



Utilization Social Media for MSME Development

Henky Hendrawan¹, Soni Suharmono MM², Sulisty Budi Utomo³, Sonny Santosa⁴, Rini Novianti⁵

STIE GICI¹, Universitas YPIB Majalengka², Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya³, Universitas Buddhi Dharma^{4,5}

hendrawan16@gmail.com¹, fathan.farm.358@gmail.com², [sulisty@stiesia.ac.id](mailto:sulistyo@stiesia.ac.id)³,
snnsantosa@gmail.com⁴, rini.novianti@ubd.ac.id⁵

Article History:

Received: 05 Agustus 2023

Revised: 08 September 2023

Accepted: 03 Oktober 2023

Keywords: MSMs, Socialization, Social Media

Abstract: *This research aims to explain the importance of socialization and social media utilization in the development of micro, small, and medium-sized enterprises (MSMS) in Sukabumi district. Social media has become a very effective tool in building customer relationships, marketing products, and increasing business visibility. However, there are still many MSMSs in Sukabumi district that have not exploited the potential of social media optimally. Through socialization, MSMS owners will be given a better understanding of social media and how to use it as an effective marketing tool. This socialization will involve training and enhancement of knowledge about relevant social media platforms, online marketing strategies, creating interesting content, as well as measurement and analysis of social media performance. It is expected that with the socialization of this social media utilization, the MSMS in Sukabumi district will be able to use social media better to promote their products and services, reach a wider audience, and increase their online presence. With increasing online presence, it is anticipated that there will be an increase in MSMS's turnover and overall growth in the Sukabumi district.*

Abstrak. Kegiatan ini bertujuan untuk menjelaskan pentingnya sosialisasi dan pemanfaatan media sosial dalam pengembangan usaha mikro, kecil, dan menengah (UMKM) di kabupaten Sukabumi. Media sosial telah menjadi alat yang sangat efektif dalam membangun hubungan pelanggan, memasarkan produk, dan meningkatkan visibilitas bisnis. Namun masih banyak UMKM di Kabupaten Sukabumi yang belum memanfaatkan potensi media sosial secara maksimal. Melalui sosialisasi, pemilik UMKM akan diberikan pemahaman lebih baik mengenai media sosial dan cara memanfaatkannya sebagai alat pemasaran yang efektif. Sosialisasi ini akan mencakup pelatihan dan peningkatan pengetahuan tentang platform media sosial yang relevan, strategi pemasaran online, pembuatan konten menarik, serta pengukuran dan analisis kinerja media sosial. Diharapkan dengan adanya sosialisasi pemanfaatan media sosial ini, UMKM di Kabupaten Sukabumi dapat memanfaatkan media sosial dengan lebih baik untuk mempromosikan produk dan layanannya, menjangkau khalayak yang lebih luas, dan meningkatkan kehadiran online mereka. Dengan semakin meningkatnya kehadiran online, diharapkan akan terjadi peningkatan omset UMKM dan pertumbuhan secara keseluruhan di kabupaten Sukabumi.

Kata Kunci: UMKM, Sosialisasi, Media Sosial

1. INTRODUCTION

Sukabumi district has great potential for the development of micro, small, and medium-sized enterprises (MSMS). MSMS plays an important role in the local economy by contributing to job creation, increased incomes, and reduced unemployment. MSMS (Yusuf, 2023). MSMS perpetrators must be able to dominate the increasingly mechanical cycle of events today. Promotions through virtual entertainment will maintain high business performance and attract premium customers, so that the market that arrives voluntarily becomes much wider. However, many MSMSs in Sukabumi district still face the challenge of increasing their online presence and using social media as an effective marketing tool. Social media has changed the way we operate and interact with customers. Platforms like Facebook, Instagram, and Twitter provide easy access to vast markets and provide opportunities to build brands, enhance visibility, and engage with potential customers. However, there are still many MSMSs in Sukabumi district who have not understood the potential of social media and have not implemented it optimally in their marketing strategy. There are several obstacles faced by MSMS in Sukabumi district when using social media. These include limited knowledge and understanding of social media, limited resources, fear of risk and change, as well as a lack of adequate accessibility and infrastructure.

At the moment, the skills of MSMS offenders in Cisolok district against technological development are still low; they are experiencing obstacles in managing their products. The condition affects marketing that hasn't used the right technology. At the moment, almost all entrepreneurs have used Internet facilities to do product marketing through digital marketing using social media. MSMS perpetrators should master the developments of increasingly modern technology. Thus, in order to help MSMS in Cisolok district Sukabumi district develop its future endeavors, there needs to be an increase in knowledge about the development of information technology, such as digital marketing through social media and technology applications. According to Saepudin and Kushendar (2022), computerized advertising is an attempt to present a brand using sophisticated media that can reach the buyer properly. There is no doubt that the Internet will play an important role in this. Besides, mobile phones, the internet, and social media make it easy for customers to find and buy products from different angles. Businesses, on the other hand, can also easily monitor and meet customer needs. Therefore, through the dedication of this community, the creator provides answers to its partners in developing its business through increased data innovation. Show business using the

web and virtual entertainment seen live in today's global world. At present, MSMS is experiencing rapid growth if included in the MSMS classification in general. However, the red thread in creativity and innovation remains entrepreneurial independence, which has a positive impact on society.

2. RESEARCH METHOD

The results of the observations show that many MSMS offenders in the Ciselok district of Sukabumi are still doing conventional marketing like the bazar. However, the bazaar is not always held at all times, so the sales from MSMS cannot be maximized all the time. One of the problems that partners face is that they don't know how to use social media because many MSMS perpetrators are old. Therefore, the solution offered is the socialization of marketing through social media.

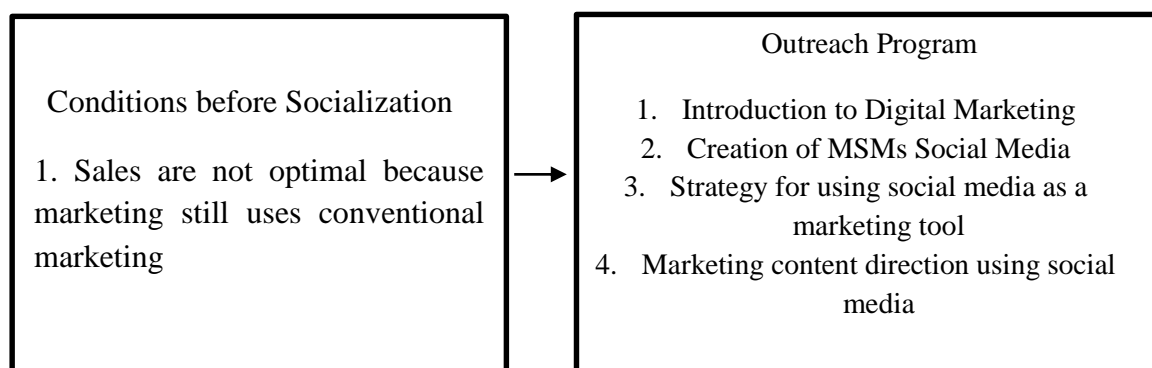


Figure 1. Framework of problems and solutions through the socialization program of social media utilization as the development of MSMS in Sukabumi district.

3. RESULT



Figure 2. Socialization activities of MSMs

The accompanying process carried out in the implementation of activities is socialization, which involves the use of social media to develop MSMs. The implementation strategy is divided into three stages, namely: a. Preparedness and Planning this phase is done by paying attention to the MSMS related to the showcase that has been completed. To find out how partners understand social media marketing, we performed observations. b. Implementation phase this phase includes the provision of information in the form of the theory or understanding of marketing, followed by the accompanying use of social media. The implementation of the training is carried out as socialization, which includes:

1. The exhibition of material with Power Point slide media begins with a presentation about promotion offline and online, emphasizing the advantages of social media, selecting appropriate content for posting, etc.
2. Helping and guiding partners in creating social media accounts
3. Create interesting marketing content. c. Evaluation and Monitoring Phase: This phase is done by tracking the success of activities through the use of social media to monitor marketing. If there's improvement, then the socialization program is running effectively.

4. DISCUSSION

Based on the problems found during the observations and initial talks with MSMS, the result was that most MSMs in Sukabumi district are still marketing conventionally, or, in other words, traditionally. The conventional marketing that MSMS does is like offering its products to prospective buyers. at a bazaar or a festival. Observations show that MSMS has difficulties using social media. On the other hand, in today's digital age, every small and

medium-sized enterprise (SME) is expected to have the ability to compete in the global market through social media to boost product sales and innovation. For that, KKN-T students organized socialization on the theme “Using Social Media as the Development of MSMS in Sukabumi District,” which in this activity focused on MSMS perpetrators in Cisolok District of Sukabumi District. This socialization is expected to educate people about digital skills in social media. The stage of execution of movements can begin with the socialization of the presentation of virtual entertainment as a safeguard tool. MSMS partners are already accustomed to using messaging applications such as WhatsApp.

So it is enough to be a foundation for understanding the growth of MSMS in Sukabumi district. In this socialization, any application that can be used for marketing purposes other than WhatsApp will be delivered. The presentation of the material was done through a PowerPoint slide about the differences between offline and online promotions as well as the advantages and disadvantages of both promotions. Offline promotions are very easy to do, but offline promotions can't cover a wider range of prospective buyers, so online promotions become important to do.

Compared to offline promotions, online promotions are less expensive because there is no need to spend money on promotions and pay a lot of staff, service can be 24 hours a day as long as you are connected to the Internet, and transactions can be done anywhere and anytime. With online promotion, MSMS perpetrators can expand their marketing reach so that product sales increase. Selection of content that can be uploaded as promotional material, such as interesting product photos, product user testimonials from previous product buyers, the product creation process, promotion sharing, and product descriptions the most important thing about promoting online promotions is to attract buyers. This is because the first thing that will be seen on social media is product visualization. Product photos also need to be accompanied by headlines that can encourage buyers to become more curious about the product so that they will be interested in the product that is being promoted.

The next stage is the creation of social media accounts like Instagram and WhatsApp Business. MSMS partners will also be assisted more intensively on the use of social media and social media features available on both social media, such as groups, followers, and hashtags. MSMS partners will also be taught how to photograph interesting products, post content to social media, give prices, and caption on social media accounts. In addition, MSMS will be taught marketing optimization techniques through social media. In addition, we help small and medium-sized enterprises (SMEs) get ideas to build their own businesses. Innovation in the field of technology is crucial to business development. After the

socialization phase of MSMS partners, the process of evaluation and monitoring is carried out. It aims to make MSMS partners familiar with the use of social media as a marketing support technology. When MSMS has become accustomed to doing promotions with social media, it is expected that large marketplaces such as Tokopedia, Lazada, or Shopee can be used to promote MSMS. As a partner in the development of digitalization, MSMS can also develop e-commerce systems. As a result, MSMS partners can be motivated to sell more of their products.

5. CONCLUSION

Based on the dedication implemented is, there are UMKMs who have an understanding involving online media as a means of promotion. A UMKM can also showcase their products using online entertainment such as Instagram and WhatsApp Business.

REFERENCES

- Cholid, N. A., & Utomo, S. B. (2023). PENGARUH CUSTOMER REVIEW, RATING, DAN KUALITAS PELAYANAN TERHADAP KEPERCAYAAN PELANGGAN PADA ERIGO OFFICIAL SHOP DI PLATFORM SHOPEE (Studi Kasus Pada Mahasiswa STIESIA Surabaya). *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 12(1).
- Dwiantari, S., & Slahanti, M. (2022). Media Sosial Whatsapp Bisnis Sebagai Media Promosi Guna Meningkatkan Penjualan Bakmi Jowo Denbagus. *Jurnal Muhammadiyah Manajemen Bisnis*, 3(2), 75. Mikro Kecil Menengah (UMKM). *Jurnal Pengabdian Masyarakat Darma Bhakti Teuku Umar*, 2(1): 63-73.
- Febrianti, A., & Utomo, S. B. U. S. B. (2023). PENGARUH STRATEGI PROMOSI TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI OLEH MINAT BELI PADA KONSUMEN MATAHARI DEPARTMENT STORE TUNJUNGAN PLAZA SURABAYA (STUDI KASUS PADA MAHASISWA STIESIA SURABAYA). *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 12(6).
- Haetami, H., Purnomo, Y. J., Jasiyah, R., Soegiarto, I., & Suharmono, S. (2023). Redefinisi Kepemimpinan dalam MSDM: Studi Bibliometrik Mendalam tentang Kepemimpinan Transformasional, Kecerdasan Emosional, dan Efektivitas Organisasi. *Jurnal Bisnisan: Riset Bisnis dan Manajemen*, 5(2), 50-64.
- Hasan, S. (2021). Pengaruh sosial media dalam peningkatan pemasaran UMKM kuliner selama pandemi covid-19 (studi kasus: UMKM kuliner Kabupaten Bangkinang, Provinsi Riau). *INVEST: Jurnal Inovasi Bisnis dan Akuntansi*, 2(1), 30-40.

- Hendrawan, A. A. M. M. H., Arief, R. R., & HM, N. (2022). Analisis Peran Pemasaran Melalui Sosial Media, Harga Produk dan Brand Trust Terhadap Keputusan Pembelian (Studi Kasus Clothing Online Store). *Jurnal Kewarganegaraan*, 6(3).
- Hendrawan, H. MANAJEMEN STRATEGI DALAM BISNIS PENDIDIKAN.
- Hendrawan, H., Bakri, A. A., Fatchuroji, A., & Effendi, R. (2023). Effects of Capital, Usage of Accounting Information, Financial Statements, and Characteristics Entrepreneurship on Financial Capability and Business Performance of MSMEs. *The ES Accounting And Finance*, 1(02), 72-81.
- Himmawan, D., Suharmono, S., Permana, U., & Dewi, A. (2023). IMPLEMENTASI AKAD MURABAHAH PADA PEMBIAYAAN MIKRO DI BANK SYARIAH INDONESIA INDRAMAYU KCP SOEPRAPTO. *JSEF: Journal of Sharia Economics and Finance*, 2(1), 12-19.
- Huda, M., & Prasetyo, A. (2020). Efektivitas promosi melalui media sosial pada umkm di kabupaten kebumen. *Jurnal Ekonomi Dan Teknik Informatika*, 8(1), 14-24.
- Jemmy, J., Hendrilia, Y., Suharmono, S., Aji, L. J., Oci, M., & Ahyani, E. (2023). Systematic Education Management And Conceptual Framework In Improving The Quality Of Education: Literature Review. *Innovative: Journal Of Social Science Research*, 3(5), 351-362.
- Kurniawan, E., Nofriadi, N., & Maharani, D. (2021). Sosialisasi digital marketing dalam upaya peningkatan penjualan produk umkm. *Jurnal Pemberdayaan Sosial dan Teknologi Masyarakat*, 1(1), 31-36.
- LARASATI, S. (2021). Strategi Customer Relationship Marketing Terhadap Loyalitas Pelanggan (Studi Kasus Store Yono Gravir) (Doctoral dissertation, STIESIA SURABAYA).
- Lestari, D., & Utomo, S. B. (2021). Pengaruh Bauran Pemasaran Terhadap Kepuasan Konsumen Pada Pengguna Iphone 7 Plus. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 10(5).
- Lina, L. F., & Permatasari, B. (2020). Social media capabilities dalam adopsi media sosial guna meningkatkan kinerja UMKM. *Jembatan: Jurnal Ilmiah Manajemen*, 17(2),
- Machfudi, M., Supriyatna, A., & Hendrawan, H. (2021). Budidaya Jamur Tiram Sebagai Peluang Usaha (Studi Kasus Puslit Biologi LIPI). *Community Dev. JJ Pengabdian Masyarakat*, 2(1), 127-135.
- Maxuel, A., & Primastiwi, A. (2021). Pengaruh sosialisasi perpajakan dan sanksi perpajakan terhadap kepatuhan wajib pajak UMKM e-commerce. *Jurnal Riset Manajemen Dan Bisnis*, 16(1), 21-29.
- Muktamar, A., Fakriah, F., Suharmono, S., Hartini, H., & Wardani, R. A. (2023). Human Resource Management in Indonesia: Bibliometric Analysis. *Journal of Economic Global*, 1(1), 1-13.
- Pandanwangi, S., Ali, T., Suharmono, S., & Meriska, C. (2022). Pengaruh Pemberian Video Edukasi Terhadap Pengetahuan Swamedikasi Dalam Memilih Dan Menggunakan Obat Batuk Pada Masyarakat Pekalangan Kecamatan Pekalipan Kota Cirebon. *PRAEPARANDI: Jurnal Farmasi dan Sains*, 5(2), 100-111.
- Purbaningrat, B. W., & Utomo, S. B. (2023). PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN MENDAFTAR

PROGRAM S1 DI STIESIA SURABAYA (Studi Kasus Pada Mahasiswa STIESIA Surabaya Angkatan 2022). *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 12(1).

- Radiansyah, A., Napu, F., Mulya, K. S., Martaseli, E., Sofyan, H., Mareta, S., ... & Atichasari, A. S. (2023). *Teori & Konsep Dasar Akuntansi Di Berbagai Sektor*. PT. Sonpedia Publishing Indonesia.
- Sabil, S., Herjuna, S. A. S., Hakim, L., Suharmono, S., & Utami, E. Y. (2023). The Influence of Startups in Increasing Entrepreneurship Awareness and Digital Literacy. *West Science Journal Economic and Entrepreneurship*, 1(09), 251-257.
- Salsabila, A. F., & Utomo, S. B. (2023). PENGARUH BRAND IMAGE, KUALITAS PRODUK DAN CELEBRITY ENDORSER TERHADAP LOYALITAS PELANGGAN. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 12(5).
- Samsuddin, H., Yulia, R., Suharmono, S., Rijal, S., & Rukmana, A. Y. (2023). Employee Performance And Motivation. *International Journal of Management Research and Economics*, 1(4), 39-45.
- Setiyana, C. D. M. R., & Maulidasari, C. D. (2020). Sosialisasi digital marketing pada usaha mikro kecil menengah (umkm). *Jurnal Pengabdian Masyarakat Darma Bhakti Teuku Umar*, 2(1), 63-73.
- Taufiq, M., & Utomo, S. B. (2022). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Mie Instan Merek Lemonilo. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 11(6).
- Utomo, S. B., Dewi, M. A., & Suprihhadi, H. (2023). Pendampingan Pemberkasan untuk Pendirian Koperasi Produsen Berkah Sejahtera Bersama di Kota Surabaya. *Jurnal Pendidikan Tambusai*, 7(3), 213-217.
- Utomo, S. B., Suprihhadi, H., & Dewi, M. A. (2022). Pelatihan Pengembangan Paguyuban UMKM Bertransformasi Menjadi Digitalisasi Koperasi Produsen di Kota Surabaya. *Jurnal Pengabdian Masyarakat (ABDIRA)*, 2(1), 298-304.
- Zuniarto, A. A., Zakiah, F., Yuniuswoyo, W., Suharmono, S., & Karlina, E. (2022). Pengaruh Penayangan Video terhadap Tingkat Pengetahuan Penggunaan Vitamin pada Masyarakat di Perumahan Nuansa Majasem Kecamatan Kesambi Kota Cirebon. *PRAEPARANDI: Jurnal Farmasi dan Sains*, 6(1), 58-70.
- Zuniarto, A. A., Zakiah, F., Yuniuswoyo, W., Suharmono, S., & Karlina, E. (2022). Pengaruh Penayangan Video terhadap Tingkat Pengetahuan Penggunaan Vitamin pada Masyarakat di Perumahan Nuansa Majasem Kecamatan Kesambi Kota Cirebon. *PRAEPARANDI: Jurnal Farmasi dan Sains*, 6(1), 58-70.