



Optimization of Social Media as a Means of Promotion and Marketing for MSME Products in Tanjung Duren Utara, West Jakarta

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Article Info	ABSTRACT
Corresponding Author: Agtovia Frimayasa E-mail: agtovia.frimayasa@undira.ac.id	Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy but still face challenges in marketing their products. Social media serves as a viable solution to enhance MSME promotion and market reach at a relatively low cost. This Community Service Program (PKM) aims to enhance the capacity of MSME entrepreneurs in Tanjung Duren Utara in optimizing the use of social media for product marketing. The methods used in this program include training, mentoring, and evaluation of the digital marketing strategies implemented by participants. The results indicate an improvement in participants' understanding and skills in managing social media as an effective marketing tool. Keywords: MSMEs, social media, digital marketing, promotion

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INTRODUCTION

One of the duties of lecturers in the Tri Dharma of Higher Education is to conduct community service. Community service activities involve utilizing, developing, and applying knowledge, technology, arts, and culture to contribute scientific knowledge to society for progress (Frimayasa & Nasution, 2022).

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in global economic development. In many developing countries, the MSME sector serves as the main pillar in job creation and reducing unemployment rates. According to World Bank data, MSMEs account for approximately 90% of total businesses and more than 50% of global employment. The contribution of MSMEs to economic growth is further strengthened by digitalization, which drives transformation in business operations, particularly in product marketing and promotion.

In Indonesia, MSMEs contribute around 60% to the Gross Domestic Product (GDP) and represent more than 97% of total business units. The Indonesian government has undertaken various initiatives to support MSME development, such as providing access to capital, business mentoring, and training in digital marketing. In the digital economy era, the use of information and communication technology is a key factor for MSMEs to remain

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competitive and able to compete with large-scale businesses. One effective approach is utilizing social media as a marketing tool.

Specifically, in DKI Jakarta, MSMEs have grown rapidly as part of the urban economic ecosystem. According to data from the Central Statistics Agency (BPS) of West Jakarta, there are approximately 1,100,000 MSMEs in Jakarta, accounting for about 98.78% of total businesses in the region. In West Jakarta alone, the number of MSMEs reached 48,201 units in 2023, with dominant sectors including culinary, fashion, and handicrafts.

Tanjung Duren Utara Village, as part of Grogol Petamburan District, is one of the areas experiencing rapid MSME development. Many small business owners in this region operate in the food, beverage, and creative industries. However, the main challenge they face is limited access to effective marketing. Although social media offers vast opportunities to reach a broader market, many MSME entrepreneurs still lack adequate understanding of how to optimize digital platforms for their business growth.

Based on preliminary observations, several issues were identified that MSMEs in Tanjung Duren Utara face in marketing their products:

1. **Limited Use of Digital Technology:** Most MSMEs still rely on conventional marketing methods and have not fully grasped how social media functions as an effective marketing tool.
2. **Lack of Knowledge on Digital Marketing Strategies:** Many MSME entrepreneurs lack skills in optimizing social media features such as paid promotions, copywriting, and content management.
3. **Limited Resources and Time:** Managing social media requires high consistency and creativity, while many MSME entrepreneurs struggle to allocate time and resources to manage their business accounts.
4. **Lack of Understanding of the Digital Target Market:** Most MSME entrepreneurs do not have sufficient knowledge in determining the right market segment and audience on social media.
5. **Intense Competition:** With more businesses shifting to digital platforms, online marketing competition has increased, requiring MSMEs to develop more targeted strategies to compete.

As internet and social media usage continue to rise, digital marketing strategies become increasingly essential. Platforms such as Instagram, Facebook, and WhatsApp Business are highly potential tools for increasing business visibility and attracting more customers. Unfortunately, many MSMEs have yet to fully utilize the potential of social media, either due to technological limitations or a lack of understanding of digital marketing strategies.

Digital marketing is a marketing strategy that utilizes digital platforms such as social media, email, and websites to reach consumers. For MSMEs, digital marketing offers opportunities to reach a broader audience at a lower cost compared to traditional methods (Kotler, 2019).

The main issue faced by MSMEs in Tanjung Duren Utara is the limitation in utilizing social media as an effective marketing tool. Although most business owners have social media accounts, they still encounter various obstacles in optimizing their use to enhance product appeal and sales. One major challenge is the lack of understanding of digital marketing strategies, such as building brand awareness, creating engaging content, and leveraging paid promotion features available on social media platforms.

Additionally, many MSMEs still rely on conventional marketing methods, such as word-of-mouth sales or direct promotion, which have limitations in reaching potential customers beyond their local area. A lack of skills in managing social media, including visual design, writing engaging captions, and interacting with customers, also hinders their business growth. Therefore, this Community Service Program is designed to provide education and mentoring to enhance the strategic use of social media.

Through training focused on quality content creation, digital marketing techniques, and effective use of paid advertising, MSME entrepreneurs are expected to increase their product exposure and attract more customers. Moreover, mentoring in managing business accounts on social media will help them better understand how to build stronger interactions with customers and enhance their loyalty to the offered products.

Through this Community Service Program (PKM), we aim to empower MSME entrepreneurs in Tanjung Duren Utara by providing training and mentoring to optimize social media as a promotional and marketing tool. It is expected that with this capacity enhancement, local MSMEs can improve their competitiveness and contribute more significantly to the local economy.

METHODS

The implementation method of this Community Service Program (PKM) is systematically designed to provide optimal impact for MSME entrepreneurs in Tanjung Duren Utara Village. This activity is carried out in several stages, namely:

1. Preparation Stage
 - a. Identifying MSME participants who will join the program through an initial survey and interviews.
 - b. Developing training modules based on participants' needs, covering digital marketing strategies, social media management, and effective content creation techniques.
 - c. Determining the schedule of activities and coordinating with local stakeholders, such as the village government and local MSME communities.
2. Training and Workshop Stage
 - a. Conducting in-person and online training on the basic concepts of digital marketing, managing business social media accounts, and strategies to increase engagement and customer interaction.
 - b. Hands-on practice sessions in creating visual content (images and videos) using free applications accessible to MSMEs.
 - c. Training on the use of paid promotion features on social media platforms such as Facebook Ads and Instagram Ads to expand audience reach.
3. Implementation and Mentoring Stage
 - a. Participants are guided in applying the knowledge they have gained into real practices in their businesses.
 - b. Each participant is assigned to manage their business social media account by uploading content regularly and implementing the learned marketing strategies.
 - c. The mentoring team evaluates and provides feedback for improvements in participants' content and marketing strategies.
4. Monitoring and Evaluation Stage
 - a. Measuring the effectiveness of the program by comparing the initial conditions before training with the results achieved after implementing digital marketing strategies.

- b. Conducting participant satisfaction surveys to assess their level of understanding and the benefits gained from the program.
- c. Compiling a final report on the results and impact of the PKM implementation to serve as recommendations for the development of similar programs in the future.

RESULTS AND DISCUSSION

The implementation of this Community Service Program (PKM) has had a significant impact on improving the understanding and skills of MSME entrepreneurs in Tanjung Duren Utara Village in utilizing social media as a marketing tool. Before the program was conducted, most participants still relied on conventional marketing methods and had limitations in understanding digital marketing strategies. Through the training provided, participants gained new insights into the importance of social media as an effective and efficient promotional tool.



Figure 1. Documentation of activities

During the implementation stage, participants were assigned tasks to apply the knowledge they had learned to their business operations. Evaluation results showed that more than 80% of participants experienced improvements in managing their social media accounts. They became more active in creating engaging promotional content, increasing customer interactions, and understanding the use of paid advertising features to expand their audience reach.

Furthermore, the impact of this program was also reflected in the increase in customer numbers and product sales volume. Based on data collected during the program, 70% of participants reported an increase in social media engagement, with an average follower growth of 30% within two months after the training. Some MSMEs also experienced a sales increase of up to 25% after implementing the digital marketing strategies taught.

However, some challenges were encountered during the program implementation, such as participants' limited time to consistently manage social media and difficulties in creating engaging content. Therefore, during the evaluation stage, participants were recommended to adopt a more structured content planning strategy and utilize automation tools to facilitate the management of their business accounts.

CONCLUSION

Based on the results of the implementation of this Community Service Program (PKM), it can be concluded that the optimization of social media as a means of promotion and marketing for MSME products in Tanjung Duren Utara Village has had a highly positive impact on business owners. The training provided successfully enhanced participants' understanding of digital marketing, content creation strategies, and effective social media account management.

The improvement in social media management skills was evident from the increase in customer interactions, follower growth, and sales improvements for most participants who applied the taught strategies. Additionally, the use of paid advertising features on social media proved to be effective in reaching a wider audience and enhancing the competitiveness of MSMEs.

However, several challenges still need to be addressed, such as the limited time available for managing business accounts and the need for extended mentoring to ensure that MSMEs can continuously adapt to digital developments. Therefore, it is recommended to implement a follow-up program that provides regular and in-depth mentoring. With the success of this program, it is hoped that the training and mentoring model applied can be replicated in other areas to help more MSME entrepreneurs optimize social media as an effective and sustainable marketing tool.

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