

The Role of Instagram Social Media in MSME Development Nazeeraa.id Bekasi

Najwa Malikhah¹, Sabrina², Wahyunengsih³

^{1,2,3} Faculty of Da'wah and Communication Studies, Journalism, UIN Syarif Hidayatullah Jakarta, DKI Jakarta, Indonesia

Email: najwa.malikhah22@mhs.uin.ac.id, sabrina.sabrina22@mhs.uin.ac.id, wahyu.nengsih@uinjkt.ac.id

Abstract—Micro, Small and Medium Enterprises (MSMEs) are small independent business activities, do not require large capital and are in great demand by small traders. The development of MSMEs can have a positive impact on regional development and Indonesia's economic growth, expand job opportunities, play a role in the judicial process, improve people's welfare, and encourage national stability. However, to achieve this goal, we must make our best efforts to win the increasing global competition. So that MSMEs can be competitive in this modern era, MSME entrepreneurs can use social media for business development so that they can follow and always keep up with the times. that must be borne, especially by micro-entrepreneurs. The research method used by the researcher is a qualitative method with a descriptive approach. The sample in this study is a micro-entrepreneur from Nazeera.id using social media and interviewing data collection technology. The results of this study indicate that Nazeera.id SMEs can achieve many benefits by adopting and utilizing social media, such as lower operating costs, easier market reach, and increased business. The development of small businesses can make them more competitive as evidenced by increased sales compared to businesses that do not use social media.

Keywords: UMKM, , Sosial Media, Instagram

1. INTRODUCTION

First, Journal article The Role of Digital Marketing for Micro, Small, and Medium Enterprises (MSMEs), July by (Chaerani et al., 2022) Digital marketing is a promotional activity and market search through online digital media that utilizes various social networking tools. Research that increases knowledge and skills about digital marketing, for Small and Medium Enterprises (SMEs) businesses. Marketing is one of the keys to a company's success. The principle of marketing is not just selling, but satisfying consumers and making a profit. From this we can conclude how important the marketing function is, so all companies should pay special attention to marketing.

The second researcher, The Role of Social Media in the Development of Micro, Small and Medium Enterprises, (Hamid et al. 2021) Micro and Medium Enterprises (MSMEs) are small business activities that stand alone and do not require a lot of capital which are in demand by small traders. Internet marketing has become a tool that is widely discussed and used in all regions in the current era of marketing communication development (Hadiantingsih, 2017:3). Internet marketing is one of Indonesia's Small and Medium Enterprises (SMEs) initiatives that can drive the country's annual economic growth of 2%. The development of social media can affect marketing, and marketing itself is a very important part for business people.

The third researcher, Analysis of Social Media as a Marketing Media to Increase MSME Competitiveness, (Pasaribu et al. 2020) Social media has the potential to help Micro, Small and Medium Enterprises (MSMEs) in marketing goods or services. Technology plays a role in encouraging the development of MSMEs to compete on the global stage. There are many marketing tools that businesses can use to sell their products. (2) Direct selling where you can meet consumers face to face. (3) for promotional purposes; (4) Private Selling. (5) build relationships with the community; (6) internet marketing; All of these advertising (promotional) tools need to be well

integrated, because each tool has its strengths and weaknesses. When everything is well integrated, an effective and efficient integrated marketing concept is created (Morissan, 2010:342).

The fourth previous, The Role of Social Media in Advancing the Community Economy through SMEs, (Tjhin et al., 2021) The economic sector plays an important role in the era of globalization. Small and medium enterprises (UMK) in the national economy have an important and strategic role, due to their dominant presence, where SMEs are able to increase people's income. To achieve effective marketing results through social media, small and medium enterprises (MSMEs) can use attractive promotional tools to help grow the business they run. MSMEs are a very important sector in national development, especially in various real economic interests for the creation of new businesses and jobs. Many of the benefits of using social media for MSME development are that MSMEs use social media to develop their business, increase product sales, communicate with consumers, and expand a wider market network. In this case, the social media commonly used by MSME actors are Instagram, Facebook, WhatsApp, Twitter, Youtube, Line, BBM, blogs, etc.

Journal article about MSME Training Through Digital Marketing to Help Product Marketing During the Covid-19 Period, Yahya Ibnu Syifa (2021). Covid-19 has made Micro, Small and Medium Enterprises (MSMEs) the most vulnerable sector to be affected by the pandemic. Digital marketing training activities for MSMEs to assist product marketing during the COVID-19 pandemic. The Covid-19 virus, also known as the corona virus, has made all micro, small and medium enterprises (MSMEs) one of the most vulnerable sectors to the coronavirus pandemic. Therefore, business owners need to think about how to survive the pandemic. The activity we carried out was digital marketing training for MSMEs to support the marketing of their products during the Covid-19 pandemic. The purpose of this activity is so that business actors or MSMEs can take advantage of the internet and technology to support the marketing of their products and expand the target market or consumer reach through digital marketing. This is because the use of the internet, especially social media, is considered more effective in reaching all levels of society.

Implementation of Digital Marketing Strategy in MSMEs, (Soleh et al., 2022) Regarding the development of MSMEs which are often found in people who shop online. The digitization of MSMEs that switch to online sales patterns through the marketplace is a problem solving for micro, small and medium enterprises (MSMEs). Common and widely used media are Instagram, Facebook and WhatsApp which are easy to use and can also be used as a means to promote your products and services in your business. In this case, entrepreneurs take advantage of this phenomenon, but with the development of an increasingly advanced era, some entrepreneurs do not understand the use of social media.

Utilization of Digital Marketing on MSME Income, (Syariah, 2020) The development of digital technology allows SMEs to market their products online and conduct transactions through the online banking system. Doing social media marketing today needs to be taken seriously and given more time and incentives to manage it. MSME traders are not good at using social media to build their business on social media.

Digitalization of MSME Marketing, Sitompul Revenue (2022). MSMEs (Micro, Small and Medium Enterprises) are productive businesses owned by individuals and business entities that have met the criteria as micro-enterprises. An independent and productive economy that is run by individuals or business units that are not subsidiaries or branches of companies that are owned, controlled, or partly meets the criteria for small transactions according to this Law. The meaning of paragraph (1).

Utilization of Digital Marketing for SMEs, Adriansyah (2022). Changes in the marketing system from traditional to digital marketing have led to many MSME actors making changes in their product marketing system through social media. Using digital marketing is considered easier, cheaper and more effective. Not all digital marketing is good, but at least during this pandemic, the use of digital marketing has become a trend for all business people. For more details, let's look at how to take advantage of digital marketing for MSMEs.

Marketing Communication Through Instagram Social Media, Maulana Fadhil Rachmansyah (2022). The development of information and technology has boosted the public's need for

information retrieval, the presence of social media as a promotional medium for business actors today so that the resulting product or service can be recognized, accepted, and reached the hands of consumers. The development of information and technology allows the products and services produced to be recognized, accepted and reached by consumers, the existence of social media as a promotional medium for today's business actors, and increasing public interest in information. need.

2. BASIC THEORY

Social Media, simply the term media can be explained as a communication tool. Sometimes this media understanding tends to be closer to its mass nature because it can be seen from various theories that appear in mass communication (Nasrullah, 2015:3-8). However, all existing definitions have the same tendency that when it is mentioned the word "media" that appears along with it is a means accompanied by technology. Social media also has several meanings, namely, social interaction between humans in producing, sharing and exchanging information, this includes ideas and various content in virtual communication, social media is a group of internet-based applications built on the ideology and technology of web version 2.0 which allows the creation of interactive websites, social media is a medium that allows users to socialize and interact with each other, share information and collaborate (Rohmadi, 2016:1).

Is a sector that is quite important in playing a role in various interests economy in real terms in national development, especially for the creation of new businesses and jobs. MSMEs according to the Law of the Republic of Indonesia No. 20 of 2008 concerning micro, small and medium enterprises have the following meanings, micro-enterprises are productive businesses owned by individuals or individual business entities that meet the criteria for micro-enterprises as regulated in this law. Small and medium-sized enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become part of either directly or indirectly from a medium-sized business or large business that meets the business criteria. small as referred to in this law. Principles and Objectives of MSME Empowerment. The growth of independence, togetherness, and entrepreneurship of micro, small and medium enterprises to work with their own works. The realization of transparent, accountable and fair public policies. Regional potential-based and market-oriented business development in accordance with the competencies of micro, small and medium enterprises. Increasing the competitiveness of micro, small and medium enterprises. Implementation of integrated planning, implementation and control (Raharjo, 2018:17).

MSME Criteria MSME criteria can be grouped based on the total assets and turnover owned by each business entity according to the formulation of Law No. 20 of 2008 concerning MSMEs. The criteria for Micro Enterprises are having a net worth of at most Rp. 50 million excluding land and buildings for business premises or having annual sales of at most Rp. 300 million. The criteria for a small business are having a net worth of more than Rp 50 million up to Rp 500 million excluding land and buildings for business premises or having annual sales of more than Rp 300 million up to a maximum of Rp 2,500,000,000.00 (two billion five hundred million rupiah). The criteria for medium-sized businesses are having a net worth of more than Rp 500 million up to a maximum of Rp 10 billion excluding land and buildings or having annual sales of more than Rp 2,500,000,000.00 up to a maximum of Rp 50 billion.

The characteristics and characteristics of SMEs. Have not carried out management or financial records even if they are simple or still very few are able to make their business balances. Entrepreneurs or their human resources have a very low average education level, generally at the elementary level, and do not yet have an adequate entrepreneurial spirit. In general, they are not familiar with banking, but are more familiar with moneylenders or middlemen.

3. METHODOLOGY

The approach used in this research is a qualitative approach. Moleong said that qualitative research is a display in the form of spoken or written words that are observed by researchers, and objects that are observed in detail so that the meaning implied in the document or object can be

captured (Arikuto, 2013: 22). Qualitative research aims to gain a general understanding of social reality from the participant's perspective. This understanding is not determined in advance but is obtained after analyzing the social reality that is the focus of research and then drawing conclusions in the form of a general understanding of certain realities (Ruslan, 2008: 215). The data source in this study used primary data, namely data obtained directly from interviews with the Nazeeraa.id olshop admin. While secondary data obtained from reading books, journals and theses related to the title of research. In this study, the sampling method used the interview method. The reason for using the interview technique is because we only want to focus on one olshop. Therefore, the researcher chose the interview technique. This interview establishes that the results of interviews using social media Instagram are very good for advancing MSMEs. The criteria that can be used as samples are MSME entrepreneurs who have started their business for \pm 1 year and have used social media. Based on samples or respondents who carry out micro, small and medium enterprises (MSMEs) activities in Bekasi.

The approach used in this study is a qualitative approach. Meleong states that qualitative research is a presentation in the form of spoken or written words that are observed by a researcher so that the object that is observed closely can capture the meaning contained in the document or object. (Arikuto, 2013: 22). Qualitative research aims to gain a general understanding of social reality and participants' perspectives. This understanding is not built a priori, but draws conclusions in the form of a general understanding of a particular reality after analyzing the social reality that is the focus of research (Ruslan, 2008: 215). The data source of this study used primary data, namely data obtained directly from interviews with manager of Olshop Nazeeraa.id. Interviews were used as a sampling method in this study. The reason I use the interview technique. The interview stated that the results of Instagram social media interviews were very good for the development of MSMEs. The criteria that can be used as templates are MSME entrepreneurs who have run their business for \pm 1 year and use social media.

3. RESULT AND FINDING

The research procedure was carried out by making a list of interview questions that would be asked directly to the respondent concerned and to obtain actual information. In this research the respondents that the researchers interviewed were owner olshop nazeeraa.id who already had an olshop business. The Role of Social Media in Marketing Products.

Sales Strategy, sales strategy is where marketers assume that consumers should be influenced so that sales can increase. This concept shows that consumers must be persuaded to buy the products offered (Yusuf et al, 2019:11). As explained by the olshop owner Nazeeraa.id “every day I always make an instastory to attract Instagram users, every time I upload there are definitely some items that are sold and ask about the items I sell. As explained by the owner, using social media Instagram as a means of selling.

Promotion Strategy, promotion is a communication activity to increase sales volume. Promotion in general is often practiced by MSME entrepreneurs today. As stated by the owner of Nazeeraa.id, the promotion strategy is very useful for sales, very useful for retaining and finding new consumers, MSME players can also introduce and improve brands so that consumers stay subscribed. Promotion determination strategy is to tell from friends to friends. To attract customers with my products, I often make testimonials from customers. I was also offered through the Qonita Tsabita program even though we gave products, but we didn't pay for the program promotion services. Good communication with consumers is an important thing that must be done by sellers with the aim of getting information, promotions, image formation processes, integration and creating relationships.

Expanding the network using social media also has other functions and benefits, namely being able to expand the market network in selling products that were previously only in areas of

the local community, but by utilizing online promotion and marketing, they can penetrate a wider market, such as out of town.

4. CONCLUSION

SMEs are small-scale populist economic activities, with the majority of which are small-scale, so they need to be protected in order to prevent unfair competition. To achieve effective marketing results through social media, Micro, Small and Medium Enterprises (MSMEs), we can help you grow your business with attractive promotional tools. Research that increases knowledge and skills about digital marketing, for Small and Medium Enterprises (SMEs) businesses. Micro and Medium Enterprises (MSMEs) are small business activities that stand alone and do not require a lot of capital which are in demand by small traders. Social media has the potential to help Micro, Small and Medium Enterprises (MSMEs) in marketing goods or services. Covid-19 has made Micro, Small and Medium Enterprises (MSMEs) the most vulnerable sector to be affected by the pandemic. Digital marketing training activities for MSMEs to assist product marketing during the COVID-19 pandemic. MSMEs (Micro, Small and Medium Enterprises) are productive businesses owned by individuals and business entities that have met the criteria as micro-enterprises. The development of information and technology has boosted the public's need for information retrieval, the presence of social media as a promotional medium for current business actors so that the resulting product or service can be recognized, accepted, and reached by consumers. Basic Theory of Social Media In simple terms, media can be explained. as a means of communication. However, all existing definitions have the same tendency that when it is mentioned the word "media" that appears along with it is a means accompanied by technology.

Social media is a group of internet scan-based applications built on the ideology and technology of web version 2.0 that allows the creation of interactive websites. Micro-enterprises are productive businesses owned by individuals or individual business entities that meet the criteria for micro-enterprises as regulated in this law.2. Small and medium enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become a part either directly or indirectly of a medium or large business that meets the criteria. small business as referred to in this law. Principles and objectives of MSME Empowerment.

Implementation of integrated planning, implementation and control (Raharjo, 2018:17). MSME Criteria MSME criteria can be grouped based on the number of assets and turnover owned by each business entity as formulated in Law No. 20 of 2008 concerning MSMEs, namely, small business criteria i.e. having a net worth of more than Rp 50 million to Rp 500 million excluding land and buildings for business or having annual sales of more than Rp 300 million up to a maximum of Rp 2,500,000,000.00 (two billion five hundred million rupiah). The criteria for a medium-sized business are having a net worth of more than Rp 500 million up to a maximum of Rp 10 billion excluding land and buildings or having annual sales of more than Rp 2,500,000,000.00 up to a maximum of Rp 50 billion. Moleong said that qualitative research is a display in the form of spoken or written words that are observed by researchers, and objects that are observed in detail so that the meaning implied in the document or object can be captured (Arikuto, 2013: 22). The criteria that can be used as samples are MSME entrepreneurs who have started their business for \pm 1 year and have used social media. Based on samples or respondents who carry out micro, small and medium enterprises (MSMEs) activities in Bekasi. Meleong states that qualitative research is a presentation in the form of spoken or written words that are observed by a researcher so that the object that is observed closely can capture the meaning contained in the document or object. The criteria that can be used as templates are MSME entrepreneurs who have run their business for \pm 1 year and use social media.

The research procedure was carried out by making a list of interview questions that would be asked directly to the respondent concerned and to obtain actual information. As explained by the olshop ouwner Nazeeraa.id "every day I always make an instastory to attract Instagram users, every time I upload there must be some items that are sold and ask about the items I sell. As stated by the

owner of Nazeeraa.id, the promotion strategy is very useful for sales, very useful for retaining and finding new consumers, MSME players can also introduce and improve brands so that consumers stay subscribed. Good communication with consumers is an important thing that must be done by sellers with the aim of getting information, promotions, image formation processes, integration and creating relationships Expanding Networks The use of social media also has other functions and benefits, namely it can expand the market network in selling products that were previously only local community areas but by utilizing online promotion and marketing can penetrate a wider market, such as out of town.

REFERENCES

- Chaerani, D., Noerast Talytha, M., Perdana, T., Rusyaman, E., Gusriani, D. N., Kedokteran, J., Fakultas, G., Gigi, K., & Padjadjaran, U. (n.d.). PEMETAAN USAHA MIKRO KECIL MENENGAH (UMKM) PADA MASA PANDEMI COVID-19 MENGGUNAKAN ANALISIS MEDIA SOSIAL DALAM UPAYA PENINGKATAN PENDAPATAN. In Desember (Vol. 9, Issue 4).
- Hamid, A., & Dahlawy Chalil, R. (2021). Peran Media Sosial dalam Pengembangan Usaha Mikro, Kecil dan Menengah (Studi Kasus Kecamatan Idi Rayeuk Kabupaten Aceh Timur). JIM (Jurnal Ilmiah Mahasiswa, 3(2). <https://journal.iainlangsa.ac.id/index.php/jim>.
- Pasaribu, R. M., & Oktavia, A. (2020). ANALISIS MEDIA SOSIAL SEBAGAI MEDIA PEMASARAN UNTUK MENINGKATKAN DAYA SAING UMKM DI KOTA MEDAN. Romindo M Pasaribu, 1.
- Soleh, M., Hermawan Adinugraha, H., Ekonomi Bisnis dan Islam, F., & Pekalongan, I. (2022). AmaNU: Jurnal Manajemen dan Ekonomi AmaNU: Jurnal Manajemen dan Ekonomi PENERAPAN STRATEGI DIGITAL MARKETING PADA UMKM DI MASA PANDEMI COVID19 (Studi Pada Mebel Putra Jaya Desa Spait) (Vol. 5, Issue 1).
- Syariah, E. (n.d.). PEMANFAATAN DIGITAL MARKETING TERHADAP PENDAPATAN UMKM DI KOTA BANDAR LAMPUNG DALAM PERSPEKTIF EKONOMI ISLAM (S.E) Oleh AGUS HENDRA NPM. 1651010280.
- Tjhin, S., Matahari, T., Arsyadi, R., Retno, M. J., Wahyuni, B., & Harditya, A. (2021). Strategi Branding: Peran Media Sosial dalam Memajukan Perekonomian Masyarakat Melalui UKM. In *Journal of Community Services: Sustainability and Empowerment* (Vol. 01, Issue 01).