

The Utilization of Surrounding Technology (Social Media & Business Applications) in Developing and Enhancing MSME Businesses

Erza Sofian¹, Dadan Ramdhan², Annisa Ulul Fadilah³, Cut Nurluthfia Azzahra⁴, Muhammad Hafizh Ariq Muhtarom⁵, Muhammad Hanif Al Muchlisin⁶, Muhammad Mirza Hidayat⁷, Mohamad Irzy Hafiz⁸, Nurhidayah Mardhatillah⁹, Osfiera Novinda Salsabila¹⁰, Ade Aris Muhamad Tohiri¹¹

¹³⁴⁹¹⁰ Department of Information System, University of Ary Ginanjar. Indonesia

²⁵⁶⁷⁸¹¹ Department of Management, University of Ary Ginanjar. Indonesia

ARTICLE INFO

Received 01 December 2024
Accepted 28 December 2024
Published 29 December 2024

Keywords:

Technology Utilization, Social Media for MSMEs, Business Applications, MSME Development, Digital Transformation in Entrepreneurship

ABSTRACT

This program aimed to enhance the digital marketing skills of MSME (Micro, Small, and Medium Enterprises) partners by addressing their limited knowledge of social media and digital content creation. Through a series of activities, including training on social media utilization, workshops on content creation using CapCut, and hands-on product photography sessions, participants gained practical skills to improve their marketing efforts. The training focused on teaching strategies for optimizing platforms like Instagram, creating engaging video content by adding audio, text, and auto-text features, and producing high-quality product photos to strengthen their promotional materials. By the end of the program, participants were able to create attractive and professional content, such as videos and images, which were successfully uploaded to Instagram. This initiative empowered MSME partners to leverage technology effectively, enhancing their online presence and competitiveness while fostering innovation in their marketing strategies.

How to cite: Sofian, E., Ramdhan, D., Ulul Fadilah, A., Nurluthfia Azzahra, C., Hafizh Ariq Muhtarom, M., Hanif Al Muchlisin, M., ... Aris Muhamad Thohiri, A. (2024). The Utilization of Surrounding Technology (Social Media & Business Applications) in Developing and Enhancing MSME Businesses. *Societal Serve: Journal of Community Engagement and Services*, 1(2), 59–67. <https://doi.org/10.70063/societalserve.v1i2.39>



This is an open-access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

©2023 by author.

* Corresponding author: m.zailani.i@students.esqbs.ac.id

INTRODUCTION

The Development of MSMEs is experiencing rapid growth; however, various obstacles still hinder their progress. These challenges vary across regions and commonly include issues such as marketing difficulties, limited funding sources, a mismatch between technological advancements and knowledge, communication barriers, and others. One of the primary

concerns is limited access to markets, highlighting the need for improvements in marketing systems. A key aspect of this is the availability of market information, which includes data on MSME products, market demand, and consumer preferences such as product types, quality, quantity, and specifications. The increasing market competition and prolonged pandemic effects demand that MSMEs quickly adapt to these changes. Internal challenges faced by MSMEs, coupled with the rapid development of technology and the surrounding environment, make it difficult for them to access market information (Novita Ekasari et al., 2019)

One effective strategy for marketing products is expanding marketing reach through the utilization of available technology. To achieve this, Micro, Small, and Medium Enterprises (MSMEs) must possess the ability to analyze market opportunities, select appropriate target markets, and manage marketing activities effectively, supported by efficient marketing communication and digitalization processes (Cheng & Li, 2021). An article from smesco.go.id emphasizes that during the pandemic, MSMEs that succeeded were those able to adapt to the digital era. About 20% of MSMEs have leveraged the pandemic situation to transition to digital platforms, actively engaging in the digital ecosystem through the use of e-commerce and marketplace platforms (Wulandari et al., 2017).

Digitalization has become a key for MSMEs to survive the pandemic. By the end of 2021, approximately 16.4 million MSMEs had entered the digital world (Gallego & Kurer, 2022). However, around 13.6 million MSMEs still need encouragement to participate in the digital economy. As students, we play a crucial role in assisting MSMEs by offering digital training and branding programs. The aim is for MSMEs to seize this opportunity, understand it, and apply it to their businesses, ultimately transforming into digital enterprises (Thakur, 2024).

Data indicates that MSMEs contribute 60% of Indonesia's Gross Domestic Product (GDP). However, this potential has not been fully utilized by many small and medium business operators. The untapped potential is caused by various obstacles that differ across regions (Kannan & Li, 2017). These include marketing issues, limited funding, lack of understanding of technological advancements, communication challenges, and other issues. Based on observations and interviews with the community involved in MSMEs at RW 03 Penggalang IX, East Jakarta, there is a need for developing capital and MSME businesses in the area. From these problems, we aim to provide solutions by utilizing and training them to use the technology around them, such as laptops, mobile phones, social media (Instagram), and other business applications.

The primary objective of this research is to assist in developing the potential of MSMEs in RW 03 Penggalang IX, East Jakarta, by creating competitive products or services that can thrive in global markets through the effective utilization of existing technologies. Specifically, the research aims to provide solutions that enable the MSMEs in this area to enhance their market presence and improve their marketing strategies. Moreover, the research seeks to offer training on business applications that can be utilized by the MSMEs, equipping them with the necessary skills to optimize their operations and leverage digital tools for greater efficiency.

This activity brings significant benefits to various stakeholders. For partner MSMEs, it offers a deeper understanding of the primary challenges they face and provides tailored solutions to address these issues. The activity introduces a fresh perspective to their business operations, emphasizing the importance of brand image alongside sales. Partner

MSMEs can also benefit from enhanced social media marketing strategies, which help them build a more robust brand presence, compete with larger competitors, and generate higher income. Additionally, they gain valuable promotional materials and insights into utilizing social media for marketing their products effectively (Maulidizen, Sofian, Karimah, Hayuningrum, Rusmela, et al., 2022).

For the organizing team, the activity provides the opportunity to fulfill academic requirements for community empowerment courses, acquire practical knowledge beyond university, and gain real-world business marketing experience (Maulidizen, Sofian, Karimah, Hayuningrum, Rizki, et al., 2022). This aligns with the higher education tri dharma by enabling the team to contribute directly to community service. For the wider community, the initiative contributes to improving the local economy at a micro-level while offering new insights to individuals interested in business, particularly in understanding the critical role of technology in business growth and sustainability.

METHOD

1. Implementation of Activities

The flow of activity implementation begins with a needs analysis to determine the requirements for achieving the objectives of the program. This is followed by introductions to the partners and the establishment of a collaboration agreement between the students and the targeted partners. After securing the agreement, discussions and interviews with local residents are conducted. These interviews help identify key issues, which then guide the development of appropriate solutions. Once the root problems are identified, the program proceeds to training and mentoring activities for the residents. These efforts aim to fulfill the program's objectives, with the results later published, evaluated, and documented as the final report for this community empowerment initiative.

2. Venue Visits

The community empowerment program began with an initial visit to RW 03 Penggalang IX, East Jakarta, on September 28, 2023, by the student team. This visit aimed to observe the issues faced by the residents of RW 03 Penggalang IX. During this first visit, a discussion and introduction forum was held between the student team and the partners, represented by Mrs. Lely, the head of the PKK (Family Welfare Movement) group of RW 03 Penggalang IX, and Mr. Erza Sofian, the supervising lecturer for this program. Documentation from this visit is provided in the following image.

The second visit took place the following week. During this visit, the student team conducted in-depth discussions and interviews with the residents, particularly the MSME actors in RW 03 Penggalang IX, to gather information on the challenges they face, which would then be used for problem identification. Subsequent visits were conducted biweekly to carry out training and mentoring activities aimed at improving the progress of MSMEs in RW 03 Penggalang IX, which serve as a key driver of the local economy.

3. Collaboration Proposal

Following an in-person meeting with Mrs. Lely, head of the PKK group in RW 03 Penggalang IX, both parties agreed to collaborate on implementing the Tri Dharma (Three Pillars of Higher Education) by providing training on business applications that could benefit the MSMEs in RW 03 Penggalang IX. This collaboration aims to enhance the recognition and marketing performance of MSMEs in the area. The collaboration proposal

was approved by both parties, as evidenced by the partner's response letter, signed by Abdul Haris Muchtar, the coordinator of the community empowerment program. The collaboration agreement letter can be found in the appendix at the end of this document.

4. Agreement on Partnership with Partners

The willingness of MSMEs in RW 03 Penggalang IX to collaborate with the ESQ Business School student team is demonstrated through the partnership agreement letter. This collaboration was acknowledged by the Head of the Business Management Study Program, Abdul Haris Muchtar, S.Ag., M.M., as the Coordinator of the Community Empowerment Program. The agreement was signed on October 3, 2023, under letter number 03/PEMMAS/EBS/X/2023, which is also included as an appendix in this document.

5. Team Coordination with Partners

The team, in coordination with Mrs. Lely, head of the PKK group of RW 03 Penggalang IX, agreed to designate MSMEs in RW 03 Penggalang IX as partners for the community empowerment program initiated by the ESQ Business School student team. It was agreed that the program would be conducted over approximately three months. With this understanding, the community empowerment program is expected to positively impact the development of local MSMEs.



Figure 1. Photo of Discussions and Coordination Sessions

RESULT AND DISCUSSION

Social Media and CapCut Training

This activity aims to educate participants on effectively utilizing social media (Instagram) by leveraging the CapCut application as a content editing tool, making it an effective instrument to support marketing strategies.

1. Instagram for Business Process

Instagram for Business is a platform provided by Instagram to help businesses harness the potential of visual marketing through social media. This platform enables businesses to create professional profiles, access analytics, utilize paid advertising features, and engage more effectively with their audience. Recognizing that many individuals use Instagram as a business platform, our team decided to leverage it as a promotional tool to support Micro, Small, and Medium Enterprises (MSMEs) in RW 03.

We prepared educational materials on Instagram for Business targeted at the women of RW 03. These materials are designed to provide insights into utilizing Instagram as a

marketing tool for their businesses, along with features that enhance visibility and customer engagement. The content includes step-by-step guides, from setting up a business profile and using analytics to crafting effective promotional strategies.

2. CapCut

CapCut is a video editing application developed by Bytedance, the company behind popular platforms such as TikTok. This app allows users to create and edit videos using various creative features and intuitive tools. CapCut is designed to be user-friendly, even for those with limited video editing experience, enabling the creation of engaging and high-quality content. Through CapCut, our team educated participants on how to create well-designed content. This initiative aims to enhance the marketability of products by creating visually appealing content that captures attention. The implementation of content creation lessons has effectively increased audience interaction and engagement, resulting in positive responses and significantly improving brand visibility.

3. Product Photography

This stage involves providing clear guidance on product photography to be used in marketing content across social media and e-commerce platforms. Instructions include selecting proper angles and lighting, along with explaining the effects or impacts of the devices or cameras used in product photography. Our team aims to create examples of product photos that can be replicated and serve as valuable knowledge to support the advancement of MSMEs in RW 03. By improving product presentation through visual media, we hope to enhance product appeal and contribute to local economic development. Example of a product photo before editing to be used in marketing content:



Figure 1. Product Photo Result

Business Applications

Business applications have become highly valuable tools in supporting the growth and development of MSMEs. These applications enhance marketing and promotion efforts by enabling broader target market reach, creating advertising campaigns, and offering exclusive discounts. Additionally, integrated inventory management features help MSMEs monitor stock levels, manage purchases and sales more efficiently, and avoid overstocking or shortages. The financial aspect is also strengthened through financial management features, which enable the recording of income, expenses, and transaction tracking, providing better visibility into financial health. Beyond operations, business applications facilitate customer

interaction through features like chat or direct messaging, improving service quality and responsiveness.

In the digital era, the ability to run online stores through business applications extends MSMEs' market reach to customers across various locations. Data analytics and reporting provide insights into customer behavior, sales trends, and product performance, allowing for more strategic decision-making. Overall, business applications optimize operations, improve efficiency, and create new opportunities for sustainable business growth.

Implementation of Participant Assistance Program

The Participant Assistance Program was designed to empower individuals by providing targeted guidance and resources to enhance their skills and knowledge in leveraging modern tools and platforms. This program includes several phases of implementation, each aimed at addressing specific needs and building capacities in the areas of social media utilization, content creation, and business application optimization. The program's overarching goal is to equip participants, particularly those managing micro, small, and medium enterprises (MSMEs), with the ability to effectively market their businesses and improve their operations.

First Assistance Program

Assistance Program	Introduction and Meeting with Partner
Date of Implementation	Monday, September 28, 2023
Achievement Results	Successfully identified the issue, which is the lack of understanding in utilizing technology to run the business, particularly in the area of product marketing. The solution proposed is to submit a partnership agreement letter with the partner.
Documentation Photos	

Second Assistance Program

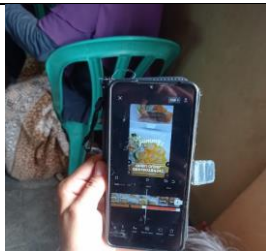
Assistance Program	Identifying Future Actions
Date of Implementation	Saturday, October 7, 2023
Achievement Results	Successfully identified the issue, which includes minimal utilization of technology in the community, limited ability of partners to use technology, and insufficient marketing efforts by partners to grow their businesses. The proposed solution is to enhance and develop their businesses through digital marketing and nearby technologies.

Documentation Photos	 
----------------------	---

Third Assistance Program

Assistance Program	Educating about the effective use of social media
Date of Implementation	Saturday, October 21, 2023
Achievement Results	Successfully identified issues, such as the lack of technological proficiency and limited knowledge of social media usage for marketing among partners. The solution was to provide education on how to effectively utilize social media (Instagram) with the help of tools like CapCut for content editing. This approach has proven effective in supporting marketing strategies.
Documentation Photos	

Fourth Assistance Program

Assistance Program	Reviewing materials with MSMEs in RW 003
Date of Implementation	Saturday, November 11, 2023
Achievement Results	Successfully explained how to review materials by analyzing results created by MSME participants. The session covered the CapCut application, focusing on features like Add Audio, Add Text, and Add Auto Text for content creation to promote MSME products. Practical activities were included, resulting in the participants uploading product content to Instagram as an outcome.
Documentation Photos	

Fifth Assistance Program

Assistance Program	Product Photography
Date of Implementation	Saturday, December 3, 2023
Achievement Results	Provided guidance on taking proper and high-quality product photos to enhance marketing content, making it more attractive and professional.
Documentation Photos	

CONCLUSION

this program successfully improved the digital marketing capabilities of MSME (Micro, Small, and Medium Enterprises) partners by addressing their challenges in social media utilization and content creation. Through practical training in social media strategies, video editing using CapCut, and product photography, participants gained valuable skills to create engaging and professional marketing materials. The program enabled MSME partners to enhance their online presence and competitiveness, equipping them with tools to promote their products more effectively. Overall, this initiative contributed to the empowerment of MSMEs by fostering innovation and strengthening their marketing strategies in the digital era.

REFERENCES

- Cheng, C., & Li, M. (2021). Influence of Marketing Mode on Consumer Psychology in Internet. *Psychiatra Danubina*, 33(5), 7–240.
- Gallego, A., & Kurer, T. (2022). Automation, Digitalization, and Artificial Intelligence in the Workplace: Implications for Political Behavior. *Annual Review of Political Science*, 25, 463–484. <https://doi.org/https://doi.org/10.1146/annurev-polisci-051120-104535>
- Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Maulidizen, A., Sofian, E., Karimah, F., Hayuningrum, N., Rizki, N. R., & Adinda, A. P. (2022). Workshop Instagram Marketing Pada Tji Liwoeng Coffee. *KREATIF: Jurnal Pengabdian Masyarakat Nusantara*, 2(2), 51–59. <https://doi.org/https://doi.org/10.55606/kreatif.v2i2.651>
- Maulidizen, A., Sofian, E., Karimah, F., Hayuningrum, N., Rusmela, R. N., & Adinda, A. P. (2022). Workshop Instagram Marketing Pada Tji Liwoeng Coffee: Instagram Marketing Workshop At Tji Liwoeng Coffee. *KREATIF: Jurnal Pengabdian*

- Masyarakat Nusantara, 2(2), 51–59.
<https://doi.org/https://doi.org/10.55606/kreatif.v2i2.651>
- Novita Ekasari, Nur Hasanah, Ade Perdana Siregar, Novita Sari, & Ade Titi Nifita. (2019). Implementasi Digital Marketing dan Inovasi Kemasan Kue Bengen Produk Kuliner Khas Jambi. *Jurnal Inovasi, Teknologi Dan Dharma Bagi Masyarakat*, 1(1), 37–42.
- Thakur, M. (2024). Cyber Security Threats and Countermeasures in Digital Age. *Journal of Applied Science and Education (JASE)*, 4(1), 1–20.
<https://doi.org/https://doi.org/10.54060/a2zjournals.jase.42>
- Wulandari, D. N., Santoso, B., & Athar, H. S. (2017). Etika Bisnis E-Commerce Berdasarkan Maqasid Syariah Pada Marketplace Bukalapak.com. *JMM -UNRAM-Master of Management Journal*, 6(1), 1–13.