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**IMPLEMENTATION OF ADVERTISING POSTER AS A PROMOTIONAL
MEDIA FOR MSME**

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ABSTRACT

The purpose of this study was to determine how the effect of the application of advertising posters as a promotional medium for MSME (Micro, Small and Medium Enterprises). Utilization of advances in technology and information can be used by SME to promote their business. At this time the marketing process in the company that we are researching is still carried out by means of Word-of-mouth marketing (WOM), this process is a process of disseminating information that has been carried out for a long time but over time and the age of information has begun to spread using digital media therefore we want to implement social media marketing (SMM). The results of this study indicate that the application of advertising posters as a promotional medium for MSMEs has a positive effect on the development of MSME.

Keywords: *Social Media, Marketing, Purchase Intention*

Introduction

Multimedia is an interaction to create or combine text, graphics, images, audio, video, animation in one medium that users use to interact and communicate. Multimedia also provides information that is interesting, easy to understand, and clear. By using multimedia, information is presented using a computer or monitor and the voice can be heard and video and animation can be seen. The development of multimedia is currently very rapid, where technological advances allow computers to display a variety of media in it. The development of multimedia is currently very influential in the development of MSME (Micro, Small and Medium Enterprises) as a new breakthrough for the welfare of the community. The existence of digital multimedia developments makes it easier for

business actors to promote the types of businesses or services offered, of course the existence of MSMEs can also help the economy in Indonesia, and is also expected to reduce unemployment. Based on data from the Batam City Cooperatives and MSMEs Service, Batam City has around 81,486 MSMEs which are divided into micro to small and medium enterprises. The condition of the Batam City MSMEs is currently going down due to the Covid-19 pandemic. According to the Head of the Batam City Cooperatives and MSME Service, Suleiman Nababan in 2020 as many as 1305 MSME business units in Batam went out of business due to the Covid-19 pandemic. With the outbreak of the Covid-19 pandemic in the city of Batam, the economic condition that comes from MSME income is very poor and does not meet the target of Regional Original Income (PAD). There have been several aid programs proposed by the government to help MSME actors in the midst of a pandemic, such as

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stimulant funds, and asking the public to innovate so that their currently slumped businesses can recover. The current situation of MSME is slumping and business competition is so tight, it seems that MSME actors do not only think about competition but also make innovations in the world of digitalization, which is currently very easy to use. Utilization of advances in technology and information can be used by MSMEs to promote their business. One of the media that allows actors to promote their business is by using posters. Poster is one of the media that presents text, images, and can also be a combination of both to provide information to the general public. Posters are also one of the publication media that are very often used by the general public because they are very flexible and versatile and can be used for various purposes such as commercial purposes, public information, humanitarian purposes and so on. apart from being a flexible and versatile publication media. Besides being printable, posters can also be distributed online (Dahmiri, 2020). Activities to promote MSME in digital form can use the Addie Method as marketing development or digital promotion media. The Addie method is a framework used by developers through 5 phases, namely Analysis, Design, Development, Implementation, and Evaluation. In the process of developing the addie model, analysis is the input, while design, development and evaluation are the process, and implementation is the result. This study aims to explore the application of ADDIE in the adoption of poster media as a promotional medium for MSME Problem (Kusuma & Putri, 2019). Researchers are interested in researching local coffee shops in the Tiban Kampung area, namely Rumah Shelter, because Rumah Singgah representing popular coffee shop brands

especially in Batam area. Can be seen through the product Rumah Singgah which has been widely used in local coffee shops in Batam. Coffee shop Rumah Singgah is MSME that sell roasted coffee products or ready-to-drink coffee. Coffee in Indonesia is a potential industry for coffee companies who want to compete and expand their consumer coverage in Indonesia. It was also conveyed by the International Coffee organization that the trend of domestic coffee consumption in Indonesia has continued to increase over the last five years. In the 2018-2019 period, the amount of domestic coffee consumption reached 4,800 bags with a capacity of 60 kilograms (kg). Reporting from the Ministry of National Development

Planning/Bappenas, in 2030 - 2040 Indonesia is predicted to experience a demographic bonus period, namely the number of productive age population (aged 15-64 years) is greater than the population of unproductive age (under 15 years old and above 64 years old). In that period, the productive age population is predicted to reach 64 percent of the total projected population of 271.34 million people. This phenomenon forms a new culture for drinking coffee, where consumers who have entered a productive age are certainly the targets for coffee producers in Indonesia that way Indonesia will be the right choice to start a coffee shop business. Researchers see that there are several opportunities that can be improved so that the coffee shop can develop. One of them is IT services that can help increase sales or services at coffee shops in Indonesia Rumah Singgah. Problem with MSMEs Rumah Singgah is there is still a lack of availability of information systems that are applied to these MSMEs, this creates problems for sales services and the development of MSMEs in this coffee

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shop. Moreover, in this pandemic situation, the limited space for movement and meeting space is narrowed, it makes it difficult for MSMEs to market their products directly.

Literature Review

Social media marketing is a marketing strategy for goods and services using social media to build relationships, communities, transactions and exchange information with consumers and potential consumers (Putra & Aristana, 2020) Social media marketing can influence consumer interest, interest, decisions, in choosing a product or service, consumers choose products that are familiar or familiar (Zulfikar & Mikhiriani, 2017) Social media marketing is used by business owners or companies to strengthen brand awareness and increase purchase intention of a product. The purpose of this study is to explain social media marketing on Purchase Intention on MSME products Rumah Singgah, to explain the effect of social media marketing on Purchase Intention on products Rumah singgah. Previous research conducted (Kuspriyono & Nurelasari, 2018). explains that social media exposure has a direct and significant influence on visiting decisions. where the influence in online communities that are part of Community Building will positively increase the influence on purchasing decisions. Therefore at the coffe shop Rumah Singgah Batam we will use the Social Media Marketing Strategy (SMMS) by utilizing booming social media, namely Facebook and Instagram to promote and introduce sales of existing halfway products to social media in order to increase efficiency and also increase Intention to buy or Brand from

companies that we are researching at this time.

Method

In order to solve the problems faced by rumah singgah, we use Social Media Marketing Strategy by providing training and teaching to human resources owned by the shelter by creating interesting content on social media, one of which is Posters using software that is easy to download, and teaches them how to use it effectively, and we measure that effort using the ADDIE method: Analysis : Based on my research on Rumah singgah is the lack of awareness of this MSME in the use of information systems in advancing their business, the most obvious thing is in its marketing system, the halfway house is still doing the traditional way, namely offering its products door to door or directly to coffee shops in Batam. Design : At this stage, the Rumah Singgah does the design using software that has been introduced, namely Adobe Photo Shop and Canva. The marketing process through social media is carried out in the following stages:

Design => At this stage, create interesting and relevant posters for posting on social media.

Posting => After the poster design has been created, it will be posted on social media with an interesting caption and relevant and trending hashtags.

Share => Once posted, after that it will be distributed to groups related to shelter products. After that stage, the owner's job is to assess the feedback from consumers. Implementation : Carrying out in-house training activities, in this activity we gather people who are trusted by business owners to manage social media accounts for shelter homes, and those people are gathered to be told the steps that can be taken to make a

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design in the form of a poster. interesting, from the initial process to the upload process. We also introduce them to any applications that can be used to create easy-to-get poster designs, such as: Adobe Photoshop and Canva. Where the two applications can be downloaded for free, after that we gave the task to the shelter worker to make a poster related to the marketing process of the halfway house. After that, we consulted on what the human resources had done. Evaluation : used for activities whose main work is.

Discussion

In this section we would like to convey about the results of the planning that has been carried out previously which aims to increase sales from Rumah Singgah. At Rumah Singgah currently, we are implementing social media design training to increase productivity at the halfway house to create innovations to keep up with the times, increase market share, and expand sales which are expected to bring in new consumers Rumah Singgah via social media. To be able to achieve this, we will create attractive advertising posters so that consumers can get to know the products in Rumah Singgah, and we will make attractive promotions so that consumers are interested in making purchases of products in Rumah Singgah. In making posters, we also pay attention to existing marketing concepts, to keep making poster designs according to the segment, target and positioning Rumah Singgah. And also pay attention to current trends. For example, as we have made below.



The poster contains products and sales promotions that are set to get consumers to take action. For the poster above, using the direct selling promotion system, by setting a deadline to get the discount given by the Rumah Singgah. So that consumers are encouraged to make purchases directly so as not to miss the promotions that have been set. Not only that, we also implement an Advertising promotion system, which persuades consumers to make purchases, by introducing superior products and benefits to products in Rumah Singgah through posters created and posted on social media at Rumah Singgah. Like the one below. With the information contained in this poster, it is hoped that many people will be interested in experiencing and proving the benefits they receive after



using the product from Rumah Singgah. The posters that have been created will be posted on all social media of the Halfway House, and to increase insight from these posts we will use an organic or unpaid strategy by using hashtags and sharing to groups related to the product.

Simpulan

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From the research that we have done, we hereby conclude that social developments at this time have begun to go through very significant changes with the development of technology, namely the existence of social media, especially, for sellers who want to sell or introduce their products more broadly this will simplify the process. which is conducted. One of the software that is currently the easiest to use for making

posters is Adobe Photoshop and Media software which has the most active users, namely Facebook and Instagram and Instagram, researchers chose Instagram as the social media nomination used to promote its marketing. And with the right steps, we design a process that goes on so that it produces satisfying results.

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