Banner design contains several photos of product photos that are clearer and more attractive, besides that the slogan, benefits and materials used in the product are included as well as the order number and Address so that consumers who want to buy can contact the number or come directly. The creation of this X-banner

aims to be a promotional medium and product introduction from "Djamoe Mbak" if you are participating in offline activities.

4. CONCLUSION

This activity provides benefits to "Djamoe Mbak" efforts to take advantage of digital promotions, one of which is Instagram and create attractive product photos to post on Instagram social media. This activity aims to provide understanding and training on digital promotion on Instagram and implement product photos that can be used in digital promotion. The results of this activity also provide soft skills to the owner of "Djamoe Mbak" to be able to produce attractive and eye-catching product photos. This activity also provides new knowledge to be able to develop and optimize industrial promotion in order to increase sales and optimize promotion with social media. The hope of the owner of "Djamoe Mbak" this activity can be sustainable for product development in order to be able to produce and optimize digital marketing in promotion and build a brand image of the product.

ACKNOWLEDGMENT (IF ANY)

This community service activity is an internal grant and funded by the Institute for Research and Community Service (LPPM) at Sahid University, and the community service team would like to thank Prof Giyatmi as the head of the Research and Community Service Institute, Sahid University.

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