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SOCIALIZATION AND ASSISTANCE OF SOCIAL MEDIA UTILIZATION TO INCREASE SELLING POWER OF MSME IN KERINJING OGAN ILIR VILLAGE

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Abstrak

Kegiatan Pengabdian pada masyarakat ini dilakukan dengan tujuan untuk membantu para pelaku usaha rumahan atau UMKM di desa Kerinjing dalam mencari solusi untuk meningkatkan daya jual produk yang mereka jual. Untuk menghadapi permasalahan yang dihadapi oleh pelaku usaha di Desa Kerinjing diperlukan sosialisasi dan pendampingan dalam memperkenalkan, memberikan pemahaman dan pengimplementasian penggunaan media sosial guna memasarkan produk yang dihasilkan dan memperluas jangkauan pasar produk yang dihasilkan oleh UMKM dan para pelaku usaha di Desa Kerinjing. Pelaksanaan pengabdian ini dilakukan dengan cara metode ceramah/paparan terkait materi dilanjutkan dengan diskusi dan tanya jawab mengenai proses pendampingan pembuatan akun media sosial dan pemanfaatan media sosial dalam memasarkan produk secara lebih optimal. Program kegiatan ini telah berhasil dilaksanakan dengan hasil yang memuaskan, dapat dilihat dari tingginya antusiasme dari para peserta yang merupakan para pelaku usaha yang ingin mengetahui lebih banyak mengenai pemanfaatan media sosial dalam memasarkan produk yang mereka hasilkan. Luaran dari hasil pengabdian kepada masyarakat ke peserta adalah desain dan cara promosi produk yang lebih menarik dan lebih mudah menjangkau konsumen baik yang ada di daerah Desa Kerinjing maupun para calon pembeli yang berasal dari luar Desa Kerinjing. Hasil kegiatan ini diharapkan dapat menjadi bahan ajar yang dapat disampaikan kepada mahasiswa pada mata kuliah kewirausahaan dan sistem informasi akuntansi.

Kata Kunci: UMKM, Daya Jual, Media Sosial

Abstract

This community service activity is carried out to assist home-based business actors or MSMEs in Kerinjing village in finding solutions to increase the selling power of the products they sell. To deal with the problems faced by business actors in Kerinjing Village, socialization and assistance are needed in introducing, providing understanding, and implementing the use of social media to market the products produced and expand the market reach of products produced by MSMEs and business actors in Kerinjing village. The implementation of this service is carried out through a lecture/exposure method related to the material followed by discussions and questions and answers regarding the process of assisting the creation of social media accounts and the use of social media in marketing products more optimally. This activity program has been successfully implemented with satisfactory results, as can be seen from the

high enthusiasm of the participants who are business actors in wanting to know more about the use of social media in marketing the products they produce. The output from the results of community service to participants in the design and method of product promotion that is more attractive and easier to reach consumers both in the area of Kerinjing village and prospective buyers who come from outside Kerinjing village. The results of this activity are expected to become teaching materials that can be conveyed to students in entrepreneurship courses and accounting information systems.

Keywords: MSME, Selling Power, Social Media

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INTRODUCTION

Kerinjing village is one of 241 villages in the Ogan Ilir Regency area and one of 19 villages in the Tanjung Raja District which is located 7 km to the west from the sub-district capital and 13 km to the east from the district capital and has an area of \pm 3,00 km², Kerinjing village is divided into 2 hamlets led by each hamlet head. The main livelihoods in Kerinjing village are farming, animal husbandry, sewing, and culinary traders such as kemplang tunu and various types of agricultural products and other community crafts.

In running their business, MSME actors in Kerinjing village tend to still use the conventional method by selling at shops or stalls both in the village and along the edge of the main road. Products are still sold by displaying their products and have not used online methods through social media. Thus, the income generated is still limited by relying on direct purchases from villagers or buyers who pass through the village. This service activity is motivated by our desire to help MSMEs in Kerinjing village promote their products through social media. It is hoped that the products sold are not only sold directly in stores but can also be done online through social media.

The development of the use of online media, based on data released by the Ministry of Cooperatives and Small and Medium Enterprises, only about 3.79 million MSME players have used online platforms in marketing their products in 2019 (Septiowati et. al., 2021). One of the advantages of social media is that it has a lot of potential for the progress of a business. Social media can be used to communicate in business, help market products and services, communicate with customers and suppliers, complement brands, reduce costs, and for online sales. After 2015, with the presence of Whatsapp social media, the use of this media as a social networking tool can improve family relations and educational media. Social media can also have seven potential functions in business, namely identifying customers, conducting reciprocal communication, sharing information to be able to find out objects that customers like, customer presence, customer relationships based on location and interaction patterns, company reputation in the eyes of customers and forming groups between customers.

The Role of Technology in Marketing

The development of technology that is very fast and increasingly sophisticated at this time has led to the use of the internet in every activity. No exception for the activities of the business world who are already familiar with using the internet to market their products. The method used to sell or market products or services using internet media is also known as social media. In general, social media is online media where users can communicate and interact with each other. Thus, the social media referred to here is a channel or means for social communication that is carried out through the internet network. Social media users or can also be called this user can communicate or interact, send messages, both text messages, images, audio to video, share or share, and also build networks or networking. The forms of social media that are currently the most commonly used are blogs, wikis, Facebook, WhatsApp, Twitter, Instagram, and other social networks.

Marketing with promotional strategies through the internet, especially with social networks can increase sales widely and does not require expensive marketing costs. Consumers will also find it easier to find information about the products they want to buy because they do not need to meet face-to-face directly. Based on research conducted by We Are Social in collaboration with Hootsuite, it is stated that there are 130 million Indonesians who are fairly active on social media. The We Are Social report reveals that Indonesia's total population reaches 265.4 million, while internet users make up half of the population, which is 132.7 million. When viewed from the number of internet users, it can be said that all internet users in Indonesia have access to social media. We have Social said 132.7 million internet users, 130 million of whom are active users on social media with 49% penetration. Meanwhile, from the number of devices, We Are Social said that unique mobile users reached 177.9 million with a penetration of 67%.

Social media is not a new tool because this tool has existed since humans interact with other people in this world and is called a social network. Only in this modern era, social networks are manifested in the form of digital technology, namely online social networking websites such as Twitter, Facebook, and Myspace which have a significant impact on personal life and allow individuals to easily communicate, share information, and form communities online.

Definition and Concept of Social Media

In general, the notion of social media is online media that supports social interaction. Social media or social media uses web-based technology that turns communication into an interactive dialogue. Some examples of social media sites that are very popular today are Facebook, Twitter, Blogs, and Wikipedia. The proliferation of social media users to date, also cannot be separated from the participation of experts in providing ideas, views, or theories related to social media. Some ideas or theories in

social media can simply be a definition of social media or an understanding of social media. Social media has a function, role, and impact on people's lives which must be designed in such a way that social media remains in the function, and purpose of social media itself, and has benefits in the life of every individual. Therefore, the contribution of the thoughts of experts, including regarding the definition of social media, deserves to be appreciated and users should be proud and grateful, for the participation of experts in providing the direction of this latest technology, social media.

The definition or understanding of social media according to experts, among others, according to Antony Mayfield (2008) who gave his idea in the form of a definition of social media where according to him the notion of social media is media that users easily participate in, share and create roles, especially blogs, social networks, wikis/encyclopedias. online, virtual forums, including virtual worlds (with 3D avatars/characters). Andreas Kaplan and Michael Haenlien define social media as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and which enable the creation and exchange of user-generated content.

According to Puntoadi (2011), the use of social media serves as an advantage in building personal branding through social media, it does not recognize tricks or pseudo-popularities because the audience will determine. Various social media are media for people to communicate, discuss and even give popularity on social media. Social media provides an opportunity for closer interaction with consumers. Social media offers more individualized communication content. Through social media, various marketers can find out the habits of their consumers and carry out a personal interaction, and can build a deeper interest.

Types of Social Media

According to Kotler (2011) and Keller (2009) that there are three main platforms for social media, they are as follows:

- 1. Online communities and forums. These online communities and forums come in all shapes and sizes where many are created by customers or groups of customers without any commercial interest or with corporate affiliations. Some of this is sponsored by companies whose members communicate with the company and with each other through posting, instant messaging, and also chat that discuss special interests that may relate to the company's products and brands.
- 2. Blogs. There are three million blog users and they are very diverse, some personal to close friends and family, others designed to reach and also influence a wide audience.
- 3. Social networks. Social networks have become an important force in both consumer business and business-to-business marketing. One of them is from Facebook, Messenger, Twitter, and also Blackberry, and others. These different networks offer

different benefits to companies. In addition, according to Puntoadi (2011) that there are several kinds of social media are as follows:

- 4. Bookmarks. Various website addresses that according to bookmark sharing users interest them. Bookmarking provides an opportunity to share links and tags of interest. This is so that everyone can enjoy what we like.
- 5. Content sharing. Through these content-sharing sites, people create various media and publications to share with others. YouTube and Flickr are content-sharing sites that are commonly visited by the public.
- 6. Wikis. As a site that has a variety of different characteristics, such as a knowledge-sharing site, Wikitravel which focuses on information about places, and the concept of community is more exclusive.
- 7. Flickr. The site owned by yahoo specializes in image sharing with contributors who are experts in every field of photography around the world. Flickr creates a "photo catalog" where every product can be marketed.
- 8. Social networks. Activities that use the features provided by certain sites establish a relationship, interaction with others. The social networking sites are LinkedIn, Facebook, and Myspace.
- 9. Creating opinions. Social media provides a means to share opinions with other people around the world. Through this, creating opinions, everyone can write, journalists and commentators at the same time.

The Important Role of Social Media in Product Marketing

Secretary of the Ministry of Cooperatives and SMEs, Agus Muharram said that the role of social media is very important for MSME players to be able to increase sales. According to him, the flow of globalization has been very fast, so MSME actors need to adjust to the era of digitalization. "By utilizing social media, the barriers of distance, space and time, as well as the price of goods, can be eliminated", said Agus in his remarks at a workshop on the importance of Social Media for MSMEs in Increasing Sales in Jakarta, Monday (31/7/2017).

The independence of home-based businesses/MSMEs during the COVID-19 pandemic for the welfare of the community in general and family welfare, in particular, has an impact on stable surrounding economic movements (Sugiyarti, et. al., 2021). By using social media, SMEs no longer need a large space to display their products. In the room, you can open an online shop. Unlimited time can be anytime and anywhere, not hampered. Distance is also not an obstacle to sending goods, because there are many courier service companies to deliver goods at low prices and quick to consumers. Marketing reach can be worldwide. Labor can also be utilized effectively and efficiently. Therefore, it is now hoped that SMEs in Indonesia have started to take steps to promote and sell their products through social media so as not to run over by the times.

The use of social media can indeed provide convenience in the promotion and buying and selling process carried out by MSMEs to market their products and can minimize costs. However, there are still many MSME actors who do not understand the use of social media to market their business, they still do traditional marketing, namely by marketing products directly to consumers who only have a small area coverage. Usually, it is business actors among parents who do not know about online marketing. Against this background, this community service is expected to provide benefits for MSME actors in Kerinjing village during the COVID-19 pandemic to increase the marketing of their MSME products.

METHOD

Activity Implementation Method

The method of implementing the service will be carried out using the lecture, tutorial, and discussion methods. The systematic implementation of this service activity is as follows:

1. Step 1, Lecture Method

Participants were given the material on understanding social media, functions, and forms of social media as well as how to obtain (install) and optimally use social media in marketing products.

2. Step 2, Mentoring

MSME participants are asked to install and fill in the product features that they will market through social media.

3. Step 3, Discussion

The training participants were allowed to discuss the problems they faced related to the social media they had created and how to maximize the use of social media in marketing their products.

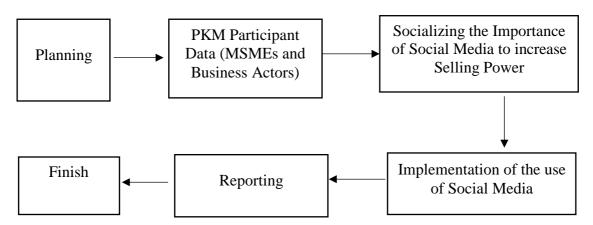


Figure 1. Flowchart of planning, implementation, and reporting of PkM activities

ACTIVITY RESULTS

The implementation of community service in Kerinjing village, Tanjung Raja sub-district in Ogan Ilir, South Sumatra is Thursday, October 7, 2021. The first time the implementation was the opening of the Head of Kerinjing village, Mr. Faisal Kimi. The village head gave a speech with a statement of acceptance of the visit of the lecturers of the Faculty of Economics, Sriwijaya University to carry out community service in the village of Kerinjing. The people of Kerinjing village gratefully accept the knowledge and knowledge provided by the lecturers of the Faculty of Economics, Sriwijaya University. The village head also provided the necessary facilities in the context of community service activities and expressed his gratitude.

Welcome remarks representing the Lecturer of the Faculty of Economics, Sriwijaya University delivered by Mr. Arista Hakiki, SE., M.Acc., Ak., who explained the purpose and objectives and benefits of community service visits in Kerinjing village. After the opening is prayer together. For the implementation of activities, they are divided into three groups according to the type of service with different locations.



Figure 2. Lecturer and Student Team

During the material session, the team presented material presentations on the use of social media to business activists or residents in the village of Kerinjing who have small and medium businesses. The presentation was facilitated by focus and PowerPoint printouts which were distributed to the participants to fully understand the material. The presentation presents various types of social media applications that can be used to sell products, the role of social media in increasing sales, and how to create and use these applications.

The team of students provided examples of the Instagram application used by business units in student organizations in selling products. Students explain how to create an email account that will be used to create an Instagram application. Next, give a demo to the audience on how to create and fill in product features that will be sold on the Instagram application. Furthermore, the team also showed how to transact online in the buying and selling process.



Figure 3. Presentation session of the team

Socialization and Assistance of Social Media Utilization to Increase Selling Power of MSMEs In Kerinjing Ogan Ilir Village, attended by 35 participants. Demographics of participants can be seen in Table 1.

Table 1. Demographics of participants

Description	Total (person)	Percentage (%)
Male	25	71,42%
Female	10	28,57%
Total	35	100%

The problems faced by MSMEs include making and analyzing financial reports, access to capital, marketing, business, and financial management, legal, and taxation aspects (Mayangsari, et. al., 2021). Social media can be a means for people to express themselves, social media is also used to find work or do work, for example, social media is used to sell online because this is considered to make it easier for sellers to promote and transact as well as save capital. Therefore, we held socialization related to the use of social media to open public insight to better understand the benefits of social media, especially for selling online.

Before the socialization was carried out, many people in Kerinjing Ogan Ilir Village were not familiar with social media, only a few people were already using social media but they only used the Facebook application, even though many benefits

and advantages can be taken on social media. Before the presentation, we have given some questions to the participants to survey the participants' knowledge about social media. Here's the question:

- 1. Do you already have a social media account?
- 2. Do you know what are the benefits of social media?
- 3. Do you already know how to create a social media account?
- 4. Did you know that social media can be used as a means of selling online?
- 5. Are you biased to promote goods online?

Figures 4 to 8 present information related to service participants before being assisted.

Q: Do you already have a social media account?

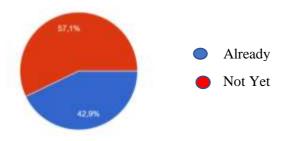


Figure 4

Q: Do you know what are the benefits of social media?

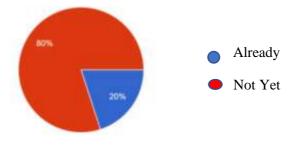


Figure 5

Q: Do you already know how to create a social media account?

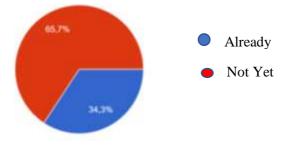


Figure 6

Q: Did you know that social media can be used as a means of selling online?

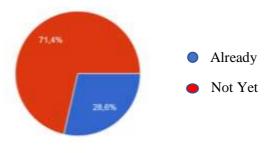


Figure 7

Q: Are you biased to promote goods online?

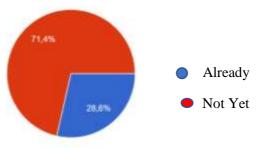


Figure 8

From the survey results, we explain how to create social media accounts, including Instagram, Facebook, e-mail, and others. so that it can be used by the community in Kerinjing Village to be used as a means of buying and selling online. All of the socialization participants were very enthusiastic about listening and practicing directly the material presented so that there was continuous interaction, and there were several people who directly sold their products through social media that was just explained, namely Mr. Rudi who sold building materials online and there was also Mrs. Aminah who sold potato chips. and bananas on social media.

After the socialization was completed, we re-distributed the questionnaire in the form of questions that had been given at the beginning, to see developments before and after the socialization. Figures 9 to 13 present information related to service participants after being assisted.

Q: Do you already have a social media account?

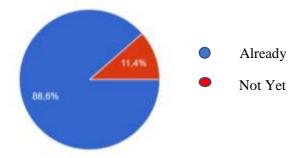


Figure 9

Q: Do you know what are the benefits of social media?

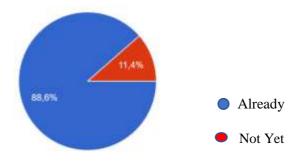


Figure 10

Q: Do you already know how to create a social media account?

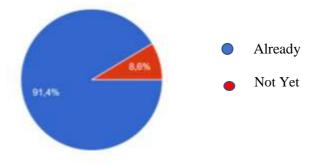


Figure 11

Q: Did you know that social media can be used as a means of selling online?

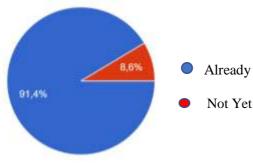


Figure 12

Q: Are you biased to promote goods online?

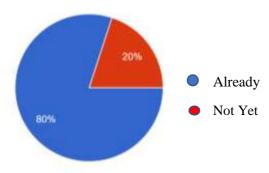


Figure 13

With the results of the answers above, we conclude that the people in the village of Kerinjing Ogan Ilir have implemented the importance of social media to support MSMEs in the village of Kerinjing Ogan Ilir well. SMEs and online sales.

DISCUSSION

The last session is a discussion session (in Figure 14 and Figure 15). There were several questions asked by the participants related to the use of social media applications. The first question was asked by Mr. Hendra as one of the business activists in Kerinjing village, the question is how to determine a competitive selling price so that our products are sold and bought by consumers. The second question was asked by Mrs. Ita Suryanti, namely what if the price of the product being sold is not fixed or changes according to the market price, how to change the price? The next question was from Mrs. Soraya who asked whether it is permissible to sell certain types of products entrusted by other sellers and how we can make a profit too. In the last session, there was a participant named Mr. Maskoh who was assisted to create Instagram and Facebook social media applications to be used in selling their products, namely banana chips from local products which had been traditionally sold on the roadside and entrusted to stalls and the market. He wants to increase sales through social media.

The answer to the first question, how to determine a competitive selling price, is by conducting a survey first by looking at social media accounts that sell similar products. Usually, the prices offered are not too different although some are lower and some are more expensive. Thus, we can estimate the appropriate price for the products we sell. This is of course by considering the cost of goods and reasonable profits to be obtained.

The answer to the second question that asks what if the price of the product being sold is not fixed or changes according to the market price, how do you change that price? Prices may change, not as displayed on the Instagram account, this must be immediately informed by the seller of the account owner by changing the price listed previously. If not changed then this will harm one party, both consumers and sellers, and will trigger complaints from consumers. Thus, the information presented will be by what it should be and consumers will make transactions with full awareness and approval.

The answer to the third question asks whether it is permissible to sell certain types of products from other sellers and how do we make a profit too? This is possible because sales applications on social media can present several types of products that can be detailed all information related to the products being sold, both regarding prices, product specifications, sizes, payment methods, and everything related to the sales process from goods sold, payment methods until the product is received. The application can also explain information related to cancellations or complaints from consumers.

The answer to the third question that you would like to assist is to create Instagram and Facebook social media applications to be used in selling their products, namely banana chips from local products which have been traditionally sold on the roadside and entrusted to stalls and the market. In this case, the service team provides assistance related to how to create Instagram and Facebook starting from creating individual email accounts needed to create sales applications.



Figure 14. Devotion Team Discussion Session with MSME Managers



Figure 15. Devotion Team Discussion Session with MSME Managers

CONCLUSIONS AND IMPLICATIONS

Some conclusions from this service activity are that the business community in Kerinjing village, Tanjung Raja Ogan Ilir sub-district needs to increase the selling power of their products more greatly. One of them is by using social media accounts both Instagram, Facebook, Whatsapp, and others. In addition, there is a need for assistance for business actors to make maximum use of social media so that selling power increases and is expected to improve the economic welfare of the people of Kerinjing village. This community service activity has implications for increasing the selling power of MSMEs in the village of Kerinjing. This can be seen from the increase in sales turnover that occurs after using social media compared to when only selling products conventionally.

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