

Social Media's Role as a Marketing Medium for SME Products

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Abstract: Engagement dedication SMEs for processed goods such as craft bamboo, chips banana, jam tomato, cranky corn, and so on are employed by the residents of Village Sandpaper Subdistrict Sandpaper Field City Medan, North Sumatra, where this is being done. The purpose of this activity is to teach locals how to use social media platforms like Instagram and WhatsApp to market their products. Sales of locally produced goods are expected to increase market share, boost efficiency in marketing, and use other strategies to make the most of already-existing social media platforms that are controlled by residents. These strategies should also improve the quality of goods that are more productive, rather than just sending messages.

Abstrak. Pengabdian UKM terhadap barang-barang olahan seperti kerajinan bambu, keripik pisang, selai tomat, rengekan jagung, dan lain sebagainya dimanfaatkan oleh warga Desa Amplas Kecamatan Medan Amplas Kota Medan, Sumatera Utara, tempat hal ini dilakukan. Tujuan dari kegiatan ini adalah untuk mengajari masyarakat setempat cara menggunakan platform media sosial seperti Instagram dan WhatsApp untuk memasarkan produk mereka. Penjualan barang-barang produksi lokal diharapkan dapat meningkatkan pangsa pasar, meningkatkan efisiensi pemasaran, dan menggunakan strategi lain untuk memanfaatkan platform media sosial yang sudah ada dan dikuasai oleh warga. Strategi tersebut juga harus meningkatkan kualitas barang yang lebih produktif, dibandingkan hanya sekedar mengirim pesan.

Kata Kunci: UKM, platform media sosial, produksi lokal

1. INTRODUCTION

Village Partner is a formation program that Harapan Medan University runs. This program is an incorrect attempt to implement Tridharma College Tall by Harapan University Medan. This devotional activity was held in Sandpaper Village, Subdistrict Sandpaper Field City, Medan. Village Sandpaper is located in Subdistrict Sandpaper Field in the east. The mountains there are ideal for growing coffee plants, as well as fruits (bananas, apples, durian, avocados, and longans) and vegetables. People play a major role in farming. In addition to being a farmer, Village Sandpaper tried to support its family financially by making snacks and handcrafted items in their home business using materials

that were readily available nearby.

The village's inhabitants have developed a variety of goods, such as crafts made from bamboo, chips gedebog (banana fronds), jam tomato, gerit corn, dupitos, and banana chips (banana temple red). The items generated the requirement for development. Not only is packaging appealing, but marketing strategy is also required to support consumer interest. A marketing strategy that is both precise and tailored to the product being sold is an important consideration for management marketing, as the product being sold needs to be something that potential customers will be willing to buy (Joseph et al., 2023).

Promotion in mix marketing is incorrect. Product, pricing, place, and promotion are the four primary components of the 4Ps model of communication marketing. Promotional sales are marketing activities that carry the mark of a product (Yusuf, 2023). They are used to drive consumers to make purchases, increase effectiveness in sales, or increase effort put into sales. One crucial step that is dependable for introducing a product or service and encouraging target consumers to test the goods or services provided to the public is promotion (Aep, 2022).

The modern digital age This promotion can be carried out using a variety of social media platforms. Social media plays a significant function as a communication medium where users can exchange knowledge, information, and connections. Adoption of technology has become crucial for businesses at this time (Yusuf et al., 2022). Digital media promotion is used for its own excess as opposed to other media promotion, which includes ease of evaluation, a wider distribution area, speed of dissemination, ease of use, and effectiveness (Kushendar, 2022). (Yusuf et al., 2023). This excess is what makes digital marketing popular among many people.

Social media is an unfinished digital platform where users can create brief profiles and self-descriptives to engage with others from diverse social circles. It is beneficial for both individuals and businesses. In Indonesia, use social media. Social media makes people more open in their interactions and activities. Anyone may easily get to know others and even become well-known worldwide (Saepudin, 2023).

Social media is more engaging since it facilitates two-way contact. Users on social media can receive direct comments or bait from other users. There are many different kinds of social media, the primary goal of which is to make it easier for the public to absorb information from wherever. In 2016, the number of Indonesians using social media reached

79 million, or thirty percent of the country's entire population. For more information, the number of people using social media on mobile phones was measured at 66 million, which accounts for 25% of Indonesia's entire population (Flower, 2022).

Millions of active users utilize Instagram, one of the many social media platforms available to them. Instagram had 500 million users worldwide as of the middle of 2016, and in just two years, the platform had grown twice. Furthermore, there are 300 million Instagram accounts that are used every day. The number of social media users worldwide will rise from 0.97 billion to 2.44 billion in 2018. In addition, it is anticipated that growth will accelerate by 30% over the next eight years. According to statistics, social media, especially Instagram, will continue to grow in popularity around the globe (Flower, 2023).

II. APPROACH

The completion problem, which began with the identification problem, is training the team in product marketing via social media for the residents of the hamlet Sandpaper Medan in the sub-district Amplas Medan City. The first issue the public has is that they do not yet comprehend online marketing through social media. The suggested solution is to provide information on how to utilize social media to promote products and broaden the reach of marketing.

Second, there is the issue that, throughout this time, residents have only used social media to connect with one another and have not yet used it to promote their own products. One option to address this issue is to provide training on how to create a social media business account and optimize social media for product marketing. This allows you to reach a wider network of people who need your product.

III. END RESULTS AND TALK

Based on the findings of the observation and interview, a variety of information was gathered that presents challenges or issues for the local populace while using social media to promote manufactured goods. focuses mostly on one's capacity to maximize their own position in social media. In order to complete the activity devotion, two methods were used: method presentation, method discussion, and questions and answers between the team executing the devotion and the resident society. The executor activity dedication and

the gadget village made it possible to hold a forum on this activity. The public who were invited to participate in the activities were the target activities. The public is warmly welcomed and invited, and there is a buildup of intense engagement between the citizenship society and the executor activity service during the implementation activity. A variety of subjects pertaining to social media types, roles, and optimization were suggested by the implementer's dedication. Develop a continuous dialogue on social media about other pertinent themes.



Picture 1. Activity Training Optimization Role of the Media Social

The next solution, carried out by the team leader's dedicated activity, is to describe the approach and teach the local public how to effectively communicate marketing messages so that a product with its own unique selling point may attract and encourage consumers to make a purchase. The processes that follow are described in product promotion via social media.

Starting with a determination plan that serves as both an aim and a direction for conducting operations. Assess the posture to see if similar businesses exist or if they do not yet have a manager. This is crucial in order to guarantee the product's positioning later on in the market. The next stage is to ascertain which media will best promote the goods. Following knowledge of the product's position, the target market's position will also be known, allowing the market target to serve as a foundation for consideration of the marketing media employed. For instance, social media platforms such as Whatsapp status are employed if the target market is Mother House Stairs; if the target market is Child School, Maga Choice falls on Instagram. This will take into account the bulk of users on every social media platform.

Creating content is the next stage. The same as previously, which is to take the target market into account. With a certain market, Mama House's ladder produced no The target market for children's schools is the same. Every consumer segment has unique qualities that set them apart. Mother House Ladder would send her child to more schools if she paid more attention to the composition materials' cost and details. Notice the display. Hence, material is organized based on market preferences (customer-centric). Another factor is the posting schedule. is regular, that is, occurring at a set, constant frequency sometimes or at a specific moment with several factors taken into account. Can also be blended from both, for example, to allow more consumers to play the role of emotion in certain routines and real-time execution.

The management and measurement stage comes next. Simple to produce, challenging to handle That is what frequently takes place. To sum up, handle more challenging situations. But this is required. There are several methods that can be used, such as creating a group that can serve as a forum for customers and granting privileges to members of the group. Occasionally, customers need to be shocked by things that are new and relevant to the product or results, or by phenomena that the economy and social public may not always find relevant to the product. All that is really done to control that is to remind customers to return items and to use that as a tool to gauge how much of the product they can still accept.

IV. FINAL SAY

Engagement dedication This is an endeavor on the part of academics to support the government in improving the education, knowledge, and skills of the general population, particularly in public villages, so that they can become economically independent. The SME sector is currently rising to fame because it may be run by the community with little education but a lot of perseverance, and it will learn from others and be open to sharing its skills in order to grow its business and improve the lives of its employees.

A village with all of its potential can become a source of income by processing and marketing products with the knowledge and skills to become a potency village. The product must be created with assistance from other parties in order to gain a large market share, even grow to become the mainstay, be legally licensed nationally, be professionally managed, and eventually be exported.

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