

The part that social media plays in advertising MSMEs goods in Patas 1 Village, Gunung Bintang Awi District, South Barito Regency

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| ARTICLE HISTORY | ABSTRACT |
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| <p>Received: July, 31st 2024 Revised: August, 15th 2024 Accepted: September, 25th 2024</p> <p>Keywords : social media MSMEs marketing</p> | <p><i>This study discusses the role of social media in marketing products of Micro, Small, and Medium Enterprises (MSMEs) in Patas 1 Village, Gunung Bintang Awi District, South Barito Regency. MSMEs are an essential sector in the village's economy, with various businesses such as culinary, handicrafts, and traditional weapon production. Social media platforms like Facebook and WhatsApp have helped some MSME actors expand their markets and increase product sales. However, some MSMEs have yet to utilize social media due to limited knowledge fully. This study aims to evaluate the effectiveness of social media use in MSME marketing and provide appropriate strategy recommendations. The evaluation methods used were interviews and direct observation. The study's findings indicate that social media significantly expands market networks, builds consumer interactions, and increases product sales. However, challenges such as lack of creativity and competition from similar products remain. Therefore, training and socialization on social media use for MSME actors are necessary to maximize their marketing potential in the digital era.</i></p> |

INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) are small enterprises operated by individuals that contribute positively to the Indonesian economy (Istanti & Sanusi, 2020). MSMEs denote small to medium enterprises. In daily life, MSMEs commonly denote tiny enterprises, including stalls, handicraft ventures, and other businesses characterized by limited product scale and revenue. MSMEs positively influence the community's economy by creating employment opportunities and producing cash. The swift advancement of Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, has resulted in significant competition. Nonetheless, online promotion through social media may be necessary to adapt to the evolving dynamics of the contemporary period.

Social media is presently much sought after by MSMEs for business development, and notably, its utilization incurs no financial expense. Internet marketing has become a prevalent subject of discussion and implementation across various regions. Advances in Internet marketing communication represent a strategy that Small and Medium Enterprises (SMEs) in Indonesia can utilize to stimulate the nation's annual economic growth by 2% (Amadeus et al., 2023). The evolution of social media significantly influences marketing, a crucial element for every entrepreneur.

Many marketing strategies exist to promote products, including advertising, which seeks to capture attention and shape consumer perceptions; direct selling, involving direct interaction between sales representatives and consumers; sales promotions; personal selling;

public relations; and digital marketing. These strategies must be effectively blended, each with distinct advantages and downsides. Through proper integration, a cohesive, efficient, and impactful marketing strategy will be established (Morrison, 2022).

The development of micro, small, and medium enterprises (MSMEs) in Patas 1 Village, which hosts diverse MSMEs, has been commendable. Numerous MSME participants in this hamlet have employed internet marketing via social media, particularly Facebook and WhatsApp, due to their user-friendliness and efficacy in advertising products or services. Nonetheless, certain MSMEs continue to depend on offline marketing. This results from an insufficient understanding of social media marketing. Consequently, the dissemination of knowledge on online marketing to MSMEs is essential.

In the age of globalization characterized by intensifying rivalry, it is essential to enhance knowledge of production. Micro, small, and medium enterprises (MSMEs) should function as catalysts for transformation by pursuing alternative economic resources rather than solely depending on aid. Furthermore, MSME management should be motivated to adopt a more professional and efficient approach grounded on ethical principles, regulatory compliance, and a commitment to accountability towards all internal and external stakeholders.

The objective of conducting the MSME Program in Patas 1 Village is to enhance the local economy and transform Patas 1 Village into a preneur village characterized by diverse distinctive products. Patas Village comprises many MSMEs, including those in the culinary, crafts, and traditional weaponry sectors. Coriander crackers and kelulut honey are prominent culinary specialties of the locals of Patas 1 village. Additionally, the craft industry features a variety of woven objects crafted from milliard rope and rattan, including baskets, lanjung, and Canggu, alongside ecoprint cloth crafts that consumers highly sought after. In traditional weaponry, UMKM produces machetes and mandau, which are extensively crafted by blacksmiths in Patas 1 village.

LITERATURE REVIEW

Marketing

Marketing derives from the term market or marketplace. The market is a venue for exchange, driven by demand backed by purchasing power, alongside the presence of diverse needs and desires (Callon, 2021). Marketing refers to the human endeavor aimed at fulfilling the desires of others. Marketing is essential for a company's success, encompassing not merely the act of selling, but also the fulfillment of consumer needs to generate profit. Within a corporate framework, marketing can be defined as a company's endeavor to achieve profit, consumer delight, or consumer loyalty by delivering what consumers desire.

Marketing, encompasses the organization of institutions and the processes involved in generating, conveying, delivering, and exchanging offerings that provide value to customers, clients, partners, and society at large (Kotler & Armstrong, 2017). Marketing is a social process whereby individuals and groups get their needs and desires by creating, offering, and freely exchanging valuable items and services with others (Siriwardana, 2020). Marketing management encompasses the necessary planning to ensure alignment with consumer desires,

ultimately leading to effective marketing strategies. Marketing management is the art and science of selecting target markets and acquiring, retaining, and expanding a superior customer base (Aaker & Moorman, 2023). The definition of marketing encompasses a series of interconnected actions aimed at identifying consumer demands, enabling the company to produce products, pricing strategies, services, and promotional efforts to satisfy those wants while achieving profitability (Mowar, 2022).

Media Social

The term media can be succinctly defined as a communication instrument. This media occasionally aligns more closely with its mass characteristics, as evidenced by many theories in mass communication. The term social in social media should theoretically be examined via the lens of sociology. The term social pertains to social relationships. Social relations can be categorized into social activity and social relations.

Two fundamental interpretations of media and social have been elucidated; nonetheless, defining social media only based on technological gadgets becomes challenging (Hannan et al., 2023). Prior to defining the concept of social media, a framework for social theories is required to delineate the characteristics that differentiate social media from other forms of internet media. Social media is an online platform that enables people to express themselves, engage, cooperate, share, communicate with others, and establish virtual social connections (Duong, 2020).

Social media include internet-based applications that facilitate the sharing, participation, and creation of material through blogs, wikis, forums, social networks, and virtual environments, all enhanced by advanced multimedia technology. Social media facilitates rapid information dissemination; however, it diminishes the quality of direct interpersonal interactions, fosters excessive addiction, and raises legal concerns related to content that breaches ethical standards, privacy, and regulations (Benson, 2023). Social media comprises platforms and applications that utilize internet-based technologies. This internet technology-driven medium facilitates user connections with both acquaintances and previously unacquainted individuals. FGD participants defined social media as a platform that offers online networking services, enabling individual or group (Singla & Agrawal, 2024).

Micro, Small, and Medium Enterprises

Micro, Small, and Medium Enterprises (MSMEs) are business operations that can provide job possibilities and significantly contribute to income equality and community wealth, stimulate economic growth, and foster national economic stability (Endris & Kassegn, 2022). Law Number 20, 2008 delineates the general regulations pertaining to Micro, Small, and Medium Enterprises (MSMEs).

Micro Enterprises are productive businesses owned by individuals or entities that fulfill the criteria established in this Law. Small Enterprises are independent productive economic entities operated by individuals or business entities that are not subsidiaries or branches of companies owned or controlled by Medium or Large Enterprises, meeting the criteria defined in this Law. Medium Enterprises are independent productive economic entities operated by individuals or business entities that are not subsidiaries or branches of companies owned or

controlled by Small or Large Enterprises, with net assets or annual sales as specified in this Law (Indonesia, 2008).

The qualifications for Micro Businesses are a maximum net worth of Rp50,000,000.00 (fifty million rupiah), excluding land and buildings for business premises, or yearly sales not exceeding Rp300,000,000.00 (three hundred million rupiah). The criteria for Small Businesses are outlined as follows: Possessing a net worth exceeding Rp50,000,000.00 (fifty million rupiahs) and not surpassing Rp500,000,000.00 (five hundred million rupiah), excluding land and buildings for business operations, or achieving annual sales exceeding Rp300,000,000.00 (three hundred million rupiahs) and not exceeding Rp2,500,000,000.00 (two billion five hundred million rupiahs). A Medium Enterprise is defined as having net assets exceeding IDR 500,000,000.00 (five hundred million rupiahs) and not surpassing IDR 10,000,000,000.00 (ten billion rupiahs), excluding land and buildings, or possessing annual sales ranging from IDR 2,500,000,000.00 (two billion five hundred million rupiahs) to a maximum of IDR 50,000,000,000.00 (fifty billion rupiahs) (Indonesia, 2008).

METHODS

The employed research method is the evaluative method. The evaluation method is a study undertaken subsequent to the completion of the applied research. When the outcomes of fundamental research are utilized in applied research, it is essential to perform evaluative research. The objective is to evaluate the long-term feasibility of implementing the new science. The evaluation study examines various dimensions of the implementation of new science, including efficacy, advantages, use, contribution, and viability for sustainable application. The activity involves consulting with field assistants and MSME administrators, visiting MSMEs, inquiring about challenges in product marketing, and collaborating with the village government to establish product marketing accounts on social media.

RESULT AND DISCUSSION

General Overview of the Research

The study's findings, derived from interviews with business owners, indicate that UMKM Desa Patas 1 Kec. Gunung Bintang Awai Kab. South Barito has experienced the advantages of social media as a platform for product sales. The interviews revealed that the UMKM exclusively utilizes Facebook and WhatsApp applications for marketing their crafts. They are limited because they possess knowledge of only one application. They acknowledge that the use of social networks as marketing instruments for UMKM extends beyond only promoting, introducing, and informing about food menu products. Nevertheless, current social media serves as an economical and straightforward marketing medium for business proprietors. It acts as a catalyst for UMKM owners, enabling them to utilize social media as an effective platform for advertising and marketing via websites or blogs that showcase UMKM profile information. Additionally, it facilitates interactive marketing tools, services, and communication with consumers, transforming it into a vehicle for online sales.

The marketing strategy implemented involves promotion via Instagram social media. The objective of social media promotion is to enhance the marketing reach of MSME products, hence broadening their market potential. The implementation of the promotion system on

social media for MSME participants is conducted through outreach at their respective locations. It is anticipated that MSME participants can enhance their enterprises and advertise their products on social media in alignment with the established guidelines through social media promotion. We have established a social media account on Instagram, which we operate and will be maintained by the Village. This account aims to enhance the marketing of MSME products in Patas Village 1.

The Role of Social Media in Marketing Products

Social media has established a communication paradigm that ensures more profound connection. On this platform, followers or admirers own complete autonomy to articulate their thoughts freely. Social media enables followers to govern the interaction environment, thereby fostering greater closeness through reciprocal exchanges that fulfill their requirements (Hatamleh et al., 2023). The significance of social media in product marketing throughout the digital age is paramount. Social media establishes a distinct identity for advertised products, hence enhancing the marketing process. Products with unique attributes will be more readily recalled by consumers. Moreover, social media serves as a medium for disseminating information regarding the products offered, facilitating consumers' access to product specifics. Social media significantly influences consumer purchase decisions.

Social media enhances the dissemination of information, enabling consumers to evaluate multiple factors before to making a purchasing decision. At present, buyers are more inclined to trust endorsements from individuals who have utilized things promoted via social media rather than direct offers or commercials (Zhu et al., 2022). The advent of social media marketing enables organizations to influence consumers by promoting their products or services (Infante & Mardikaningsih, 2022). Social media is crucial for fostering consumer connections to enhance trust in the promoted products. Social media facilitates interaction with consumers to cultivate their trust in the product. This perspective indicating that social media enables marketers to discern consumer behaviors and engage on a personal level, hence enhancing consumer interest (Irshad et al., 2020).

Product Marketing Strategy with Social Media

The marketing process entails establishing a marketing system within an organization. This entails formulating duties to establish a marketing organization, planning framework, and marketing oversight that can facilitate the attainment of the company's objectives in catering to the target market. The subsequent phase in this marketing process is developing a marketing plan. This breakthrough is significant as success is largely contingent upon the efficacy of both long-term and short-term marketing strategies designed to target the intended market (Gotteland et al., 2020).

Consistent posting of the provided products is essential in a social media product marketing strategy. The objective is for consumers to consistently receive the most current information regarding the product or other displayed data. These posts must be complemented by an appealing aesthetic to captivate the interest of prospective consumers. Furthermore, incorporating feedback from several consumers about their pleasure with the product might serve as an effective technique. Consumers exhibit heightened curiosity when they observe

evaluations from individuals who have purchased the goods. Favorable reviews can enhance consumer confidence in purchasing a product, but unfavorable evaluations may prompt buyers to consider alternative options.

Benefits of Social Media for MSMEs in Marketing Products

Social networking is among the most accessible digital marketing instruments available. The extensive population of social media users presents MSMEs with a significant chance to enhance their marketing tactics. Consequently, enterprises must exercise caution in leveraging successful marketing prospects in the digital age while maintaining cheap and efficient expenses (Nurpratama & Anwar, 2020). Social media serves as a highly effective product marketing approach for MSMEs. MSME business stakeholders recognize that utilizing social media applications can enhance access to new clients and offer options to disseminate product information or promotions at a lower cost. With swift and convenient access, MSMEs can exhibit greater confidence in marketing their products. Consequently, social media serves as an effective and efficient promotional tool (Al Mansyur, 2021).

Social media marketing is more efficacious than direct marketing because it can reach a broader consumer base across diverse areas. Increased social media followers correlate with greater consumer awareness of the product. The increasing prevalence of Internet transactions facilitates product purchases for consumers from diverse places, including international buyers. Furthermore, numerous platforms provide dedicated websites for local, national, and worldwide transactions, progressively facilitating social media advertisements.

Employing social media to promote MSMEs' products helps conserve resources and broaden market reach. Mrs. Rahmayani Aulia stated, "Utilizing Facebook integrated with Instagram as a marketing tool has augmented my income." I can also offer consumers the opportunity to become resellers, further augmenting my income. Effective consumer communication is essential for sellers to acquire information, promote products, cultivate an image, combine diverse elements, and establish connections. Mrs. Eka Susanti, during her interview, remarked, "I foster rapport with customers by engaging in conversations about crafts, such as culturally significant bags." I consistently communicate effectively to ensure customers feel at ease and remain loyal to my establishment. Utilizing social media provides further advantages, including expanding the market network. Through online advertising and marketing, products that were once confined to local markets can now access a broader audience, extending beyond the city limits.

Obstacles and Constraints of Social Media in Marketing Products

Challenges in product marketing encompass restricted funding, the necessity to enhance human resource quality, constrained market expansion opportunities, and issues with bookkeeping. Challenges in product marketing encompass the potential for fraud, a deficiency in inventiveness, and intense competition with analogous products, which may lead to diminished revenue. insufficient preparedness in order management attributable to inadequate seller answers in customer service (Zolfagharian & Naderi, 2020)

Analysis Discussion Overview of the use of Social Media in MSMEs in Patas Village 1

Social media's influence in Patas Village 1 positively affects MSMEs, particularly in enhancing sales. Marketing via social media entails minimal expenses while offering numerous advantages, including promotional convenience, idea generation, market expansion, and client growth. Furthermore, social media enhances communication with consumers. Consumers are sourced not just from the local environment but also from external areas beyond the city (Zhang & Watson IV, 2020).

The Role and Benefits of Using Social Media for the Development of MSMEs in Patas Village 1

The significance of social media on the advancement of MSMEs in Patas 1 Village is substantial. Social media serves as a digital interaction platform enabling individuals to generate, disseminate, and exchange information. The utilization of social media has proliferated in Patas 1 Village, particularly among MSME entrepreneurs who employ it for their commercial operations. Observations of Mrs. Sabariah, Mrs. Rahmayani Aulia, and Veronika, MSME entrepreneurs in Patas 1 Village, indicate that social media usage offers numerous advantages and conveniences. Consequently, social media has facilitated the rapid advancement of their enterprises. The advantages of social media for the advancement of MSMEs in Patas 1 Village encompass enhanced product sales and improved client interaction. Facilitated expansion of market networks.

CONCLUSION

The research findings lead to the following conclusions: Social media is the most accessible digital marketing instrument. The substantial population of social media users presents a significant opportunity for MSMEs to enhance their marketing strategy. Social media is crucial for establishing communication with consumers to foster trust in advertised products and serves as a platform for disseminating comprehensive product information.

Social media serves as a highly effective product marketing approach for MSMEs. MSME entrepreneurs recognize that utilizing social media can broaden access to new clients, even those beyond their local area. The execution of marketing plans via social media enhances sales efficiency regarding time, money, and energy, rendering it highly advantageous for MSMEs. Social media profoundly influences the efficacy of product marketing strategies for MSMEs in the digital age.

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