

Received : November 31, 2022

Accepted : December 21, 2022

Published : March, 2023

Conference on Community Engagement Project**<https://journal.uib.ac.id/index.php/concept>**

Social Media Promotion Design On Master Bakery Instagram Platform

Dessy Aliandrina¹, Yeni Wulandari²

Universitas Internasional Batam

Email of correspondence: dessy@uib.ac.id, 1942004.yeni@uib.edu

Abstract

The growth of internet users can assist a business in conducting online marketing which is useful for business owners to interact and quickly provide the latest promotional information to consumers. One form of online marketing through social media is Instagram. Instagram is used for business owners to introduce their products. One business that uses Instagram as online marketing is a bakery. Instagram can be a place for a baker to show his product and increase awareness among his consumers and can be used for business development, thereby facilitating the development of MSMEs in this digitalization era.

Keywords: *Digital Marketing, Micro Small Medium Enterprises, Instagram*

Introduction

The definition of social media in a business perspective according to Lon Safko (2009) in his book entitled Media Social Bible. "Social media refers to activities, practices and behaviors among communities of people who come together online to share information, knowledge and opinions using conversational media." (p.7). Social media has a strong impact on every business activity. According to Social Media Examiner, as many as 90% of marketers agree that social media is very influential in their business (Oda I. B. H, 2017). Marketers agree that social media has an effect on their business because social media has many advantages. The benefits obtained include increasing traffic, fans, sales, can help companies in terms of partnerships and reduce costs in terms of promotion. (Stelzner, 2016). In addition to profits, improper use of social media can also bring down the business itself. Therefore, business owners must clearly understand what social media is and how to use social media to support the decisions they make (Andreas M Kaplan, 2010). With social media users reaching 79 million people, with a growth of 10% from 2015 (Kemp, Digital in 2016). Social media is one of the new ways of online marketing today, especially in the business sector. According to Sisira Neti in her journal entitled "Social Media and Its Role in Marketing" the role of social media is important for business owners in building relationships with potential customers. Master Bakery's business, which has been running for about a year, has not started to enter social media, which in this day and age the business should have Go Online, Go Digital and Go

International, but Master Bakery has not done that. Therefore, this Job Training activity focuses on designing social media promotions by making product photos and menus at UMKM Master Bakery, with the output of this practical work being useful and helping visualization on social media bakery masters and increasing business sales through social media. Master Bakery is a store that sells various kinds of "Sweet Bread" products. Sweet bread is a flour-processed food product that has become one of the most popular foods in Indonesia, even among children, adolescents, adults and the elderly. This Master Bakery business has a production site located on Jln Raja isa, Ruko Puri Legenda C3 no 5, Batam Center, Riau Island. This business was established on September 2021 where this business has collaborated with several companies in the city of Batam, efforts to be made as a growing MSMEs is to learn marketing and skills for being an entrepreneur by joining classes from SID or called Sociopreneur Indonesia. These classes are part of "MBKM Kewirausahaan" that is being organized by the program of Kampus Merdeka. Sociopreneur Indonesia is an entrepreneur school where they apply the method of 70% practice and 30% theory. Bellow are the aim of this project:

1. Realizing MSME Master Bakery to become a business that goes digital.
2. Create a social media promotion plan on Instagram and the Master Bakery Facebook page.
3. Make product photos and Master Bakery product catalog menus for digital promotional uploads.

Methods

References used for this business development that is being run consists of primary data and reference data that is obtained through the result of business analysis dan following the class that has been given (Lily S., Sari W. 2011). In this practical work activity, researchers used primary data sources obtained directly by the informant, namely MSME Master Bakery. Primary data collection is done by observation and documentation techniques.

1. Observation

According to (Widoyoko, 2014) observation is "observation and systematic recording of the elements that appear in a symptom on the object of research". The observation used in this activity is unstructured observation. Unstructured observations are observations made without using observation guidelines, so researchers develop their observations based on developments that occur in the field (Bungin, 2007). In this activity I made observations regarding the attractiveness or interest of consumers in Batam City who shop through digital platforms.

2. Documentation

In this activity I use the documentation method. Documentation according to (Sugiyono, Combined Research Methods (Mix Methods), 2015) is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research. Documentation is used to collect data and then reviewed. This documentation method was carried out to obtain data that had not been obtained through observation and interview methods. The partner used for practical work is the Master Bakery shop. The products offered in this business are various kinds of "Sweet Bread" products. This Master Bakery has a

production site located on Jln Raja isa, Ruko Puri Legenda C3 no 5, Batam Center, Riau Island. This business was founded in September 2021 where this business has collaborated with several companies in the city of Batam such as, PT. Cladtek Bi Metal Manufacturing, PT Synergy Oil Nusantara, and PT. Oil Gas SPM. Master Bakery also works with several caterers in the city of Batam, such as KSM Catering, Erna Catering, and Alam gro costalite. Master Bakery is further developing its market reach at several locations in Batam city such as Batam Hang Nadim Airport, Telaga Punggur Harbor, and several junior and senior high schools in Batam city.

Table 1.
Project Schedule

No	Date	Activities
1	6 June, 2022	Looking for ideas and drafting activities with Master Bakery
2	20 June, 2022	Carry out Product Photo or Menu Catalog activities for Materials.
3	27 June, 2022	Digital marketing content design for Master Bakery social media
4	14 July, 2022	Editing product photos for content material on Master Bakery social media
5	19 September, 2022	guidance with the supervisor of MBKM Kewirausahaan with SID
6	11 November, 2022	Continuing digital marketing activities on the Master Bakery social media account
7	28 November, 2022	Conduct a review and evaluation of digital marketing activities carried out in practical work
8	15 December, 2022	Finalization of business development report

Source: Author (2022)

Below are the budgeting for the business development:

Table 2.
Budget for Business Development

No	Activities	Volume	Unit	Price per unit	Total
1	Property's Photo	1	pack	200,000	200,000
2	Duty stamp	4	pcs	12,000	48,000
3	Internet Package	1	months	100,000	100,000
9	Transportation	5	times	20,000	100,000
10	Stationary	1	Pack	52,000	52,000
Total Budget					500.000

Source: Author (2022)

Result and Discussion

In the business world, sales and marketing are a very important part, so many ways are taken by companies to improve their sales and marketing system, from traditional to modern methods. Along with the rapid development of technology, many companies are using technology to improve their company's sales and marketing systems. The application of technology, especially the internet in the world of commerce, is a common concern, both the government and the community. Therefore, the Master Bakery began to carry out an online-based sales system by utilizing social media as the currently selected media such as Instagram and Facebook Page. Before designing a catalog on social media, first create social media accounts on Instagram and Facebook Master Bakery. Then look at menu options and design photos of Master Bakery sweet bread products. Next is the catalog design that will be uploaded on Master Bakery's social media which is designed and made for every 30 days by adding photos of the products that have been made.

Picture 1.

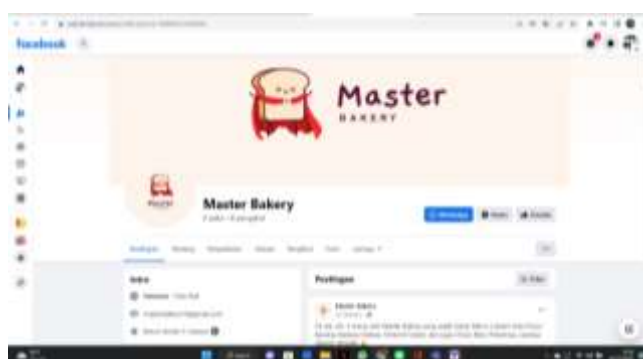
Display Site Registration Instagram Master Bakery



Source: Author (2022)

Picture 2.

Display Site Registration Facebook Master Bakery that has been created



Source: Author (2022)

1) Carry out product photo activities or menu catalogs for digital marketing activity materials.

the first thing to do is to make the product that will be photographed as a product and then prepare knick-knacks as additional tools that are used as properties such as flower vases, cloth, plates, wooden coasters and additional tools, namely mobile phones here we use Iphone 11 Promax or cameras (If there are). Then the thing to do after preparing the photo props, sufficient lighting and a cellphone as a product photographing tool

or you can use a camera to make the photos look more professional. The next step is to take photos of each product in the Master Bakery

Picture 3.

Before (left) and After (right)



Source: Author (2022)

2) **Editing product photos for content material on Master Bakery social media**

After shooting the products at the master bakery, the next step is to edit the photos to make them more attractive and to create a menu catalog that will be used as a medium for promoting on social media. After editing product photos by giving the product name to each bread which from the results of this activity has made 22 product catalogs for sweet bread menus like the picture below

Picture 4.

Before (left) and After (right)



Source: Author (2022)

3) **Digital marketing content design for Master Bakery social media**

After making all the product photos, the next step is to upload the photos to Master Bakery's social media, namely on Instagram, which is connected to the Master Bakery's Facebook page. Next, don't forget to add an interesting and interactive caption to the photo that will be posted on social media.

Picture 5.

Posting product photos on Instagram and Facebook Master Bakery



Source: Author (2022)

The following is the result of a promotional activity plan at UMKM Master Bakery for one month and you can check it directly at the following link : <https://instagram.com/masterbakeryy?igshid=Zjc2ZTc4Nzk=>

Picture 6.

The results of promotional activities on Master Bakery's Instagram



Source: Author (2022)

Picture 7.

The results of promotional activities on Master Bakery's Facebook



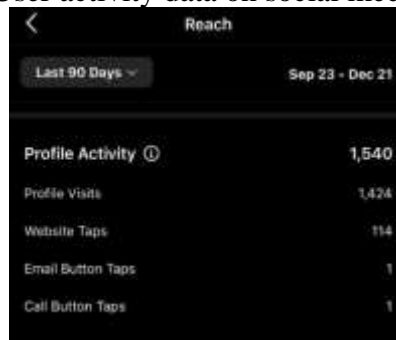
Source: Author (2022)

4) Instagram Insights feature

The first great thing that a business Instagram account has is Insights. Insights is a business tool that gives information about followers and the content they are most interested in. Using Insights can help you know your audience better so that you can create content that achieves your business goals. Insights is an analytics tool that shows data on every activity that occurs on Instagram account pages. Here, we can see the performance of business Instagram explicitly. From the impression scale, the number of followers, even demographic data and visitors' favorite hours can be known. Insights provide access to information that can be used to reach more people, achieve business goals and build business communities. Within this feature, you'll find information about follower demographics and behavior

Picture 8.

User activity data on social media

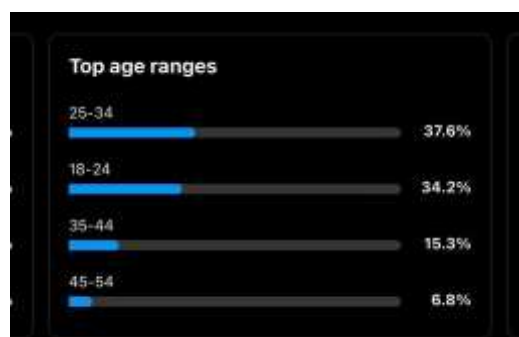


Source: Author (2022)

On the Master Bakery social media Instagram account and as shown in picture 8. Data on user activity on social media, shows that from September - December 2022 there were 1,540 social media user activities in which 1,424 users visited Master Bakery's social media account, then there were 114 users visiting the Master Bakery website where on the website there is detailed information about the menu and procedures for ordering products and there is one activity each via email and calls via Instagram.

Picture 9.

Age data of users visiting Instagram accounts



Source: Author (2022)

To access audience data an Instagram business account must have at least 100 followers before being able to view demographic metrics such as age range and gender. Use Audience metrics to create content suitable for followers. If you see that the majority of your followers are between the ages of 25-34, then create content that is more appropriate for that audience. As shown in Figure 3.4.8, the age that visits the Master Bakery account the most is age 25 – 34 years with a

percentage of 37.6%, ages 18-24 years have a percentage of 34.2% which can be concluded who visited many accounts Instagram Master Bakery is a lot of teenagers and adults.

Conclusions

Social media is online media that is used in the process of dialogue and communication without space and time limitations, and can be run by anyone. The types of social media that are commonly used to support business productivity are Facebook, Twitter, Instagram, Whatsapp, Youtube and LinkedIn and the focus of this practical work is Instagram. The use of social media itself can have positive and negative implications and needs to be straightened out. This makes it possible to take full advantage of the capabilities and convenience of social media applications and avoid actions that negatively impact the business being run. The use of social media is currently increasingly diverse. Not only the activity of making friends, socializing, and so on, but social media in Indonesia is also used to promote certain products or in principle to do certain businesses. Thus, business people will have convenience in carrying out distribution activities so that production costs will be lower. Social media as an online business tool will help increase the profits of MSMEs if social media facilities and infrastructure can be used for business development, thereby facilitating the development of MSMEs in this digitalization era. Recommendation to Master Bakery as a business are:

- a. Keep learning more to increase knowledge about digital business.
- b. Continuing what has been done during entrepreneurship class.
- c. Deepen the knowledge gained from entrepreneurship class.

References

- Fauzi, S., & Lina, L. F. (2021). Peran Foto Produk, Online Customer Review Dan Online Customer Rating Pada Minat Beli Konsumen Di E-Commerce. *Jurnal Muhammadiyah Manajemen Bisnis*, 2(1), 21.
<https://doi.org/10.24853/jmmb.2.1.151-156>
- Musay, F. P. (2013). Brand image purchase intention. *Jurnal Administrasi Bisnis*, 2,3.
- Piranda, D. R., Sinaga, D. Z., & Putri, E. E. (2022). Online Marketing Strategy in Facebook Marketplace As a Digital Marketing Tool. *Journal of Humanities, Social Sciences and Business (Jhssb)*, 1(3), 1–8.
<https://doi.org/10.55047/jhssb.v1i2.123>
- Syahrullah, Yahya, M., & Syarif, A. (2021). Penggunaan Facebook Dalam Promosi Produk Barang Jadi. *Jurnal Piral: Jurnal Kajian Islam Kontemporer*, 12(2), 27–38.
- Oda I. B. H (2017) Revitalization and Signification of Kue Apem as an Indonesian Traditional Hors d'Oeuvre, *The Social Sciences*
- Lily S., Sari W. (2011). Peran Penting Kekuatan Tawar Dan Kapasitas Penyerapan Dalam Joint Venture Kajian Manajemen Puncak Industri Otomotif Indonesia-Jepang. *International Research Journal of Business Studies*, 3(3)