

MSME Product Photography Training Using Smartphones with DJPb Bali and Kreasiku Digital Marketing Agency

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ABSTRACT

The use of social media as a marketing platform has become the main strategy for Micro, Small, and Medium Enterprises (MSMEs) in expanding their market reach. However, limited knowledge and skills in product photography often become obstacles for MSMEs in creating attractive and quality visual content. In response to this challenge, a product photography training program using smartphones was organized by the Ditjen Perbendaharaan of Bali Province (DJPb Bali) in collaboration with several lecturers from the Universitas Pendidikan Nasional, and Kreasiku Digital Marketing Agency. This training aims to empower MSMEs to improve their product photography skills so that they can increase their competitiveness in the online market. This training method consists of a series of interactive workshop sessions involving MSME owners from various industrial sectors. The training material covers the basics of product photography, techniques for taking pictures using smartphones, as well as the use of AI in editing product photos. During the training, participants are encouraged to actively participate and practice directly the skills learned through practical sessions. The evaluation results showed a significant increase in participants' understanding of the basic concepts of product photography and the use of smartphones for taking pictures. Apart from that, participants also succeeded in developing photo editing skills and visual marketing strategies that are relevant to the characteristics of their products. Product photography training using smartphones with DJPb Bali is an effective step in empowering MSMEs to improve their product visualization and online marketing. By increasing these skills, it is hoped that MSMEs can be more competitive in the increasingly developing digital market

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a key role in local economic growth in Indonesia. However, most MSMEs still face challenges in marketing their products, especially in an increasingly dominant digital environment (Putra et al., 2024). One of the main obstacles faced is the ability to produce attractive and quality visual content (Saptiyono et al., 2021).

In the ongoing digital era, the ability of a product photo to amaze consumers has become a key point in marketing strategy (Rahmwati et al., 2020). However, why are product photos so vital? Albert Einstein, in one of his quotes, expressed that "A picture is worth a thousand words" (Martin, 2020). The message in this quote is clear: images, or in this context, photographs, have the power to tell profound stories. Thus, through photos that are attractive and match the characteristics of the product and consumers, MSMEs can attract the attention of consumers who are their target market (Chandrasarie et al., 2023).

The process of taking good product photos is often a challenge for MSMEs. The expensive cost of hiring a professional photographer or purchasing sophisticated photography equipment, such as a DSLR camera, is difficult for most MSMEs to afford. In addition, using complex photography tools is often an obstacle, especially for those who do not have a background in photography (Isnawati et al., 2020).

In this context, the use of smartphones as a photography tool offers a more affordable and accessible alternative for MSMEs (Yang, 2021). However, many MSMEs do not yet understand the full potential of their smartphone photography capabilities. Lack of knowledge about effective shooting techniques using smartphones and skills in photo editing can hinder MSMEs' ability to create attractive visual content to be marketed online (Musrifah, 2022). Therefore, effective interventions are needed to help MSMEs overcome these challenges. Product photography training using smartphones is a promising solution because it is not only more affordable in terms of costs but also easier to understand for MSMEs who have limitations in terms of technology and photography.

As researchers, we consider it important to provide community service by holding product photography training using smartphones together with DJPb Bali and Kreasiku Digital Marketing Agency. In this way, it is hoped that MSMEs can be empowered to overcome obstacles in producing attractive and quality visual content so that they can increase their competitiveness in an increasingly competitive online market.

METHOD

Product photos are visual images produced to show products in detail and attractively. The main purpose of product photos is to display product characteristics and illustrate the value and advantages of the product to potential buyers (Febriyanti & Farida, 2023). Product photos are commonly used in online marketing, whether on e-commerce websites, social media, product catalogs, or other promotional materials (Rohmah & Setyowati, 2022). In product photography, the main focus is on appropriate lighting, attractive composition, appropriate background, and visible details to capture consumer interest and increase the likelihood of sales (Suryawan & Wibowo, 2020).

Methods for implementing community service carried out for MSMEs in photography product training at DJPb Bali include:

- **Needs Identification:** The initial stage in this research involved identifying the needs and challenges faced by MSMEs related to product photography and online marketing (Fiandra et al., 2022). Through surveys and interviews, we gained insight into the level of product photography knowledge and skills possessed by MSMEs, as well as the obstacles they face in marketing their products online.
- **Training Material Development:** Based on the results of identifying needs, we developed training material that covers the basics of product photography, shooting techniques using smartphones,

and easy editing techniques with the help of AI. This training material is prepared with a practical and easy-to-understand approach so that it suits the participant's level of understanding and skills.

- **Collaboration with related agencies:** We collaborate with the Directorate General of Bali Province Treasury (DJPb Bali) and Kreasiku Digital Marketing Agency to organize this training. DJPb Bali assists in organizing events, disseminating information to MSMEs, as well as providing the facilities and means needed for training.
- **Training Implementation:** Training is carried out in the form of an interactive workshop involving MSME owners from various industrial sectors in Bali. The workshop was carried out in several sessions with a direct practical approach. Participants are given an understanding of the basic concepts of product photography and direct practice in taking pictures using a smartphone.
- **Evaluation:** After the training is complete, an evaluation is carried out to measure the effectiveness of the training in increasing participants' knowledge and skills in product photography and online marketing. Evaluation is carried out directly by the resource person after the training, and observations are made of the participants' progress during the training session.

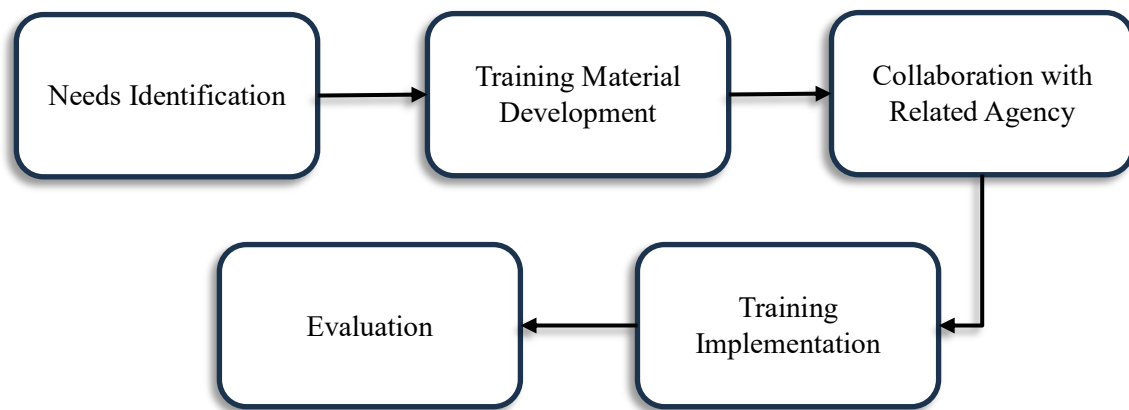


FIGURE 1. Flowchart of method

RESULT AND DISCUSSION

Before conducting this service, we conducted learning sessions and developed training materials based on various articles discussing MSME product photography. One such study was conducted by researchers from the Institut Teknologi Adhi Tama Surabaya for WINGKO LA MSMEs (Rachman et al., 2024). Subsequently, Canva training was provided by researchers from Bojonegoro University for UMKM Mbah Kung's Gadung Chips (Anggapratama et al., 2024). Additionally, creativity training for Instagram content, including both Instagram stories and feeds, was administered by researchers from the Muhammadiyah University of Sidoarjo for several MSMEs (Dwi & Rochmaniah, 2024). Drawing from previous service experiences, we have streamlined the product photography training method and incorporated AI in editing sessions to enhance comprehensibility for MSMEs.

The seminar for MSMEs together with DJPb Bali and Kreasiku Digital Marketing was held for 1 day on Friday, March 8, 2024. This community service was carried out at the DJPb Bali regional office and was attended by 57 MSMEs throughout Bali. This product photography seminar went smoothly because the MSME participants were enthusiastic about being able to take photos of their respective products.



FIGURE 2. Product photography training activities for MSMEs at the DJPb Bali regional office

Analysis of Results

From this product photography training for MSMEs, we got results in the form of:

- **Increased Product Photography Knowledge and Skills**

Data analysis shows a significant increase in participants' knowledge of the basic concepts of product photography after attending the training. Before the training, most participants had a limited understanding of effective shooting techniques using smartphones. However, after the training, there was a marked improvement in their understanding of visual composition, lighting, shooting angles, and photo editing techniques that could improve the visual quality of their products.



FIGURE 3. Increase the knowledge and skills of MSMEs in product photography

- **Practical Skills Improvement**

Participants also experienced improvements in practical skills in taking and editing product photos using smartphones. During practical sessions, participants are actively involved in shooting their products and applying the techniques learned during the training. Results from these hands-on sessions showed a clear improvement in the quality of photos produced by participants, with more photos having interesting compositions and better lighting.

Evaluation Result

From this activity we got evaluation results in the form of:

- **Increased Self-Confidence**

Evaluation results show that this training also had a positive impact on participants' level of confidence in producing visual content for online marketing. Before the training, many participants felt unsure about their ability to take attractive product photos. However, after attending the training, most participants reported an increase in their confidence and felt better prepared to produce engaging quality visual content.



FIGURE 4. Evaluation of the development of MSME participants

- **Positive Response from the Market**

Some participants reported an increase in the number of interactions and positive responses to their product posts on social media platforms after applying the skills they learned during the training. This suggests that improving the visual quality of products can contribute to increasing consumer interest and involvement in products marketed online.

CONCLUSION

Through product photography training using smartphones with DJPb Bali, we succeeded in answering several problem formulations faced by MSMEs related to online marketing. The implementation methods that we apply, starting from identifying needs, and developing training materials, to holding interactive workshops, have proven to be effective in increasing participants' knowledge, skills, and confidence in producing visual content for marketing their products online. The results obtained from this training showed a significant increase in participants' understanding of the basic concepts of product photography, shooting techniques using smartphones, and visual marketing strategies on social media. In addition, participants also succeeded in developing practical skills in taking and editing product photos, as well as increasing their level of confidence in producing attractive visual content.

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