MSMEs MARKETING COMMUNICATION STRATEGY IN OFFERING SERVICES THROUGH INSTAGRAM

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Abstract:

The empowerment of MSMEs in the midst of globalization and high competition causes MSMEs to need them to be ready to face difficulties around the world, such as expanding goods and administrative progress, To develop the interest of shoppers to try and buy goods sold by MSMEs, manpower is needed, various strong advertising systems, one of which is with limited time training. One of the media counting web media is virtual entertainment. This research is expected to dissect the correspondence system of MSMEs in making offers through Instagram. The adequacy of progress is estimated by the idea of AIDA (Consideration, Interests, Desires, Activities). The results of the examination revealed that the adequacy of MSME progress regarding services on Instagram media. This problem shows that progress through Instagram media is very helpful to attract customers to use MSME services..

Keywords: *Communication Strategy, MSMEs, Service Services*

Introduction

Citizens can access the information they need every days through the internet in today's information age. The introduction of web 2.0 technologies on the internet, in particular the decentralization of information creation and delivery, had a tremendous impact on people. It shows how anyone can produce and distribute information online. Improve information accessibility even though there is no complete equality of access[1]. Provision of public information is a difficult problem for the government in the midst of millions of information spread on the internet. Internet use in Indonesia continues to increase from year to year. 132.7 million people in Indonesia, or 51.7% of the population, use the internet, according to the latest statistics provided by the Association of Indonesian Internet Service Providers (APJII) in 2016.

Despite the fact that more and more Indonesians are using the internet to get public information annually, this technology has not been able to replace more conventional communication methods. This is evident from the dominance of international websites in Indonesia's digital sector, including YouTube.com and Google.com. In contrast, Detik.com ranks fourth among the most popular websites in Indonesia[2]. According to a survey of ICT indicators conducted in 2015 and

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[1] Priyatna, Centurion Chandratama, et al. "Optimalisasi teknologi informasi oleh lembaga pemerintah dalam aktivitas komunikasi publik." *Jurnal Kajian Komunikasi* 8.1 (2020): 114-127.

[2] Wijoyo, Hadion. *Transformasi Digital Dari Berbagai Aspek*. Insan Cendekia Mandiri, 2021.

published by the HR Research and Development Agency of the Ministry of Communication and Informatics, the activity of "seeking information from government organizations" ranks 10th (out of 16 activities) or 28.4%, while "opening social networking site" holds the top position (72.3%) among frequent Internet activities.

Strategy has its roots in the ancient Greek terms "stratos," meaning army, and "agein," meaning leadership. According to Sanjaya and Andy, a military term known as "General Art" or "the best design to win the war" is called strategy[3]. Ahmad S. Adnan Putra said that the strategy is part of the plan and that the plan is a consequence of the strategy. In this way, the techniques in pith are both preparation and implementation to achieve specific functional practice goals[4]. Then according to Saragih et al quoted by Jalaluddin, strategy is something that is planned (planning), and management must be able to demonstrate an operational strategy in order to achieve a strategic goal[5].

The term "communication strategy" is then defined by Sari and Marlynda as "a method for establishing optional and consistent transmission of various communication alternatives." Communications must: (1) inform; (2) inspire; (3) giving instructions; (4) share information; and (5) assist in making decisions, according to Sari and Marlynda (2020). Additionally, Lasswell suggests developing an efficient communications plan[6].

Discussion of the study of strategic communication will have a significant impact on the success of every form of organizational development because of the importance of strategic communication in the organizational development process of a company. Onong Uchyana claims that the methodology is basically managing and executive to achieve objectives. However, to achieve goals, the strategy must show how the tactics are put into practice in addition to serving as a road map. According to this strategy, communication is a combination of communication planning (also called communication planning) and management (also called communication management) to achieve a goal. To achieve this goal, the communications strategy must indicate how tactical operations are to be carried out. It should also be noted that the approach can change at any time, depending on circumstances[7].

Generally, limited scope organizations are characterized as autonomous organizations that have little impact available. What's more, the concept of private enterprise in each country is not exactly the same as in other countries. Despite being relatively smaller in scale, widespread use around these areas is capable of not only adding to the general economy, but also being able to absorb or try and

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[3] Sanjaya, Andy. *Partai Politik dan Komunikasi Politik: Strategi Pemasaran Politik (Political Marketing) Partai Solidaritas Indonesia dalam Memperoleh Suara di DPRD Provinsi DKI Jakarta pada Pemilu 2019*. BS thesis. FISIP UIN Jakarta, 2020.

[4] Tuhuteru, Ajuan, and Lilis Sukmawati. "Strategi Komunikasi Pemasaran (Suatu Perencanaan Komunikasi Pemasaran pada PT. Quipper Edukasi Indonesia)." *Medialog: Jurnal Ilmu Komunikasi* 2.2 (2019): 62-68.

[5] Saragih, Liharman, et al. *Strategi Manajemen Pemasaran*. Yayasan Kita Menulis, 2022.

[6] Sari, Marlynda Happy Nurmalita, et al. *Dasar-Dasar Komunikasi Kesehatan*. Yayasan Kita Menulis, 2020.

[7] Takari, Muhammad. "Memahami Ilmu Komunikasi." *Tanjungbalai, Asahan* (2019).

create new positions, lead to product development, and add larger ones. organization. Due to its temperament, business utilization in the MSME area is usually determined by the attention of certain individuals or buyers to consume quality home-made goods. However, due to limitations, especially in correspondence and the wider seriousness of advertising, it is increasingly difficult for MSME products and services to understand, so that part of the business that makes sense is being addressed. The peculiarity of the presence of the development of advanced correspondence innovations in the ICT business in today's society, in terms of the benefits it provides, is considered worthy of being an elective answer to answer the needs of utilizing MSME areas, however, their nature is still limited[8].

Anggari and Finka defines technology readiness by a consumer as the tendency of people to adopt and use new technology to achieve a goal at home and at work. The level of technological readiness by consumers is able to provide important input for MSMEs who wish to carry out marketing communications on social media. Perceptions poor, digital marketing efforts through social media will not work effectively. So an in-depth study is needed about the level of public acceptance or readiness in general for new technologies (in this case, the use of social media). By carefully recognizing the characteristics, attitudes and behavior of target consumers, it is hoped that promotional efforts made by the MSME sector through social media can be carried out with a more integrated, precise and effective marketing communication strategy[9].

Consumers from the millennial population segment, namely the first generation group that uses digital communication technology, social media, which are increasingly ubiquitous (available or visible everywhere) as a medium for communicating or interacting, gathering information and sharing this information to be known together in time. that are relatively the same in different places or locations. Thus the influence of the "digital native" generation group as users or consumers of the target marketing communications for domestic MSME products and services, has become increasingly important for marketing communications experts, as this marketing communication strategy has also been widely implemented by large corporations[10].

Observing the existence of the problems described above, it is hoped that there will be a research that can look proportionally and how strategies are in the midst of the dynamics of negative perceptions of the credibility of social media information today which is full of economic interests and political contestation, social and psychological conditions of consumers affect the use of digital media[11].

[8] Winarko, Hilarius Bambang, Ahmad Sihabudin, and Mikhael Dua. "strategi komunikasi pemasaran digital terpadu usaha mikro, kecil, dan menengah (UMKM)." *Jurnal MEBIS (Manajemen dan Bisnis)* 5.1 (2020): 58-68.

[9] Anggari, Finka Aninditha. *Analisis kesiapan dan penerimaan aplikasi all-digital provider by. u dengan menggunakan technology readiness and acceptance model (tram)*. BS thesis. Fakultas Sains dan Teknologi UIN Syarif Hidayatullah Jakarta.

[10] Li, Fangfang, Jorma Larimo, and Leonidas C. Leonidou. "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda." *Journal of the Academy of Marketing Science* 49.1 (2021): 51-70.

[11] Djurubassa, Gloria Miagina Palako. *Media Sosial dan Demokrasi di Indonesia*. Media Sains Indonesia, 2022.

Furthermore, it is also necessary to have a research that is able to provide a more in-depth analysis objectively so that it can provide useful suggestions for all elements of stakeholders related to an integrated digital marketing communication strategy. This research is also expected to provide input or recommendations to regulators in general so that marketing communications for products and services for Indonesian MSMEs can be used as a platform that is increasingly credible, trusted and in demand by consumers.

Research Method

A descriptive qualitative approach is used in the group communication strategy in disseminating information on the Medan City Communications and Informatics Office. In Haryono and Cosmas Gatot Qualitative methods can be considered as a method for conducting studies that produce descriptive information about people or their behavior in the form of written or spoken phrases that can be compared with the background and individuals as a whole and used for analysis. Objectives Qualitative research seeks and gathers information from beneath an ocean of data[12]. The methodological approach to this study is a case study, according to Yin In his book "Case Studies" he says: In the design and methods it is stated that case studies can be broken down into three categories: descriptive case studies, exploratory case studies, and explanatory case studies[13].

Qualitative research examines the natural or contextual background of an entity or a whole. According to Moleong this is done because of the desire of natural ontology that the existence of facts as a whole cannot be understood regardless of context. In qualitative research, the researcher collects most of the data himself or with the help of others. Therefore, when collecting data in the field, researchers actively participate in social activities and follow research locations[14].

Utilizing qualitative methods such as observation, interviews, or document review in qualitative research These qualitative methods are used for a number of reasons, including the fact that it is easier to deal with multiple realities than other qualitative methods, because they present truth directly between researchers. and respondents, as well as being more sensitive and able to adapt many shared influences to the pattern of values one faces.

Results and Discussion

The existence of social media (Instagram) is interpreted as the behavior of people who use technology, more than the technology itself, not only receiving information, but users also play an active role and consume it, even providing added value from a site. Web 2.0 evolved from just looking for information to carry out an interactive communication, having compatibility values (interoperability)

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[12] Haryono, Cosmas Gatot. *Ragam Metode Penelitian Kualitatif Komunikasi*. CV Jejak (Jejak Publisher), 2020.

[13] Ulfatin, Nurul. *Metode penelitian kualitatif di bidang pendidikan: Teori dan Aplikasinya*. Media Nusa Creative (MNC Publishing), 2022.

[14] Moleong, Lexy J. "Metodologi penelitian kualitatif/penulis, Prof. DR. Lexy J. Moleong, MA| OPAC Perpustakaan Nasional RI." *Bandung: PT. Rosda Karya* (2018).

and being able to collaborate[15]. In research Lina et al, this compatibility factor is also a measurement tool in the adoption of a new technology and ICT innovation[16].

Virtual entertainment is an aggregate term of various interpersonal organizations and local area destinations, including web applications, for example, websites, digital recordings, surveys, and wikis. This definition was confirmed by a review directed at the 94 types of network financial meanings, which found the four component types in a similar way. These four components give rise to the meaning of web-based entertainment which includes: 1). Meeting; 2). Social interface; 3). The individuals are comparatively connected; and 4). Individuals who share something over a certain period of time.

This important correspondence collaboration is one of the important components where access and utilization of information and data can be done properly. This system can assist all partners and related components in efforts to encourage computerized correspondence procedures for MSME items and administration so that they can have a distinctive understanding as a general rule, so that common goals can be achieved peacefully. This structure can also be applied in proper navigation, responsible administration cycles, social and political activation, required behavior changes, and individual and aggregate alternation of events[17]. Apart from the support from institutional variables, it is also important to help the explicit elements (working with conditions) that are connected with the special parts of the MSME follow-up exhibition and how to deal with the MSME area actually and productively with the various difficulties and obstacles it has. Specific things, for example, how to use Instagram, make anecdotes about the items and services offered by UMKM so that they have added value, transfer pictures and recordings of interesting items and services offered, how to really respond to comments and messages from clients, and so. However, it still needs help for MSMEs who are more skilled and fit for executives/boards.

In addition, the exploration results for Interest in AIDA are in the upper class which implies that respondents have an interest in finding more data about MSME services that are often circulating on Instagram. Considering buying an item, it is necessary to know the quality of the goods related to quality, taste and variety. In addition, respondents also need to try services sold by MSMEs, advanced services on Instagram. This shows that the messages and pictures on the MSME service post are interesting, so that the devotees actually want to try the services offered on Instagram. These results are in accordance with the led examination Dewi et al, where the exploration results found rates at the premium stage,

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[15] Poturak, Mersid, and Sumeja Softic. "Influence of social media content on consumer purchase intention: Mediation effect of brand equity." *Eurasian Journal of Business and Economics* 12.23 (2019): 17-43.

[16] Lina, Lia Febria, and Berlintina Permatasari. "Social media capabilities dalam adopsi media sosial guna meningkatkan kinerja UMKM." *Jembatan: Jurnal Ilmiah Manajemen* 17.2 (2020): 227-238.

[17] Gupta, Deepak, Narain Jai P, and S. J. Yadav. "Strategic communication in health and development: Concepts, applications and programming." *Journal of Health Management* 23.1 (2021): 95-108.

indicating that 82% of respondents expressed interest in motorcycle publications[18].

At the stage of longing, namely the desire that arises from the true followers on that basis feel attracted to the services provided by the manufacturer / advertiser. The desire stage must be visible from the criticisms made by devotees is to find out more about the item is sophisticated. The side effect of this study shows that the desire arises from respondents or adherents to provide criticism of MSMEs that are advancing in the middle class. This means that not all adherents have a focus and are interested in an item. They will really want to criticize it, for example by asking the price of the item, the variety of goods, or the shop area from MSMEs. According to research led Wulandari & Fatchiya, it was found that more than 43 followers (73%) had reached the Longing stage where this is considered a medium classification, the price fell from the previous classification[19]. In contrast to the examination Dewi et al, also revealed that the figure is at the longing stage, indicating that 82% of respondents stated that they needed to use a Yamaha motorbike.

At the activity stage where the shopper chooses to buy items that are being advanced on Instagram, they are in the middle class with a decreasing pattern from the desire stage. This means that not all respondents who have provided input will provide input on buying the goods put forward by SMEs. This downward pattern also indicates that some new supporters arrive at the consideration, interest, willing but not activity stage, implying that specific activities carried out on Instagram media are limited to showing messages and pictures of interesting items that are not suitable for making any kind of movement. on the basis of consideration, interest, and desire to become activities or make purchases which are the main targets of special training. In the study Wulandari & Fatchiya, also found that 30 main supporters arrived at the activity stage, the total number of supporters was 60 where the number of changes was the mentality adjustment in contrast to the disposition adjustments from different stages. However, in general, limited time training is carried out on Instagram media. This technique has high viability in service SMEs. That is, limited time practice on Instagram media can generate the attention and interest of adherents of these items, input (desires) and some even buy (activities) services. To continue to move with the wishes of its adherents to make purchases (activities), of course, other internet-based special training must be carried out which is basically feasible and works to increase the offer of goods, services, advanced services, MSMEs on Instagram.

[18] Dewi, Ida Ayu Pradnya Maha, Made Ary Meitriana, and Anjuman Zukhri. "Efektivitas Iklan dengan Analisis AIDA (Attention. Interest, Desire dan Action) Studi pada pada Pengguna Sepeda Motor Merek Yamaha di Kota Singaraja." *Jurnal Pendidikan Ekonomi Undiksha* 8.3 (2018).

[19] Wulandari, Yunizar Sri, and Anna Fatchiya. "Efektivitas Promosi Melalui Twitter Pada Perusahaan Pariwisata Bahari "Ibu Penyu"." *Jurnal Sains Komunikasi dan Pengembangan Masyarakat [JSKPM]* 1.2 (2019): 195-208.

Conclusion

The results of the study show that the MSME marketing communication strategy in offering services through Instagram, what specific exercises are carried out can generate consideration, interest, and input (want), and some carry out exercises to buy items from followers. Then, it is important to increase the online specific practice has shown success in causing the practice to purchase items (activities) from supporters.

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