



THE EFFECTIVE, EFFICIENT USE OF SOCIAL MEDIA TO PROMOTE BUSINESS IN MARKETPLACE (CASE: UMKM OF KELURAHAN PONDOK PETIR, KECAMATAN BOJONGSARI, DEPOK CITY)

Oleh

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Abstract: *Micro, Small and Medium Enterprises (MSMEs, UMKM) have an important role in improving the family's economy in Pondok Petir Village, called "Cireng Village", Bojongsari District, Depok City. In this Community Service (PKM) activity, a very relevant title of Utilization of Social Media to Promote a Business in Marketplace was raised. A lot of very suitable products are ready for Internet publication, such as, various kinds of chips, drinks, herbs, honey, groceries and cireng. Here, business actors are still doing it conventionally and have not made much use of technology, especially the internet. The products owned by MSME business actors are then not widely known by customers. PKM of Magister for Informatics Engineering UNPAM was finally carried out and hence Pondok Petir Village MSMEs can increase their product sales. Indeed, many MSMEs are finally expected to become reliable business actors not only locally, but also nationally and internationally.*

PENDAHULUAN

Technological developments make it easy for humans to carry out their daily activities and one of the implementations of technology that is useful for the smooth running of human activities is the internet. The internet is growing fast, starting from the e-mail network (e-mail) so that searching for information can be implemented using the internet network. The Internet then became the basis for the development of the marketing world. What is then called online marketing which is a combination of internet and marketing that utilizes digital marketing methods. Starting from small, medium to large companies, they have online sales facilities either through their own pages or through existing Marketplaces. In Indonesia, everyone can feel the presence of an online shop that makes shopping easier. In this regard, the role of digital marketing is very important. In its development, Digital Marketing can be done with various promotional methods and among the promotion methods that are currently in vogue is utilizing social media. Social media has become a part of life in modern



society and almost everyone has social media, be it Facebook, Instagram, Twitter, Whatsapps, even Tik Tok. Some of these applications can be used for product promotion from small and medium businesses and social media can reach the whole world with the available Internet network.

Several MSME actors in the food and beverage sub-sector in the Pondok Petir sub-district, Bojongsari District, Depok City have emerged as one of those who market and sell products conventionally, where MSME implementers have not utilized the current information technology. With this topic, it is hoped that it can help MSME business actors in Pondok Petir Village, Bojongsari District, Depok City, West Java to increase marketing and sales. The MSME community in the Pondok Petir sub-district, who already have an account on the Marketplace are still unable to maximize their management. This happens because most of the business actors in the Pondok Petir sub-district are not fully familiar with the use of Digital Marketing as a whole, especially the use of social media as a promotional medium on the Marketplace. So that in general the problems faced by the Pondok Petir sub-district community regarding how to use social media as a promotional medium in the Community Marketplace require an understanding of the use of social media in Digital Marketing. The Pondok Petir sub-district community needs direct practice in promoting products through social media, for example using WA-Facebook-Twitter. One of the goals to be achieved in Community Service (PKM) activities is to provide training to the people of the Pondok Petir sub-district, Depok City in promoting products through social media previously in Digital Marketing.

Literature Survey

On this occasion, PKM activities for the Master of Informatics Engineering at Pamulang University (UNPAM) were carried out based on previous activities that had been published in journal form. The results of the previous PKM which were used as material for consideration had topics that were not much different, namely related to the introduction and education of information and communication technology, especially the Internet, to MSME actors in Digital Marketing. In a journal entitled "Digital Touch of Business (Information Technology, IT) in MSMEs Case Study: Marketing of Adi Upakara Products" (Anindia Putra et al., 2019), it is explained that the problems experienced by MSME partners are related to product marketing which is still very limited. Apart from that, it also enhances partners' knowledge about the utilization of IT that is used to assist MSMEs in marketing their products. In a journal entitled "Information Technology-Based Business Expansion and Cash Management Strategies in the New Normal Era" (Fidiana et al., 2021), it is described that the purpose of PKM activities is to offer appropriate expansion strategies for MSMEs affected by the Covid-19 pandemic which are limited to Handicraft SMEs in Sukolilo, Surabaya. The method of PKM activities in this journal is to provide recommendations through virtual mentoring activities via zoom and WhatsApp social media related to strategies for increasing business and managing finances during the new normal era.

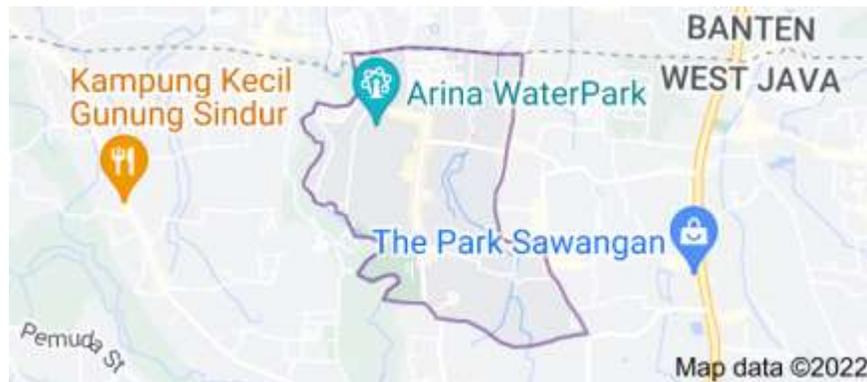


Figure 1. Maps of Pondok Petir

In the next journal entitled "Design and Implementation of E-Commerce Systems for Batik MSMEs in Jombang Regency" (Sisfor, 2019), it is discussed that the implementation of the PKM aims to design and implement electronic supply chains (e-supply chains) in the form of e-commerce which is useful for making it easier for MSMEs to sell Jombang batik products throughout Indonesia. In the journal (Susanto et al., 2021) it is clarified that there are problems encountered in Caringin village, including the community's potential for entrepreneurship is still lacking, so it needs to be motivated so that the community has a business spirit that has a high selling value.

Regarding internet users, it should be noted that Indonesia is one of the countries with the 4th largest population in the world after China, India, the United States and currently, there are 204.7 million internet users in the country as of January 2022, a slight increase of 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile, the internet penetration rate in Indonesia will reach 73.7% of the total population in early 2022 and the total population of Indonesia will be 277.7 million people in January 2022. In this regard, it is hoped that the government can continue to support the expansion of internet coverage throughout the country. Because, in this digital era, the internet really helps people in accessing information, both for educational, business and entertainment purposes. In addition, Indonesia has the most Facebook users in the world and thus it can be concluded that most Indonesians really like using the internet as a means of communication. Furthermore, if someone carries out promotions through social media, it is certain that there will be many internet users who are also customers of the goods being sold.



Figure 2. Link Group of WA 2022



Figure 3. Brand Awareness Twitter

In 2022, the latest Group Link has been developed for business promotion and a list of active WhatsApp group links for 2022 to be able to expand acquaintances and also promote business. Apart from being useful for establishing communication with individuals, the WhatsApp application also makes it possible to gather several people at once in one WA group, such as colleagues, friends or family members and is very appropriate for promoting MSME businesses. Twitter also makes applications for promotion with applications, including Twitter Brand Awareness. Furthermore, Twitter usually does not hesitate to follow business accounts they find interesting even if they have never purchased products there before. This is certainly one of the advantages of using Twitter for business because it can easily reach a broad target market for one's online business. After following a business account, the tweets they like will be distributed to their followers voluntarily via likes, retweets or retweet quotes. In this way, one's product certainly has the opportunity to be known and recognized by more people and Twitter can also be used to build a good reputation for selling products.



Figure 4. Help Improvement on Product Reputation



Figure 5. Speed Up More People Know the Product

When promoting products via Twitter, somebody will interact more often with consumers through social media. Many people do not even know each other to interact in the comments column by mentioning. Not a few Twitter users deliberately follow a product account with the aim that they can more easily get services from that business, get the latest



information or just interact by commenting on each other. If anyone assumes that celebrities and big figures rarely use Twitter, then you are wrong. If you check again, it turns out that there are still many public figures who still use Twitter as their main social media. Apart from celebrities and public figures, currently there is also the term celebrities or twitter celebrity. They are influencers or Twitter users who have quite a number of followers. Many of them helped spread information through retweets. Some celebrities even provide selling stalls and allow people to leave their stalls via the comments' columns for free on Twitter.



Figure 6. Help Interaction with Clients



Figure 7. To Make Easy Celebrities and Public Figures Recognize the Product

Here are great tips for using Twitter for Brand Business Promotion by a) completing a Twitter profile, b) following other people's accounts, c) paying attention to choosing words and interacting with followers, c) talking about hot topics, and d) using popular hashtags and do not promote continuously.

METHODS

Problem Solving Framework

Beginning with the preparation of all matters is related to materials, materials and tools in accordance with the theme properly. The results of these preparations are intended so that the material presented is easily understood by the people of the Pondok Petir sub-district. In implementing this PKM program, please follow the following flow chart shown in *Figure 8*. In general, according to the Figure, PKM is carried out with a preparatory stage which is filled with an initial survey, then followed by observations. This activity concerns the number of potential participants, the place of implementation, and most importantly, which materials will be delivered, so the PKM is useful for whole participants. It was then carried out with several meetings for coordination, and this is important considering that at least several parties were involved, including representatives from the Pondok Petir sub-district, the MTI-UNPAM, student participants and prospective PKM participants. Everything needs to be coordinated as well as possible to achieve maximum PKM results for all parties. At the implementation stage, especially the MTI-UNPAM organizers and prospective PKM participants, all of them already knew their duties and responsibilities. The entire implementation of PKM can then be carried out properly and optimally. Evaluation and monitoring have also been carried out properly.

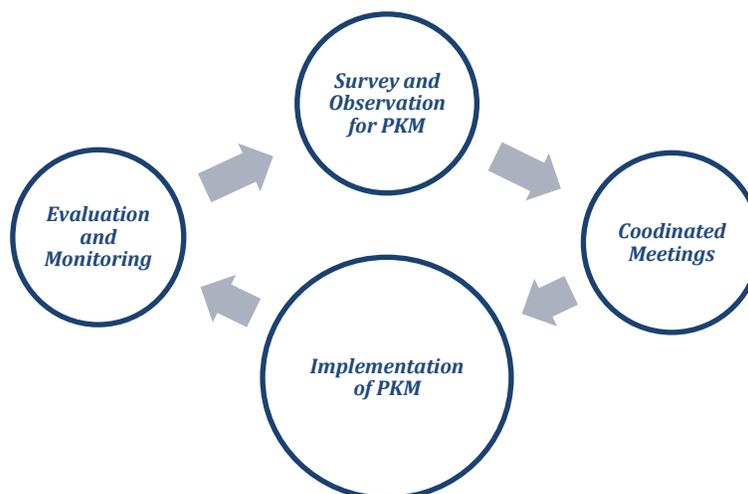


Figure 8. Flow Chart of PKM Activity at Pondok Petir Sub-District

Realization of Problem Solving

This community service is in collaboration with the MSME Association and the Pondok Petir Sub-District and the goal of this community service is to provide knowledge and understanding about the use of social media in Digital Marketing and apply it to MSME actors in the surrounding community where this activity will be carried out face-to-face at the Posyandu Building RW 016, Pondok Petir Sub-District. Approximately 12 participants were involved in this activity. Representatives from the Pondok Petir Sub-District were also present in this PKM. Meanwhile, this Lecturer PKM activity was carried out in collaboration between MSME actors in RW 16, Pondok Petir Bojongsari Village, Depok City, West Java, and the Informatics Engineering Magister Program, Pamulang University (MTI-UNPAM). It is hoped that this PKM activity will be of benefit to small and medium-sized enterprises (SMEs) in the Pondok Petir Bojongsari sub-district. This cooperation has been stated in the cooperation document which has been jointly signed by Head of Pondok Petir Village, Bojongsari District, Depok City, West Java and the Head of MTI-UNPAM Pamulang University.

Based on the main problems described in the previous chapter, namely the lack of Digital Marketing knowledge of MSME actors in the Pondok Petir sub-district regarding existing social media, the solutions offered to them are, a) providing knowledge to the community in the Pondok Petir sub-district, Bojongsari, Depok City, Java West regarding the use of social media in Digital Marketing, b) providing training to the people of the Pondok Petir sub-district, Bojongsari, Depok City, West Java in using their Social Media, c) Implementation of PKM carried out for one day. After that, monitoring and assistance have been carried out for the next 1 month on the obstacles faced in managing each social media and d) it is hoped that this activity can help small and medium businesses increase their digital product sales turnover as well as being able to pass on the knowledge gained to others

The targets in this Community Service program are small and medium-sized enterprises (SMEs) in the Pondok Petir sub-district and this PKM activity is implemented so MSME actors in the Pondok Petir Village can realize the importance of technology to increase productivity, marketing and income for MSME businesses. Furthermore, the implementation of PKM at the Posyandu Building RW 016, Pondok Petir Village, Bojongsari District, Depok City, West Java, on December 28, 2022 in the morning with an opening event by Syarifudin, a



student of MTI Unpam as well as reciting the Basmallaah prayer. It was then followed by remarks from the UNPAM MTI Representative, Dr. Taswanda Taryo, M.Sc., remarks from the Head of RW 16 Pondok Petir Village, Mr. Yanto, and remarks from the Secretary of Pondok Petir Village, Badrudin, SH. Finally, Material Deepening and Discussion led by Dr. Taswanda Taryo, M.Sc. and ends with closing.

Activity Method

The implementation of PKM is divided into 2 main activities, namely the implementation of PKM UNPAM MTI students with the guidance of MTI Lecturers. The PKM was held on April 24 2022 using the face-to-face method and still observing strict health protocols during the Covid-19 pandemic. PKM participants are limited to around 25 MSME small and medium business actors in the Pondok Petir sub-district. The training method applied based on solutions to problems in Pondok Petir Village is face-to-face. By way of lectures, theory and hands-on practice. Community Service (PKM) was carried out in RW 16 Pondok Petir Village. Deepening activities, monitoring and at the same time discussions between participants and the head of the activity have been carried out by PKM Lecturers with the assistance of several students and carried out on December 28, 2022 at the same place. Activities focused more on deepening material on the role of WA-Facebook-Tweeter in Promotions on the Marketplace and after that it was continued with sharing and discussion on the things that had developed so far.



Figure 9. Collaboration between MTI-UNPM and Pondok Petir Sub-District



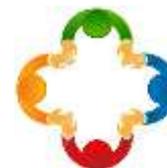
Figure 10. Photo After PKM Activity Completion

RESULT AND DISCUSSION

Community Service Activities (PKM) that have been carried out in the Pondok Petir sub-district went well, smoothly and accordingly. The following section describes the results of the assessment during PKM activities and Deepening and Discussion of PKM Lecturer Results of PKM UNPAM MTI.

Participant Survey on the Implementation of PKM Activities

As previously described, the Student Lecturer PKM MTI-UNPAM activities were held on April 24, 2022. After participating in the activity, a number of participants responded to the material presented by the resource person. In the appropriateness and presentation of the material, in general at least 76% agree with the presentation and material presented. Regarding the benefits of the material presented, 25 people (76%) stated that the material presented was sufficient and the rest stated that 5 people were sufficient and 3 people were less. Finally, regarding the internet network facilities provided by the PKM committee, it



turned out that more than 25 people said that internet facilities were sufficient and good, and only 3 people said they were lacking. Finally, it can be concluded that the participants were comfortable participating in the PKM activities which were held at the Posyandu Building RW 016 Pondok Petir Village, Bojongsari sub-district, Depok City, West Java.

Deepening and Discussion of PKM Lecturer Results of PKM UNPAM MTI

This activity was carried out on Wednesday 28 December 2022 and was intended as an in-depth activity, monitoring as well as discussion and sharing of the results of the previous PKM. The MTI-UNPAM PKM activity was held at the RW 16 Meeting Hall, Pondok Petir Village and was attended by 12 MSME entrepreneurs in Pondok Petir Sub-District. On this valuable opportunity, activities can be conveyed in the form of this PKM activity was also attended by the Secretary of the Pondok Petir Village Head, Badrudin SH and the MTI-UNPAM represented by Dr. Taswanda Taryo, M.Sc. as the Chairperson of the Proposer/Department of Research Implementation for Community Welfare (PKM) accompanied by several supporting students. The meeting began with remarks by the UNPAM MTI Lecturer's Representative and at the same time provided in-depth material on the topic "Using WA-Facebook-Tweeter as Promotional Media in the Marketplace". After the leader's remarks, it was continued with discussion and sharing among the participants, with more focus on the WA-Facebook-Tweeter application as a good tool for promotion on the Marketplace. Almost all participants said that the use of WA-Facebook-Tweeter as a good, effective and efficient mode of promotion for the development of their MSME business. They believe the use of social media makes promotions more effective and efficient. Presentation of the MTI UNPAM Plaque to Pondok Petir Village, Bojongsari District, represented by the Secretary of Pondok Petir Village, Badrudin, S.H. as gratitude to the Pondok Petir Village for accepting the PKM MTI UNPAM activities. After seeing all the descriptions of why that has been carried out in relation to PKM MTI-UNPAM, it can finally be concluded that the PKM activities for Lecturer MTI-UNPAM have given a new nuance in the promotion of digital economy businesses, thus making MSME business promotions more effective and efficient. Indeed, it is hoped that the Pondok Petir MSME business people, in the future will become reliable businessmen not only locally but also nationally, even internationally.



Figure 11. Chair of PKM Delivering Oral Presentation



Figure 12. Event of PKM Discussion



CONCLUSION

Based on the discussion regarding the final results of this community service activity, it can be concluded that the Community Service (PKM) in Pondok Petir Village, Bojongsari sub-district, Depok City, West Java, was carried out well. The in-depth study of the material delivered by the Head of Service received positive responses from almost all participants in Community Service activities (PKM) in the Pondok Petir Sub-District. The discussion and sharing between participants went well, meaning that each participant received input according to their own expectations. By participating in this activity, MSME business actors in the Pondok Petir Sub-District have been able to manage the marketplace in accordance with the techniques provided by PKM MTI-UNPAM, so it is hoped that Pondok Petir MSME actors will become more reliable in digital promotion businesses both at the digital level sub-district as well as at the provincial and even national and international levels. Furthermore, based on the results of this community service activity, it is suggested that continuous Community Service (PKM) be carried out both online and offline in Pondok Petir Sub-District in order to improve the capabilities of MSME business actors who are members of the Pondok Petir Village MSME Association, Bojongsari District, City Depok, West Java. For sustainable Community Service (PKM) activities in the Pondok Petir Sub-District, it should be developed into a guided village of the Open University in Technology Development and besides that, sustainable PKM can also be carried out with online PKM.

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