

Micro, Small, and Medium Enterprises (MSME) Research on Journalistic Aspects Through Social Media Instagram.

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INFO ARTIKEL

Sejarah Artikel:
Diterima : Desember 2022
Diperbaiki: Desember 2022
Disetujui : Desember 2022

Keywords:
Journalistic Aspects;
Social Media Marketing;
Developing Micro, Small, and
Medium Enterprises (MSME);
Instagram Management

Abstract

This research is entitled Micro, Small, and Medium Enterprises (MSME) Research on Journalistic Aspects Through Social Media Instagram. The purpose of the researcher in choosing this topic is because many MSMEs are experiencing obstacles in developing their business, both from internal factors and external factors. Therefore, researchers conducted research on MSMEs that use Instagram social media as a means to improve their ability to manage business on Instagram, increase promotion and market sales. This research was conducted using qualitative methods with a case research approach using data collection techniques through filling out questionnaires. The results obtained from this study can be concluded that in the digital era like today, Instagram is widely used by people of all ages as a means for selling media. In addition to its wide reach, this application also has several features that can help MSME owners promote their products, such as Instagram shopping features and advertising features.

Abstrak

Tujuan dari peneliti dalam memilih topik ini karena banyak UMKM yang mengalami kendala dalam mengembangkan usahanya, baik dari faktor internal maupun faktor eksternal. Peneliti melakukan penelitian terhadap UMKM yang menggunakan media sosial Instagram sebagai sarana untuk meningkatkan kemampuannya dalam mengelola bisnis di Instagram, meningkatkan promosi dan penjualan pasar. Penelitian ini dilakukan dengan menggunakan metode kualitatif dengan pendekatan penelitian kasus menggunakan teknik pengumpulan data melalui pengisian kuesioner. Hasil yang didapat dari penelitian ini yaitu disimpulkan bahwa di era digital seperti sekarang ini, Instagram banyak digunakan oleh masyarakat dari segala usia sebagai sarana untuk media berjualan. Selain jangkauannya yang luas, aplikasi ini juga memiliki beberapa fitur yang dapat membantu para pemilik UMKM dalam mempromosikan produknya, seperti fitur belanja Instagram dan fitur iklan.

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ISSN: 2502-4639

DOI : 10.21107/ee.v8i2.17789

Citation :

INTRODUCTION

Without intending to ignore the BUMN and large private sectors, in fact, MSMEs are quite an important sector in playing an economic interest in national development, especially for the creation of new jobs. With this reality, advancing MSMEs and making them the basis of the people's economy will have a direct impact on creating economic stability and independence. MSMEs can also strengthen economic fundamentals because most of the people's economic activities in the country are played more in MSME-scale economic units in almost all sectors (Tanjung Azrul, 2017).

Micro, Small and Medium Enterprises or what is often abbreviated as MSMEs is an important part of the economy of a country or region, as well as Indonesia. The goal or target to be achieved is the realization of strong and independent Micro, Small and Medium Enterprises (MSMEs) that have high competitiveness and play a major role in the production and distribution of basic needs, raw materials, as well as in capital to face free competition. MSMEs in Indonesia have received attention and guidance from the government by creating a portfolio of ministries, namely the Minister of Cooperatives and SMEs.

Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07% or worth 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce and can collect up to 60.4% of the total investment. However, the high number of MSMEs in Indonesia is also inseparable from the existing challenges. (Kharisma, 2020).

Along with the development of the times, Micro, Small and Medium Enterprises (MSMEs) in Indonesia face quite severe challenges to their business development. For example, lack of knowledge on how to develop a business, lack of product innovation, lack of understanding of digital marketing, recapitulating data with manual bookkeeping (Khairani et al., 2018).

Facing an increasingly competitive market mechanism. Market control is a prerequisite for increasing competitiveness. Especially with the increasing number of people who use the internet, MSMEs are required to make changes in order to increase competitiveness so that their business can continue to run and develop. One way to do this is by taking advantage of technological developments. The role of technology is indispensable in encouraging the success of a business to expand market access (Khairani et al., 2018).

Micro, Small and Medium Enterprises (MSMEs), which are also subjects in trade, inevitably have to adapt to the developments of this era. If not, it is certain that the sustainability of MSMEs will dim because they are defeated by a more sophisticated system even though in terms of product quality they can compete. The increasing number of internet users for trade has encouraged the emergence of new businesses which are now widely said to be business start-ups. All of these businesses are engaged in trade and services that meet daily needs, the majority of them are engaged online (Yuniar, 2020).

Facing an increasingly competitive market mechanism. Market control is a prerequisite for increasing competitiveness. Especially with the increasing number of people who use the internet, MSMEs are required to make changes in order to increase competitiveness so that their business can continue to run and develop. One way to do this is by taking advantage of technological developments. The role of technology is indispensable in encouraging the success of a business to expand market access (Khairani et al., 2018)

The role of citizen journalism or citizen journalism is related to developing Micro, Small and Medium Enterprises (MSMEs) by paying attention to journalistic aspects through the research of Micro, Small and Medium Enterprises (MSMEs)

who have succeeded in developing their businesses through social media Instagram.

According to Sumadiria in his book entitled Indonesian Journalism, namely: "Technically, journalism is the activity of preparing, seeking, collecting, processing, presenting and disseminating news through periodic media to the widest possible audience." (2014:3).

Based on Sumadiria's quote, journalistic activities can help MSMEs in developing their businesses by increasing the ability of entrepreneurs in the fields of copywriting, photography, editing, content creators, website management or social media.

The differences between this study and previous research is that this research raises the title of MSMEs research on Journalism Aspects through Instagram Social Media, where the titles and topics in previous research articles have not been used. This article also discusses how to increase the MSMEs business through Instagram directly from the MSMEs entrepreneurs.

The reason the researcher chose this topic is because many MSMEs have not been able to develop their business in the current era of digitalization. The rapid development of technology makes MSMEs have to be more alert in facing the challenges. With this article, it is hoped that MSMEs will be able to prepare themselves to develop a more advanced business through Instagram social media.

Instagram social media is one of the media that can help MSMEs in promoting their business due to the large number of Instagram users who are active in playing Instagram.

According to We Are Social data, Instagram's monthly active users (MAU) worldwide reached 1.45 billion people in April 2022. Indonesia had 99.9 million monthly active Instagram users in April 2022.

Apart from being a very large number of Instagram users, easy access to promotions, analyzing customer requests and providing information about business are also advantages that MSMEs get when promoting on Instagram social media.

The purpose of this research is to choose this topic because there are many MSMEs that have obstacles in developing their business, both from internal factors, namely the limited amount of capital, limited human resources, and weak business networks. As well as external factors, namely unfair competition, limited facilities and infrastructure, limited market access. Therefore, researchers conducted research on MSMEs that use Instagram social media as a means to improve their ability to manage business on Instagram, increase promotion and market sales.

In the sales effort carried out by the MSME owners, namely promoting and developing their business. These efforts are carried out through social media because of the large number of social media users in the era of digitalization with the social media used is Instagram. Therefore, how to develop a MSME business through Instagram? Is Instagram effective in increasing promotions and reaching customers?

METHOD

This research was conducted using a qualitative method. The qualitative method with a case research approach using data collection techniques through filling out questionnaires. Questionnaire data will be created based on what is required in this article. In this study, the researcher used an open questionnaire, in which the answer had been provided, but the respondent could still write his/her own answer if the answer was not in the choices provided. The target who will be given a questionnaire is MSME owners who use social media Instagram as a means of promotion and sales. The number of respondents in this study amounted

to 17 respondents. The respondents' criteria are MSME owners who are 17-65 years old and use social media Instagram as a promotional and sales medium. The questionnaire was made in the form of a narrative so that researchers know the various inputs from respondents. The data collection process starts from October 2022.

REVIEW OF RELATED LITERATURE

According to research by Kharisma (2020) from the Faculty of Economics and Business, Padjadjaran University with the title: The Role of Micro, Small, and Medium Enterprises (MSMEs) in Utilizing The Internet: A Case Study in Babakan Peuteuy Village, Cicalengka District, Bandung Regency said that the use of internet media as a medium Promotion for local economic potential in Babakan Peuteuy Village is quite good and creative, and the desire of the residents to carry out entrepreneurial activities is high, but there are still many problems such as an unprofessional organizational structure, poor business management, the technology used is mostly still traditional, materials raw materials that come from outside the village, the ability of existing human resources is lacking, and the inability to market products online. Therefore, researchers together with village officials have tried to create a website. The existence of the use of internet media to disseminate information will be faster and have a wider reach in increasing sales and product marketing.

Raharja & Natari (2021) conducted research on MSME business development during the pandemic through optimizing the use and management of digital media, in which the results of the study showed that the training and guidance provided had a positive impact on business actors by increasing knowledge about media. digital media, increasing knowledge of various media that can be used and increasing skills in the use and management of digital media in branding. Recommendations that can be submitted are the sustainability of the coaching program for business actors so that they can implement and manage digital media optimally.

Researcher with the research title: Culinary Business Marketing Strategy Using Influencers Through Instagram Social Media examined several reasons why The Night Market Café & Coworking Space switched from conventional methods to Instagram marketing, namely because first, technological advances, consumers are more inclined to use Instagram social media, secondly by using social media marketing, especially Instagram can reduce costs in marketing financing, Third by utilizing influencers to further increase marketing on Instagram, and have a positive impact on the progress of The Night Market Café & Co-working Space, lastly the role of the variable place / place in the marketing mix can make visitors come back to The Night Market Café & Co-working Space because The Night Market Café & Coworking Space provides and presents an attractive interior and atmosphere for consumers and the price is also in accordance with the consumer's pocket. The place which according to the researcher is not strategic, but with the advancement of technology and the promotion strategy that The Night Market Café & Co-working Space does, it can immediately touch the hearts of consumers.

In Yuniar (2020) research entitled: Instagram Application As a Means of Online Business Promotion: A Study on Warung Mamak Accounts shows that Instagram media is more suitable for use by young business people who have small capital in online business promotion activities, where its use does not require a lot of money, can be accessed anywhere and anytime, the photo-sharing-based Instagram application makes it easy to promote their online shop. The findings in the promotion carried out by Warung Mamak, namely Instagram media are more suitable if the target market is young adults who are also quite interested in

Instagram and can even be wider, because the products sold are office stationery product categories where all ages need these products.

Researcher Effendy & Sunarsi (2020) Conducted a research entitled Student Perception of Ability in Establishing MSMEs and Effectiveness of Online Promotion in Tangerang City. This study aims to determine student perceptions of Ability in Establishing MSMEs and how Effective MSME Promotion is through Online in South Tangerang City. With the results of research from interviews, it was found that the most decisive factor in establishing MSMEs are financial factors or business capital and commitment each is 25%, business location factor is 21%, Experience is 9%, Business ability is 8%, Motivation is 8% and promotion is 4%. Regarding MSME Promotion Through Online, all of them answered effectively in terms of promoting it online, with most revealing that it is more effective to promote it through social media than promotion through other media. So it can be concluded, in addition to studying theory on campus, students also need to be committed to establishing a business and promoting it online, namely by prioritizing its promotion in social media such as Instagram, Facebook, WhatsApp and other online media.

Khairani et al., (2018) Research on the Effectiveness of Promotions Through Instagram on MSMEs in the Food and Beverage Sector in Pekanbaru City with the aim of analyzing the effectiveness of promoting MSME products on Instagram media. Promotion effectiveness is measured by the AIDA concept (Attention, Interest, Desire, Action). The sample in this study was 100 active Instagram account owners and followed at least one MSME account in the food and beverage sector in Pekanbaru who promoted on Instagram media. The data analysis method used the validity and reliability test of the data, and the one-sample t-test. The results of the study revealed that the effectiveness of the promotion of food and beverage SMEs in the city of Pekanbaru on Instagram media was in the high category. This matter indicates that promotion through Instagram is useful for attracting consumers to buy MSME products in the food and beverage sector.

RESULTS

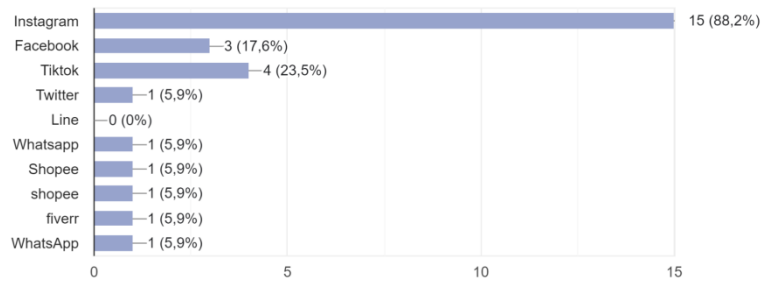
The discussion in this study in terms of the use of social media Instagram to develop MSME businesses by paying attention to the journalistic aspect has been using Instagram as effectively as possible for marketing activities and as a sales platform. Respondents in this study have their own opinions about increasing MSME business through Instagram media. This section describes an overview of the interest of MSME owners using Instagram as a sales or promotion medium.

a. **Sosial media used for MSME purposes**

As technology develops, business owners, including MSME owners, inevitably have to adapt to the times. MSME business actors will also be motivated by digital trade competition which has many opportunities to get customers. This effort is carried out by marketing their products to existing startups, for example social media such as Instagram, Twitter, WhatsApp, Facebook which have opportunities for MSME owners to get customers.

Sosial media yang sering digunakan untuk keperluan UMKM

17 jawaban



Picture 1. Hasil Penelitian Kuesioner 1.1

Based on the results of the survey above, it can be seen that the social media that is often used by MSME owners for their MSME needs is Instagram. Instagram itself is often used for promotional purposes to increase customer insight and have loyal customers.

b. Interested in using Instagram for MSME purposes

By using Instagram as a sales platform for MSME owners, of course, there are some things that respondents like in the form of interest in using Instagram social media as an improvement in MSMEs both in its features and because of the great opportunities and broad insights.

Apa yang membuat anda tertarik untuk menjadikan instagram sebagai media penjualan anda?

17 jawaban



Picture 2. Hasil Penelitian Kuesioner 1.2

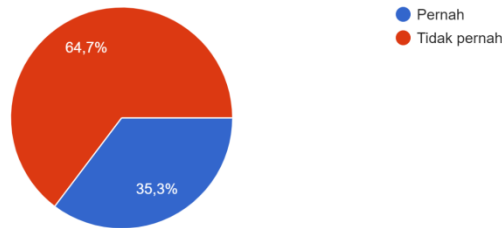
Based on the results of the survey above, it can be seen that most of the respondents have an interest in social media Instagram as a sales medium

because Instagram has broad insights equipped with interesting features that can be reached by many people.

c. Features of Ads (ads) on Instagram

The advertising feature is a feature provided by several platforms, one of which is Instagram, which serves to reach a wider and targeted audience.

Apakah anda pernah menggunakan fitur ads (iklan) pada instagram untuk keperluan UMKM anda?
17 jawaban



Jika pernah menggunakan fitur ads (iklan) di instagram. Apakah fitur tersebut efektif dalam meningkatkan penjualan? Berikan tanggapanmu tentang kekurangan dan kelebihan pada fitur ads (iklan) instagram!

9 jawaban

Kelebihan fitur ads : 50-50 ke efektifannya Kekurangan fitur ads : fee nya mahal
untuk fitur ads sebenarnya efektif untuk memperkenalkan produk kita ke jangkauan yang lebih luas dan bisa meningkatkan penjualan
Tidak begitu efektif
Tidak bisa disimpan, terlalu simpleks
Biasa saja
Keefektifan fitur ads atau (iklan) menurut saya dilihat dari siapa yang mengiklankan, biasanya produk iklan yang lebih sering dilihat di Instagram merupakan produk yang diiklankan oleh mereka yang dikenal Selebgram atau memiliki jumlah followers yang cukup banyak.
Ya dapat.meningkatkan dengan upaya yang lebih baik

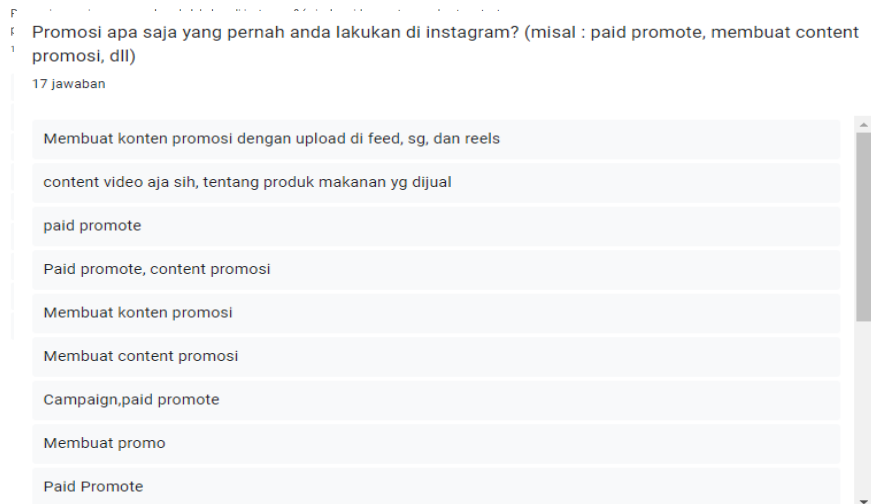
Picture 3. Hasil Penelitian Kuesioner 1.3

Based on the survey above, some people rate the advertising features on Instagram as less effective and too expensive. Meanwhile, some respondents considered that the advertising feature on Instagram was quite effective because it could gain insights from users that matched business targets.

d. MSME owner promotion on Instagram

Apart from the convenient user interface, there are many Instagram features that can be used to increase MSME sales. Instagram features

have their respective uses. Therefore Micro, Small, and Medium Enterprises (MSME) owners choose several different features according to their needs.



Picture 4. Hasil Penelitian Kuesioner 1.4

Based on the results of the survey above, respondents, namely MSME owners, choose to promote through Instagram in the form of: creating content, paid promotion, campaigns, advertisements, sharing information (informative content), and giving away.

e. Promotional constraints

Apa saja hal-hal yang membuat anda kesulitan dalam melakukan promosi tersebut?

17 jawaban

Banyak
Menggunakan keyword yg tepat untuk keefektifan jangkauan
waktu sama device
-
sebenarnya untuk melakukan promosi itu gampang tapi yang membuat susah itu memikirkan ide dan konsep bagaimana caranya biar konsumen ini tertarik dan membeli produk kita
Membuat vidio semenarik mungkin, agar calon pembeli tertarik
Konsep dari konten tersebut
Ide
Waktu yang kurang banyak

In every promotional activity there must always be obstacles that hinder the course of promotion which can be called promotional constraints. There are several kinds of promotional obstacles, especially on promotions carried out by MSME owners, including: **Picture 5.** Hasil Penelitian Kuesioner 1.5

Based on the survey above, promotion constraints include more ideas and

Apa saja hal-hal yang membuat anda kesulitan dalam melakukan promosi tersebut?

17 jawaban

Waktu yang kurang banyak
kesulitan dalam mencapai peminat jasa lukis saya karna masih kurangnya pengikut di instagram/shopee
ada rasa tidak percaya berhasil atau tidaknya dalam melakukan promosi serta kurangnya skill sebagai pendukung
Followers
Pada saat menghubungi pihak terkait (selebgram)
Market yang masih terlalu luas, karena saya sendiri pun pada bidang ini melakukan pitching ke berbagai jenis sektor. memiliki market yang terlalu luas menurut saya tandanya tidak memiliki market.
Menambah followers
Kurang minat pelanggan

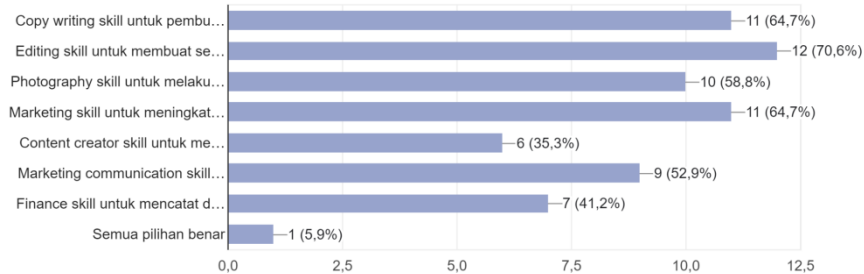
time. Lack of customer interest is also one of the obstacles to promotion. The lack of customer interest is caused by the lack of creative marketing used by MSME owners. The psychological aspect in the form of lack of confidence in running a business is also one of the obstacles to promotion. Inadequate followers or followers are also an obstacle to promotion because the insights obtained are very limited.

f. Journalistic skills for MSME

The journalistic aspect is related to the running of the MSME business, including several skills that must be considered:

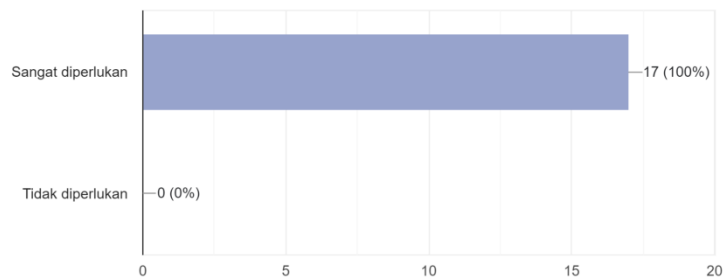
Menurut anda skill apa saja (dalam aspek kejournalistikan) yang dibutuhkan dalam meningkatkan penjualan UMKM anda melalui sosial media instagram?

17 jawaban



Apakah skill-skill yang terkait aspek kejournalistikan seperti diatas sangat diperlukan bagi pemilik UMKM dalam mengembangkan usahanya melalui instagram?

17 jawaban



Picture 6. Hasil Penelitian Kuesioner 1.6

Based on the table above, copywriting skills, editing skills, photography, marketing, content creators, content marketing, finance are very much needed in developing a business through Instagram social media. These skills can be implemented by MSME owners in an effort to increase MSME promotions.

g. Skills given by respondents to develop MSMEs

This study uses research by MSME actors who have used Instagram as a promotional media or sales of their MSMEs. As for some suggestions from respondents, namely MSMEs including:

- Use appropriate keywords in the use of captions, use the right hashtags, time and upload content to match the desired target customers.
- Taking references or self-taught through other platforms such as tiktok, twitter, facebook, etc.
- Mental health also needs to be considered. If sales are dropping drastically, evaluate the MSME business you have, not just think about it.
- Set daily content targets and be consistent.
- Re-creating viral content to keep it up to date.

- Editing stories can be made through easy applications such as cap cut.
- Use original videos/photos to avoid being penalized for plagiarism.
- Copywriting can be done by MSME owners by reading to add insight, as well as providing their own opinions as interesting and not monotonous captions.
- Editing skills are also very necessary to create a good flayer or background for a product that will be promoted on Instagram and the way to make it can be through Canva, Photoshop or other editing applications.
- Photography skills are needed to make the promoted product more attractive with appropriate and good image capture.
- Marketing communication skills are needed for MSME actors to convey promotions directly or via Instagram with content.
- Have creative and innovative ideas.
- Creating interesting content pillars, on track and in context, paying more attention to the moodboard for editing.

Overall, promotional activities carried out on Instagram have high effectiveness on MSMEs. It can be seen from the survey above that MSME owners are able to pay attention to journalistic aspects through the skills that are applied to the MSME sales promotion section. MSME owners also provide advice and input for generations of MSME owners who want to use Instagram as a promotional and sales medium to pay more attention to skills related to journalism.

DISCUSSION

Based on the results of previous studies, there are several studies that have similarities about the perception that social media is effective as a promotional medium for MSMEs, because almost all Indonesian people use the internet and social media every day.

The opportunity to increase business by way of promotion through social media Instagram can be proven by various studies examining this case. It can also be seen from the income of various MSME accounts that have quite a lot of followers.

CONCLUSION

The results obtained from this study can be concluded that in the digital era like now, Instagram is widely used by people of all ages as a means for selling media. In addition to its wide reach, the application also has several features that can help MSME owners promote their products, such as Instagram shopping and ads features.

Taken from the results of the questionnaire, very few MSME owners use the ads feature to promote their products, because this ads feature is a paid feature. They more often create promotional content to upload on their Instagram account posts, according to them creating effective promotional content to increase customer interest.

Some of the difficulties in conducting promotions are also owned by SME sales, they have difficulty in choosing the concept of the content they will create to attract buyers, and lack of skills as supporters. According to them, skills related to the journalistic aspect are needed to develop a business, such as the need for Content Creator skills to create up to date content, Editing skills to edit content to make it more interesting and also Copy Writing skills to create unique and unique captions. different from the others.

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