

Education Social Media Development in Promotion Product

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Abstract

Community service program to public This aiming For increase capability MSME actors in develop promotional strategies product through social media . Activities This implemented with use participatory learning and action methods that emphasize involvement active participant in the learning and application process directly . This program followed by 45 UMKM actors who have selected based on criteria digital readiness and commitment For develop business they . Program implementation includes: a series of workshops and mentoring intensive during four week , with focus on developing content strategies , techniques photography products , and analysis social media performance . Program evaluation is conducted through pre-test and post-test, observation implementation , as well as survey impact business . The results show improvement significant in understanding participant with increase average score of 68%. Implementation of the strategies learned produce 45 % increase in engagement rate and growth average turnover 40% in the majority participant in three month First after the program. This program succeed create impact sustainable through formation community continuous learning active after the program ends . Challenges main in the form of gap ability technology overcome through effective peer mentoring system . The results of this program give proof empirical that education structured social media development can give impact significant on the growth of MSMEs in the digital era.

Keywords : Social Media , Promotion Products , UMKM, Community Service , Digital Marketing

Introduction

In the rapidly developing digital era, social media has become an inseparable platform from the lives of modern society. According to Data Reportal (2023), active social media users in Indonesia reached 167 million users, representing 60.4% of the total population. This growth provides a great opportunity for business actors to optimize their product promotion strategies through various social media platforms (Kusuma & Sugandi, 2022).

The development of information and communication technology has changed the way consumers interact with products and brands. This is in line with the opinion of Widodo and Mawardi (2021) who stated that social media has created a new paradigm in digital marketing strategies, where two-way interaction between producers and consumers is the main key to successful promotion. The presence of platforms such as Instagram, Facebook, and TikTok not only provides space for promotion but also allows for real-time measurement of campaign effectiveness (Rahman et al., 2023).

However, the main challenge faced by business actors is the lack of comprehensive understanding of optimizing social media for product promotion. Research conducted by Pratama and Hidayat (2022) revealed that 65% of MSMEs in Indonesia still have difficulty in developing effective promotional strategies on social media. This includes aspects such as understanding platform algorithms, creating interesting content, and analyzing engagement data.

Based on this phenomenon, this article aims to provide comprehensive education on social media development in the context of product promotion. The discussion will cover fundamental strategies, best practices, and practical implementations that can be applied by business actors of various scales. With a better understanding of the use of social media, it is hoped that business actors can increase the effectiveness of their product promotion in this digital era.

Research Methods

Activity devotion to public This implemented with use participatory learning and action (PLA) method , which emphasizes involvement active participant in the learning and application process direct . Approach This chosen Because allow participant For No only to obtain knowledge theoretical but also can direct to practice skills acquired in context real (Chambers, 2021).

Community service program This implemented in three stage main . Stage First is preparation , which includes coordination with local UMKM partners , compilation material training , and mapping need participant through survey early . Survey This done For ensure that the material to be delivered in accordance with needs and levels understanding participants (Wilson & Rahman, 2023).

Stage second is implementation of the program consisting of from a series of workshops and mentoring . Each session covers giving material , demonstration practical , and practice directly by the participants . The material presented covering the basics use of social media For business , content strategy , techniques photography products , and analysis social media performance . During the mentoring period , the team devotion give consultation and assistance technical to participant in implementing social media strategy they .

At the stage Third , monitoring and evaluation are carried out For measure program effectiveness . Evaluation done through pre-test and post-test to measure improvement understanding participants , as well as observation direct to implementation of social media strategies that have been studied . The service team also carried out data collection through questionnaire satisfaction participants and interviews deep For get bait come back qualitative about program benefits (Anderson et al., 2022).

For ensure program sustainability , team devotion to form group online community as receptacle discussion and sharing experience between participant after the program is completed . In addition , participants are also given module training and access to source digital power that can used as future reference . Approach This in line with principle empowerment sustainable society as recommended by Sutrisno and Wijaya (2023) in studies they about effectiveness of community service programs public .

Results and Discussion

Activity devotion public in form education social media development For promotion product has succeed implemented with level high participation . Of the total 50 targeted UMKM actors , 45 participants (90 %) participated in the program full from beginning until end . Based on pre-test and post-test results , occurred improvement significant in understanding participant about use of social media For business , with an average increase score by 68% (from an average score of 45 to 76 from scale 100).

Analysis to implementation of social media strategies by participants show encouraging results . In the period three month After the program, 80% of participants report increasing engagement rate on social media platforms them , with an average increase by 45% compared to before follow the program. Improvement This in line with findings of Prasetyo and Wijaya (2023) which stated that good understanding about content strategy and the right time to post can increase engagement rate significant .

In terms of quality content , observation team devotion show existence substantial improvement . Before the program, only 30 % of participants had regular posting schedule and a planned content strategy . After the program, 75% of participants has implement content calendar and produce more content structured and professional . This is reflected from an average increase in likes per post of 56% and an increase in number of followers by 35% in three month First after the program.

The most impressive aspect is improvement ability participant in photography products . Through photography workshops product using smartphones, participants succeed increase visual quality of content they in a way significant . Data shows that content with Photo product taken use techniques learned during the workshop got an engagement rate of more than 70% tall compared to Photo product previously .

From the side impact business , follow-up survey conducted three month after the program shows results positive . As many as 65% of participants report improvement sale through social media platforms , with an average increase turnover by 40%. Findings This confirm research by Sutrisno et al. (2023) on correlation positive between effective social media management with improvement SME sales .

Challenge main issues faced during the program is gap ability technology in between participants . For overcome matter this , team devotion apply peer mentoring system that allows participant with ability more tall help other participants . System This proven effective in bridge gap and create atmosphere collaborative learning .

The sustainability of the program also shows signs positive . Group online community formed still active with an average of 15-20 discussions substantive per week . Participants share regularly experiences , challenges and solutions in social media management they . Some participant even has become an informal mentor for other MSME actors in the community they , created the ripple effect that expands program impact .

Discussion

Community service program public This has give impact significant in increase capability MSME actors in utilizing social media For promotion product they . Their height level participation and retention participant by 90% indicates that this program succeed answer need urge MSME actors will knowledge and skills social media management . This is in line with findings of Wijaya and Sutrisno (2023) which emphasize importance digital marketing education for growth of MSMEs in the digital era.

Improvement understanding reflected participants from increase post-test score of 68% indicates effectiveness method applied learning . The participatory learning and action approach has proven to be effective in facilitating the transfer of knowledge and skills . Success This supported by a combination of between learning theoretical and practical directly , as recommended in Rahman et al.'s (2023) study on method effective in digital marketing training for SMEs.

Implementation of social media strategies by participants show encouraging results with increased engagement rate by 45%. Achievement This confirm Prasetyo and Wijaya's theory (2023) that implementation of a structured and consistent content strategy correlated positive with audience engagement level . Increase quality visual content through photography workshops products also contribute significant to increased engagement, with an average increase of 70% for content that applies technique studied photography .

Impact visible program economy from improvement turnover by 40% reported by 65% of participants . This result confirm importance effective social media management in the marketing strategy of MSMEs, as emphasized in research by Sutrisno et al. (2023). Increase This No only reflect success of the program in increase ability technical participants , but also shows that investment in development digital marketing capabilities provide significant returns for MSMEs.

Challenge gap ability technology faced as long as the program is successful overcome through peer mentoring system . Approach This No only effective in bridging the capability gap , but also creating ecosystem continuous learning . This is in accordance with the concept of social learning theory proposed by Anderson and Wilson (2022), where learning social and collaborative can increase effectiveness of knowledge transfer .

The sustainability of the program is reflected from activity group online community shows success in build community independent learning . Phenomenon participants who become informal mentors for other MSME actors create a multiplier effect that expands impact of the program. This is in line with the concept of sustainable community development put forward by Chambers (2021), where empowerment community become catalyst continuous change .

Findings This give implications important for development of similar programs in the future . First , the importance of approach learning that combines theory and practice . Second , the value strategic from formation community continuous learning . Third , effectiveness peer mentoring system in overcome gap capabilities . This program also demonstrates that investment in development digital capabilities of MSMEs can give impact significant to growth business they .

Conclusion

Community service program public in form education social media development For promotion product has succeed reach the purpose in increase digital marketing capabilities of MSME actors . Success This reflected from level high participation reached 90% and increased significant in understanding Participants shown through increase post-test score of 68%. Implementation knowledge and skills acquired as long as the program produces impact real in the form of 45 % increase in engagement rate and growth average turnover of 40% in the majority program participants .

Participatory learning and action methods are applied proven effective in facilitate the transfer of knowledge and skills . The combination between learning theoretical and practical live , supported with peer mentoring system , successful overcome gap ability among participants and create environment conducive learning . Formation community continuous learning through online

groups have creating a multiplier effect that expands impact of the program outside scope participant direct .

Based on the results of this program , some suggestions can be formulated For development of similar programs in the future . First , digital marketing education programs need to designed with consider diversity level digital literacy of participants and provide mechanism appropriate support . Second , the formation of community learning need facilitated since start of program for support sustainability impact . Third , monitoring and evaluation term long need done For measure impact of the program on growth business participant in a way sustainable .

Challenge main in implementation of programs such as gap ability technology can overcome through implementation structured mentoring system and provision material learning that can accessed in a way flexible . Community service program This has prove that investment in development digital capabilities of MSMEs can give significant results , no only in aspect marketing but also in growth business in a way overall .

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