

## Utilization of Instagram as a Medium for Advertising and Promotion of MSMEs in The Food Sector of Kembangringgit Village

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### ABSTRACT

In today's digital era, some business people use social media to increase their selling power and relationships with consumers. Social media provides new things in doing business and communicating using communication techniques between business actors and customers. Making it one of the advantages in the field of product marketing promotion. One of the social media choices is Instagram, which is used by business people to promote their products or reach a wider sales market. The purpose of this study was to describe the use of social media Instagram as a promotional medium for MSMEs in Kembangringgit Village.

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## INTRODUCTION

(Mauliana, 2021) Marketing communication is an important element in the marketing of products and services. Today's marketers are also leveraging new media such as the Internet to serve potential customers. The development that is happening at this time is increasingly rapid the business market in Indonesia at this time is very advantageous and helped by the existence of Instagram. Instagram is an application that allows users to share photos and videos, the use of this application which is quite easy makes Instagram become much in demand in various circles. Whether it's to share everyday information or to run a business. In addition, the existence of Instagram makes marketing communications make the delivery of information about products to consumers more efficient. It is undeniable that marketing communication also really needs media to communicate in carrying out the marketing process. One of the media needed is social media. In this study, the author tried to conduct research on how to use Instagram as an advertising and promotional medium in Kembangringgit village in this village there are several MSMEs engaged in the food sector, but the obstacle of these MSME business actors is that they cannot use Instagram as a promotional medium for their products. Instagram consists of the two words Insta and Gram. The word Insta comes from the word Instant which means that this Instagram will display the photos in a instant, like a polaroid in its appearance. While the word Gram comes from from the word Telegram which means to have a working way to transmit information to others quickly (HAZISAH, 2017).

With the increasing development of internet users today which makes the increasingly rapid exchange of information flows easier and faster, this is one of the factors that makes people tend to communicate via the internet because it makes it easier for users to allow communication without any restrictions on time, place, and distance. (Sangaji, 2018) Digital marketing is an undertaking to promote a brand with using digital media that can reaching consumers in a timely manner, personal, and relevant. All this makes it easy to make millions of people in the world. Interacting with each other using the internet thus making the formation of social media sites. Instagram is one of the social networking applications used to share photos or videos and can also apply digital filters and can share them through their own feeds but now Instagram has developed into a promotional medium among business people to communicate their business or the promotion of the products they sell, this activity has actually been widely used by several companies in all their content on the Instagram account that they have, even so in the case of this research many MSME actors who significantly do not know what Instagram is how to use Instagram and how to do promotions in these media from the explanation underlying the writing to do deepening and research related to the use of Instagram social media as a promotional medium, this research focusing on how Instagram as a marketing promotion medium is seen by the author to make an innovation in solving the problem of msme cases in Kembangringgit village to increase income and economy for the surrounding community, therefore this research raised the title "UTILIZATION OF INSTAGRAM AS A MEDIUM FOR ADVERTISING AND PROMOTION OF MSMES IN THE FOOD SECTOR OF KEMBANGRINGGIT VILLAGE" a case study on the residents of Kembangringgit village, a study conducted by an expert named Simply Measured revealed that there have been as many as 54 percent of brands in the world that have used Instagram as a promotional and advertising medium, this has caused many companies that try to compete to become advertising service providers to market products from business people who prefer to use Instagram as a means of For marketing communication media, it is included in the scope of marketing promotion of their products, by offering the products they have to potential consumers. So indirectly users can easily do product marketing because they can improve their own products with not many expenses such as money, energy, and time. Instagram has been very concerned about things related to visuals in general since a long time ago, considering that Instagram is an application that focuses more on photos and videos. (Wainira, 2021) The rampant use of social media, especially Instagram, nowadays, makes many business people out there take

advantage of and use Instagram to market their products/brands. (Muchamad Nabil, 2021) The theory of Uses and Gratification also explains how a Users are trying to find and enjoy what is available inside a media to meet his various needs. Each user's behavior is useful Against the media, this is because everyone uses the media with different goals and ways and the satisfaction they have desired previously. The Internet can be interpreted as a wide, large and worldwide computer network, that is, connecting computer users from one place to another online. The rapid development of the internet can affect some aspects of life (Rasyid, 2020). This study also explains what a product marketing strategy is, the product marketing strategy itself is a whole of a marketing plan in a business that can allow to reach people and turn them into customers or services that have been provided. In a company, this strategy has a value proposition of a company by marketing the best products, having information about the target market or target customers, and other things related to a marketing plan. Marketing strategies usually contain a product marketing plan in a company which is one way to describe the types of products or services in the marketing activities of a company. As for the benefits of a company doing marketing strategies. Benefits of a marketing strategy: 1. Product distribution becomes more efficient After a company implements a marketing strategy in a business, it will be able to know directly about all the necessary details such as who will be the target customer and the market of the product which is sold by the company and can determine what price range will be offered later. Of course, doing this can help companies to determine the most effective distribution method to do. 2. Can build a brand image or brand Without a brand, a business or business will not be able to last long because there is no solid brand image or brand, because with this is one of the other aspects where marketing strategy can help in managing a business or business. Ad placement and platforms that are not in line with the brand image will waste the company's money because advertising is wasted. In developing a brand image, we will get the best insights from comparisons when placing on different platforms. 3. Create products that sell

In marketing, the process is not only about how to promote the line of a product that exists but effective marketing will do one way to take the hearts of the consumers or clients and understand what the demands and needs of the customers are like. Social media has characteristics, namely

as follows : a. The message conveyed is not only for one person only but can go to various many people for example messages via SMS or the internet. b. The message delivered is free, without having to through a Gatekeeper. c. The message conveyed tends to be more fast compared to other media. d. Message recipients who determine the time interaction. (Sudirwo, 2021). If in the process of making sure that it still does not meet the demand from the customer, then it is necessary to do or redesign the way it is offered. That way it will be the best way to offer to serve customers and strengthen the status of the product in the market. Technological and economic changes in current conditions must be able to change the marketing design carried out in order to remain relevant and from here the marketing strategy will play its main role. Marketing Communications. According to American Marketing Association Marketing is a planning process and implementation of the concept, pricing, promotion, and distribution of ideas, products, and services to create an exchange that satisfying individual goals and company (Sarastuti, 2017).

## METHOD

In this study, using the method of using the qualitative approach method as research used to investigate, find, describe, and explain the quality or specialty of social influences that cannot be explained, measured, or described through a quantitative approach. According to Saryono (2010)

qualitative research itself is a form of research that is able to get results in the form of new discoveries that are not obtained when using quantitative and statistical methods. This data collection is carried out through socialization, observation, interviews, and conducting literature studies by reviewing and providing references and literature so that it aims to understand, understand the strategy and concept of marketing or promotion and advertising of a product developed by MSMEs by conducting an observation process to the community of Kembangringgit village itself the research process and observers themselves are carried out on Friday, January 6, 2023, located in the village of Pungging District, Mojokerto Regency, which later the results of this research itself will later appear in the form of research samples The research method used is a model of the analysis method Data Analysis Procedure Data analysis in the study is carried out at the time of data collection and after completion of data collection. When collecting data, researchers analyzed the data obtained. If it is felt that the data owned is incomplete, then the researcher will continue the data collection stage again, until a certain stage where the data obtained is considered credible, according to an expert named Patton (1980) data analysis is the process of organizing data, organize them into patterns, categories, and basic units of description. From the results of the association survey that has been carried out, many people in the Kembangringgit village do not know how to promote products on Instagram.

Data analysis in the study was carried out at the time of data collection and after the completion of data collection. At the time of collecting the data, the researcher had already conducted an analysis of the data obtained. If it is felt that the data owned is not complete, then the researcher will continue the data collection stage again, until a certain stage where the data obtained is considered credible, With this community service, MSMEs in Kembangringgit village understand more about the procedures for social media correctly so that the community is helped by the existence of advertisements for MSMEs. The people of Kembangringgit village are helped by this service because where this sale can spread outside to various media is slightly helped more widely throughout Indonesia, which usually serves cod in certain areas but with the presence of community service Regarding MSMEs covering Kembangringgit Village, the sale spreads various media such as Instagram and other media. From here, the people of Kembangringgit village have a little better income and there are more buyers. (Diem, 2020) The emergence of communication technology (internet) is able to present various changes in human social life. With the advent of communication tools such as smartphones and social media, it makes it easier for us to communicate and share information with anyone and anywhere.

## RESULTS AND DISCUSSION

By providing socialization about how Instagram advertising and promotion in Kembangringgit village. This process is based on community service in the form of socialization that helps the community in promoting their products online through Instagram media as the intended advertising and promotion media. Also, with the assistance and support of the enthusiastic surrounding community makes the program that researchers run can run well. The activities that researchers carry out are in the form of socialization and education to the community about marketing and explanations about how to promote products attractively and innovatively by making product sales titles on social media attractive so as to make others interested in or buy MSME products in the food sector of Kembangringgit village. After conducting socialization activities, researchers tried to see how the product marketing process in Kembangringgit village. After all

the activities that the researcher has carried out, the researcher can conclude that in the village of Kembangringgit the MSME business actors or producers do not know about marketing through social media and the business actors in the region do not know how to apply, therefore the researcher explains how to market and help producers carry out attractive promotions as sellers and marketing strategies in order to survive if there is a problem. And the lack of how attractive and good promotions result in losses in sales. Then the manufacturer has also not improved the quality of delivery that makes the product safe, because there is still a lack of available product packaging. So the delivery cannot be done over long distances. Researchers provide input to manufacturers to make layered shaped packaging using a bubble wrap so that it is safer and does not break when sent to areas outside East Java. Enthusiastic residents of Kembangringgit village who attended the community service socialization event with the theme "THE USE OF INSTAGRAM SOCIAL MEDIA AS AN ADVERTISING MEDIUM TO INCREASE THE SELLING POWER OF SME PRODUCTS IN THE FOOD SECTOR AND TO IMPROVE THE ECONOMY IN KEMBANGRINGGIT VILLAGE" very receptive to the income of researchers. And of course, researchers get a pretty good response and support from residents with examples of residents asking about how marketing and advertising through Instagram media have been explained in this socialization. Marketing strategy is indispensable in doing business, to introduce products to the community in order to get profit earned by the seller. (Lutfy, 2023)

## CONCLUSIONS AND RECOMMENDATIONS

Marketing communication can be concluded as an activity where a communication is carried out by a company to convey messages to consumers and customers. The goal is to be able to get the results of a product. (Rizky, 2020). For Instagram social media users who always open their homepage, they will definitely find a handful of accounts that do promotions or advertising and marketing in the application, usually, the marketing reach of products marketed through Instagram is more targeted at the market among young people It is undeniable that young people today already consider Instagram as one to follow today's lifestyle starting from how to dress, choose the model of goods they want or even follow the style of celebgrams they follow in the realm of the Instagram social network, here there is one account that uses Instagram media as a promotion of the products they have.

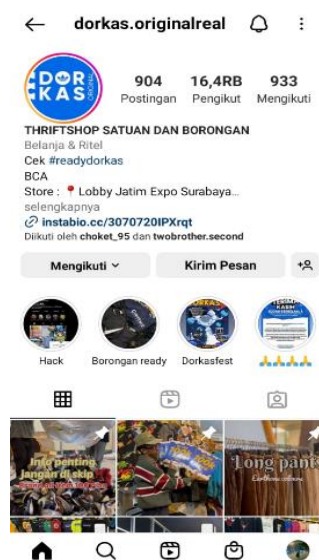


FIGURE 1. Instagram dorkas.original real  
(Source: Instagram dorkas.original real,2022)

In the picture above, it shows that one of the accounts that has applied to Instagram as a promotional and advertising media account above is one of the second-hand clothing sellers or better known as the thrift shop business that is liked by young people at this time, the followers or followers of this seller account are quite a lot considering they are one of the big sellers in the Surabaya area.



**FIGURE 2.** Instagram dorkas.orginalreal  
(Source: Instagram dorkas.orginal real,2022)

In this second picture, business owners do how to promote through their Instagram stories so that they can be seen by their potential customers and are interested in buying the products they sell, besides that they also usually also promote their products through their Instagram reels evoking interesting content that is packaged simply so as to attract buyers to buy their own products.

Product marketing on Instagram makes it possible to facilitate communication between the owner or owner of the account and consumers because at this time a lot of users from the Instagram media itself causes many people to carry out activities within the scope of the social network Instagram itself there is also a separate reason why these consumers receive more marketing messages through Instagram media, the cause is because social media itself is more flexible in interacting between sellers or consumers in marketing products and brands from different sides.



**FIGURE 3.** Instagram dorkas.orginalreal  
(Source: Instagram dorkas.orginal real,2022)

In this third picture, it is an example of easy interaction on Instagram consumers can easily ask for goods or services that are still available or ready to the seller only through the comment feature so that business actors or businesses can easily respond to them easily without excessive obstacles



**FIGURE 4.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)

In the fourth picture, it can be seen how the socialization in the Kembangringgit village has been running, as can be seen by the head of the community service activity who has given a thank you speech and a welcome to the audience who are willing to arrange to take the time to come to the event.



**FIGURE 5.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)

In this fifth picture, it shows how the process of introducing what is the use of Instagram as a medium of advertising and promotion through the speaker, the speaker explains how and what Instagram is to the surrounding community explaining how it is marketing promotion on Instagram and determining the target they will go to.



**FIGURE 6.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)



As can be seen in this sixth picture, the chief executive tried to emphasize the material presented by the speaker and how important marketing is through this Instagram media, the chief executive tried to add material that had not been conveyed by the speaker.



**FIGURE 7.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)

In this picture, you can see a question and answer session between the audience or listeners on the material that has been delivered by the speaker and the chief executive, these communities are trying to ask the speaker and the chief executive about their obstacles who do not know what Instagram is and how to carry out activities in the form of advertising and promotion of their products through the Instagram application. Those who actually only do the promotion process through the WhatsApp application are not too familiar with what Instagram is



**FIGURE 8.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)

Furthermore, from this eighth picture, it can be seen how the chief executive tried to answer and help the villagers to first install the Instagram application, on average, they have not installed the application but there are also some who already have the Instagram application and even have their own brand account



here the chief executive tries to explain how to create an account first before doing promotions and how to upload photos and content that entice consumers to buy their products.



**FIGURE 9.** Instagram umkm\_desakembangringgit  
(Source: Instagram umkm\_desakembangringgit,2022)

Next on the picture, These nine are the result of the author's socialization Trying to help the residents of Kembangringgit Village to create MSME accounts which will later be managed by one of the members to make the MSME forum further increase creativity, the selling value of goods, determine the market they are aiming for, and make their products become known only in their own area but can also later be known in several other areas Those who are members of the Ringgit Flower Village MSMEs will later be equipped with the knowledge of how to determine the correct target market so that in this case they will later get more profit than usual there is also an additional training on how to pack properly and attractively because for now, consumers are more interested in buying products with attractive packaging and attractive packing as well. One of the reasons why these MSME business enthusiasts need to try marketing or better known as social media marketing is because social media at this time has been considered from several people's points of view. As one of the most effective media in terms of increasing product sales conversions, even some people think that whatever product is offered through or using social media as an intermediary becomes more attractive, efficient, and of course more practical. Instagram is a social media that shares photos and videos. Instagram creates interactions between users who are related or interactions in the scope of the wider scope. (HannaNurulHusn, 2021)

There are also several reasons underlying the results of this study, namely: Consumers who carry out activities on social media networks in almost every society in this world must entirely have a social networking media account be it Facebook, Instagram, Twitter, and many more while according to "Digital Around The World 2019". In Indonesia alone, there were around 150 million people who used social networking media out of a total of 268 million Indonesians that year. And at least they spend more or less their time opening the application for approximately 3 hours to 26 minutes every day in terms of accessing social media for any need or purpose. And according to statistical data, social media users in the world reached 4.20 billion in 2021. This is a factor that is one of the strong reasons why MSMEs must or must try to market their products through social media networks, Because of the large number of consumers who spend most of their time on social media, there are many opportunities because these activities can reach

consumers anywhere and anytime, they are. If MSME players have not tried product marketing on social media, it is very regrettable that they may lose the opportunity to reach a wider market and a higher target market.

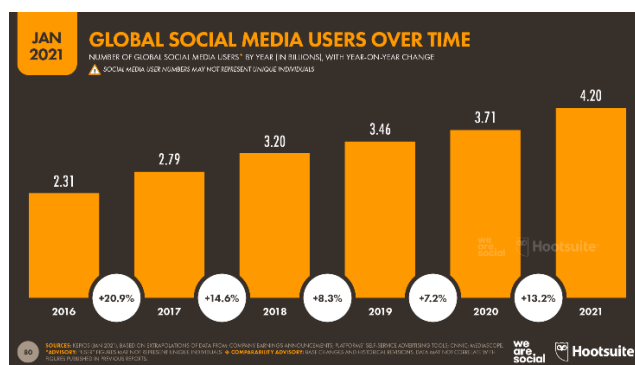


FIGURE 10. Global social media users over time

(Source: <https://datareportal.com/reports/digital-2021-global-overview-report>)

One of the most used methods in business is the use of social media. Nowadays, it can be said that social media is indeed the most powerful for selling products. Thus, social media is often also said to be a promotional medium.

In Indonesia, more business people take advantage of their promotion through social media. Starting from the lower-class and upper-middle-class business people. Apart from being affordable and even free, the reach of social media to the audience is arguably quite good.

So, it's not surprising that the competition for content on social media is so fierce and there are many interesting ones. Starting from uploading photos, and videos to promotional captions. Everything is made attractive in order to grab customer interest in the content. This is the platform most favored by the world community. Indonesia also has a good market income as Instagram users. The platform that was originally integrated with Facebook, now Instagram is quite easy to use.

People can promote their businesses through Instagram Posts, Instagram Stories to IG TV. As long as your photos and videos are uploaded with good colors and lighting, then the people in lur there will be happy with your content so there are many buyers interested.

So that the content A good one has a positive impact on the level of business sales of the Kembangringgit community. So, it cannot be denied, until now Instagram is still the right promotional medium. Moreover, plus the Instagram Shopping feature. Therefore, Instagram users are even more lively.

The use of Instagram has a good enough impact to promote a business and is guided to develop and grow the development of buying and selling. The use of Instagram @umm\_kembangringgit also provides benefits in bringing in visitors and buyers who are quite good. From the results of interviews with MSME owners in Kembangringgit villages who became informants. Marketing is a social and managerial process where individuals and groups get their needs and wants by Creating, offering, and exchanging products of value to each other (Kotler,2000:19) (Wallad, 2021).

With the feature in the form of hashtags that will connect users with one another based on being a medium in providing information that makes it easier for Instagram users, followers or admins or Instagram account owners @umkm\_kembangringgit In finding and choosing photos related to the facilities and advantages of this MSME that will be promoted. The quotes feature and equipped with comments have supported a promotional process in conducting direct personal selling interactions with potential buyers. Followers @umkm\_kembangringgit many features that we can use in promoting products. And this is quite effective, because Instagram it has a wide reach, especially if we use the hashtag feature, this feature can connect a lot of Instagram users, that's why I said earlier that many people are now looking for information

with Instagram, one of which is with hashtags. Highlight is one of Instagram's newest features. By utilizing the feature, the owner informs archive stories that are considered important to consumers. "My highlights are usually posting stories that the consumer is in need, missal online message information, Store address, Shopee account address, testimonials product, PP testimonials are many points (Mufiddah, 2019).

At this time, @umkm\_kembangringgit is increasingly improving itself in increasing the effectiveness of its acknowledgment in promoting products that are its partners. @umkm\_kembangringgit currently uses marketing communication programs to increase promotions on @umkm\_kembangringgit accounts. There are a few things that are currently being noticed on @umkm\_kembangringgit in promoting products promoted with the cooperation of partners, including:

- Fundamental marketing communication decisions

These fundamental decisions are related to segmentation, targeting, positioning, goal setting, and budgeting that will influence decision decisions with implementation, with respect to the mix of marketing communication elements, message determination, media, and momentum. These underlying decisions are also made by @umkm\_kembangringgit but are also conducted informally it is evident that when interviewed one by one regarding these fundamental decisions voters @umkm\_kembangringgit that the public has never conducted an analysis relating to marketing communication decisions.

- Target (Targeting):

As explained earlier, the owner of the @umkm\_kembangringgit account does not make decisions related to formal marketing communications, but the owner says that he has a target market that he wants to reach by means of promotion. As the account owner @umkm\_kembangringgit said, "so we are thinking about how to do product promotion for people who are indeed looking for the product as well as contemporary snacks and other food and beverages complete with information on facilities, prices, promos and discounts provided. There are (we have a target market), people aged 25-45 years, Employees, Self-employed, and civil servants" (The result of interviews with the village head and his staff. On Friday 06 January 2022 at 09.00).

- Positioning

Positioning is a rare way to still an image, key features, or benefits of a brand or brand in the eyes of the target consumer. Positioning and targeting decisions must go hand in hand, in this case, positioning decisions are made by considering the targeting decisions of the selected audience. The positioning carried out by @umkm\_kembangringgit is ensured to be in line with the desired target, this can be seen from the target consumers chosen are employees, entrepreneurs, and civil servants who have a lifestyle that does require these products and facilities. In addition, @umkm\_kembangringgit positions itself as a product provider and informer regarding discounts, and promo prices are evidenced by the taglines #umkmmurah, #promoumkm, #jajanhemat #umkmkembangringgitmurah and so on that are on Instagram profiles and content uploaded to Instagram. Social media is a tool that has become available as a means to improve imagery, and to know the reach of all promotional activities or publications carried out. (Shaleh, 2020)

The marketing mix consists of four elements, namely product, price, place, and promotion. Meanwhile, for service marketing, it is necessary to expand the marketing mix by adding three elements, namely people (people), physical facilities (physicalevidace), and processes (processes), so that they become seven elements (7P). The seven elements are interconnected with each other and can be combined according to the environment, both inside and outside the company so that the company's goals are achieved. In its implementation Instagram. When marketing a product, business people are expected to have a careful planning as a form of communication between sellers and buyers. To be able to attract the attention of buyers, sellers must always innovate in promotional activities so that the products sold can compete for a place in the minds of their buyers. (Idana, 2018)

MSMEs have utilized these six elements to the fullest, these elements are also a benchmark that MSMEs pay attention to because it is proof that the publications carried out successfully are intertwined between

Brodo and customers, the public, and also his Instagram followers. The process of establishing good relationships between audiences, customers, and followers @umkm\_kembangringgit is a form of a PR job, which is to make sure of it. In carrying out its role, there are a number of principles that can be applied to maintaining the company's relationship with its public. The rapid development of the internet has triggered many new discoveries in the field of technology that utilize the internet. The ability of the internet to reach the whole world makes it easier for its users to interact with each other. One application that utilizes the internet and is used to interact is social media. (Wahana, 2018). Utilizing Instagram as a publication medium for MSMEs, Instagram for MSMEs is used as a tool to expand the dissemination of information and business opportunities in product introduction. The public's desire to tell the vision and mission and goals of um is also easier to achieve with this Instagram publication media Promotion is an activity Most importantly, who plays an active role in introducing, notifying and recall the benefits a product or service in order Encouraging consumers to buy products and using the services promoted said. To hold promotions, any the company must determine with which promotional tools are the right one can be used to achieve success in sales. (LARITA, 2020)

Based on the publication concept that Brodo does, making Instagram a form of activity to expand the scope and information provided by Brodo through the medium of Instagram as a medium.

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