

Social Media as a Means Of Increasing Micro Small Medium Enterprises Revenue in the Era of the Covid Pandemic 19

Tatik Amani¹, Moh. Iskak Elly², Silvia Dwi Astutik³, Dina Nirmala Hidayah⁴, Noviana Aliyanty⁵, Holifatul Mardiah⁶

Department of Accounting, Faculty of Economics, Panca Marga University, Indonesia^{1,2,5,6}

Department of Management, Faculty of Economics, Panca Marga University, Indonesia^{3,4}

Email: tatikamani@upm.ac.id

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ABSTRACT

Andyla Snack Kampung is an micro small and medium enterprises (MSME) actor who still does business with conventional marketing so that the marketing reach is less broad and when the Covid-19 pandemic hits it causes income to decrease because consumers are constrained by the ordering system which has to go to the MSME place or via WhatsApp with limited consumers who know the cellphone number MSME. We are devotees trying to help Andyla Jajanan Kampung MSME with digital marketing so that the marketing reach is wider and followed by an increase in income. The implementation method in service is mentoring, socializing and training on the use of social media as a means of online product marketing. The results of the training and mentoring activities are partners have a strong will to develop business by utilizing social media, have logos, brochures and accounts on social media facebook, youtube and instagram and can manage these media as a means of promotion. This makes Andyla Jajanan Kampung Micro, Small and Medium Enterprises which originally used an offline marketing strategy to become an online strategy (Digital Marketing) so that it has a wide reach which leads to an increase in income.

Keywords: Covid-19, Digital Marketing, Micro Small and Medium Enterprises



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INTRODUCTION

Covid-19 is a variant of the virus originating from China which spread in Indonesia in March 2019. Covid-19 has made all lines of the economy in Indonesia weak, especially in the offline trade line. Many traders experienced a drastic decrease in their profits and even experienced losses. Circumstances like this make traders have to think hard so that sales transactions can return to normal. One way that traders can do is market their products online, especially micro small and medium enterprises (Sulistyan & Paramita, 2019).

Social media has an important role for MSMEs in maintaining their existence during the COVID-19 pandemic because social media has an impact on increasing sales which will lead to profit

(Susanto et al., 2020; Wulandary, 2021). This is supported by the opinion of Syifa et al., (2021) which states that social media is a platform that focuses on the existence of users who facilitates their activities and collaboration. Social media strengthens the relationship between users as well as markets the products offered by the informants in order to get higher profits compared to conventional marketing.

Andyla Jajanan Kampung MSME which is located at Suko Village, Maron District, Probolinggo Regency is one of the traders who experienced a decline in sales so that to be able to restore the situation as before MSMEs must be able to market their products online. Digital marketing during the pandemic through social media has a huge impact on MSME income. Digital marketing can grow an economy that was originally weak to become strong again. Online marketing with an optimal strategy so that the resulting product can be accepted by the public by providing clear and reliable information is proven to be able to reach more customers than offline. Social media is also able to reduce promotional costs and expand market reach by making it easy for customers to access social media and find the desired or needed product. These findings are in line with the opinion of Sulaksono (2020) that digital marketing allows consumers to obtain all information about products and can make buying and selling transactions via the internet. Like sellers, they only monitor and provide for the needs and wants of potential buyers without time and geographical restrictions. Digital marketing in addition to having a positive impact on the sale of MSME products also has a negative impact, namely buyers cannot know directly the product, it is limited to only seeing photos or videos on social media so that sellers must be able to suppress this negative side to the maximum so that consumers are not harmed.

Utilization of technological conveniences in this digital era has not been utilized optimally by MSME actors. The causes of this include limited knowledge of human resources about technology and social media in doing digital marketing. Andyla Jajanan Kampung MSME is one of the MSME that has not yet utilized this technology, so our service team conducted a socialization and training program towards digital marketing during the COVID-19 pandemic as a service partner in the hope that partner sales will run smoothly and income will increase. Based on the service mapping carried out by the service team, there are problems currently being experienced by partners, namely: 1) Off-line sales system. Limited sales are carried out in the surrounding area by ordering directly to partners or via whatsapp for consumers who have cellphones and partner contacts. 2) Limited promotion. Promotions that have been carried out so far are word of mouth from consumers in the partner environment. 3) Consumers are limited to mothers. The limited number of promotional facilities that only use whatsapp contacts causes consumers to be unable to reach young people who are accustomed to being familiar with content on social media. 4) Don't understand social media. Partners do not know social media that can be easily used for promotional tools and many benefits that can be enjoyed. 5) Lack of knowledge of technology utilization. Partners do not understand how to operate social media accounts, both Facebook, YouTube, and Instagram which can be used effectively to promote products. 6) Don't have a product brochure. Partners do not have product brochures that can make it easier to provide information on product types and prices to consumers.

The targets and outcomes of this community service are: 1) MSME actors understand social media. 2) Improving the skills and capabilities of human resources in the field of marketing in the digital era. 3) MSME actors have accounts on social media as a means of digital marketing to market their products. 4) Making brochures as another promotional tool. 5) Expanding the marketing area.

Community service activities from the service team are expected to be able to provide results for partners as follows: 1) The public knows that there is a product from Andyla Jajanan Kampung MSME that offers its products through YouTube, Instagram, and Facebook. The target consumers can be reached by all groups from teenagers to the elderly. 2) MSME actors can recognize social media which has a very good function for business continuity, both in terms of sales and profits to be obtained. 3) MSME actors can take advantage of social media by creating accounts on Instagram, Facebook, and YouTube, namely how to upload content, provide product descriptions, and receive

orders via social media. 4) MSME actors can make attractive brochures that can be uploaded on their social media as a means of promotion with the aim of attracting consumers so as to increase the number of consumers and income.

METHODS

The stages of the solution that will be implemented to solve partner problems are: First, conduct a partner survey to coordinate determining the scale of the main problem and the implementation of the service program. Second, training on improving the quality of human resource management on social media. Third, training to improve the quality of marketing management in the digital era. Fourth, assistance in making brochures. Fifth, assisting the implementation of the results of the training. Monitoring and evaluation of training results.

Some of the solutions offered based on the existing problems are: 1) Survey, the survey was conducted by going directly to MSME actors and observing what problems were faced by MSME actors in promoting their products. 2) Human resource management training on social media. This training provides an understanding that social media is a very important tool in business, especially during a pandemic. 3) Marketing management training in the digital era. This training provides knowledge about the most effective marketing techniques during a pandemic, namely digital marketing. This marketing technique allows consumers to obtain all information about products and can make buying and selling transactions via the internet. The training is more about the important role and the resulting impact for partners as well as technical account creation on social media for marketing through digital. 4) Brochure creation. In this activity, partners are taught how to design and make attractive brochures based on the products produced by partners. 5) Assistance of training results. Implementation assistance from the results of the training is the process of implementing digital marketing by partners, namely the use of Facebook, Instagram, and YouTube services starting from creating social media accounts, verifying businesses, to managing business profiles to reach customers. In addition, the manufacture of brochures as other promotions. 6) Monitoring and evaluating the success of using social media. Monitoring and evaluation is the stage of monitoring whether partner actors have difficulties when managing Facebook, Instagram and YouTube accounts as a means of promoting product results.

The participation of partners is very necessary for reciprocity and achieving the goals of the service program, such participation includes: 1) Discuss with the service team to solve and choose priorities from partner problems. 2) Provide suggestions and input during training and implementation of training results. 3) Provide facilities and facilities during training. 4) Carry out sustainable business activities and are ready to follow marketing developments in the digitalization era. 5) Take an active role and participate actively when the service provider conducts monitoring and evaluation so that the goals of the service program to bring about changes in partners to face the era of the covid-19 pandemic are carried out properly.

RESULTS AND DISCUSSION

Implementation of activities

Based on the background and problems discussed in the previous sub-chapter, the implementation of partner assistance activities is as follows:

1. Stage one

The first stage is to conduct an initial survey to partners for the implementation of ideas that will be carried out by the service. The results of the survey revealed that the problems faced by partners in the era of the covid-19 pandemic were a decline in sales turnover for various reasons, especially marketing problems.

2. Second stage

In the second stage, the service provider coordinates between the service team and partners to carry out human resource training both regarding knowledge about social media and marketing in the digitalization era as an effort to solve problems faced by partners, with implementation plans including:

- a. Determination of execution time
- b. Determination of the training place
- c. Preparation of facilities for training

3. Third stage

The implementation of training on improving human resources and marketing management at this stage is divided into several sessions, namely:

- a. Training on the introduction of social media and the use of technology to increase knowledge of human resources which will be held on August 24, 2021.
- b. Advanced training on the use of social media by creating Andyla Jajanan Kampung accounts on Instagram, Facebook and YouTube media as well as making brochure designs which will be held on August 25, 2021. At this stage, they are also taught the basics of designing products that will be posted, the process of uploading photos to social media and the use of existing facilities on social media.

4. Fourth stage

In the fourth stage, monitoring and evaluation of the results of training and implementation of service programs is carried out. At this stage the servant monitors and evaluates the implementation of the results of the socialization and training, whether the partners are successful in managing and using accounts on their Instagram, Facebook and YouTube media smoothly. This monitoring and evaluation was carried out on the last day of partner assistance service, which was on August 26, 2021.

The results achieved

The results or outcomes achieved in partner mentoring activities are in accordance with the expectations and proposed goals, namely:

1. Increasing the capacity of partners' human resources, especially in the field of marketing in the digital era by utilizing social media to increase partners' income and business sustainability.
2. Partners are able to manage Facebook, YouTube and Instagram social media accounts by carrying out several stages such as uploading content, writing product descriptions and responding to questions submitted by followers. Examples of accounts that have been created by partners are:



Figure 3: Andyla Andyla Jajanan Kampung MSME account on social media

3. Partners are able to create a logo that did not previously exist consisting of graphic elements including illustrated letters and symbols that represent the meaning of a partner's business. In addition, it also creates product designs that are uploaded on social media to attract consumers. The logo and among the product designs look as follows:



Figure 4: logo and product design for Andyla Jajanan Kampung MSME

- Partners have succeeded in making brochures containing information about Andyla Jajanan Kampung MSME products as follows:



Figure 5: Andyla Jajanan Kampung MSME brochure on social media

- The area of affordable marketing is wider with the use of social media so that the income of partners will increase.

CONCLUSION

Some conclusions that we can convey in community service activities with the title social media as a means of increasing the income of Micro Small and Medium Enterprises in the era of the COVID-19 pandemic are: 1) Training provides positive changes for partners, especially in terms of increasing knowledge of human resources in the digitalization era as a means of company sustainability. 2) Partners have a strong will to develop their business by trying to understand and utilize social media as an effective marketing tool to get consumers of all ages from the wider community, not limited to the partners' business locations. 3) Partners already have Instagram, YouTube and Facebook accounts and use them for promotional tools, so that later they can increase partner income. 4) Partners already have a logo as a sign of the existence of partners in the community. 5) Partners have brochures as a promotional tool that can easily provide information on product types and prices directly to consumers.

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