



Assistance in Utilizing Instagram Insight in Evaluating Customer Characteristics and Preferences in MSMEs

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ABSTRACT

This mentoring activity aims to increase Nielstuff MSME market penetration through optimizing the use of social media, especially Instagram. Initial observations show that MSMEs only use Facebook and Instagram as promotional media, with consistency problems and a lack of utilization of business features. Service activities are carried out online with a focus on training on the use of Instagram to support product sales. Activity material includes opening an online store, account promotion, content creation, and Instagram Insight analysis. The results of the assistance show an increase in interactions and impressions of the Nielstuff Instagram account, with positive insight graphs. Evaluation of activities confirms that MSMEs have the potential to develop their business through Instagram consistently. The hope is that these findings can help MSMEs optimize social media as an effective strategy in increasing product visibility and sales.

Keywords:

Community Service, Digital Business Development, Instagram Insight, MSME Social Media Optimization

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INTRODUCTION

The rapid increase in the use of social media, especially Instagram, as a marketing platform for Micro, Small and Medium Enterprises (MSMEs) in the online cake sector shows great potential. However, there is still a need for a deeper understanding of customer characteristics and preferences to increase marketing effectiveness. Therefore, this research aims to provide assistance in using Instagram Insight to Nielstuff MSMEs to support the evaluation of customer characteristics and preferences. By utilizing this analytical tool, it is hoped that MSMEs can be more strategic in designing content, posting times and marketing campaigns[1]–[5], so as to strengthen competitiveness and meet customer expectations more precisely. Through this approach, it is hoped that MSMEs can develop sustainably in facing increasingly dynamic and digital market competition[6]–[8].

Social media that can be used to support the sale of goods online is Instagram, with various complete features in the application, so there is an Instagram business feature aimed at business people[9], [10]. Ease of introducing products from the business side through posts, reels, stories, etc. It is realized that it is very practical but requires business actors to be able to use Instagram and its features. Apart from product marketing, one of Instagram's features is Instagram Insight, this feature is very useful for business people to

find out the percentage of a product post based on the number of likes, number of comments and views from followers.[11], [12]. Apart from that, Instagram Insight can also show data from customer segmentation, for example in terms of gadgets used, posts that are most popular, follower and non-follower interactions, as well as the increase in the number of followers. Of course, this feature is very important for business actors to understand the customer segmentation of the business they are involved in so that they can maximize product marketing via Instagram.[13]–[15]. This community service activity aims to provide training for Nielstuff MSMEs in using Instagram social media to support online marketing and knowing customer segmentation so that they can increase the knowledge of business actors in increasing business turnover.

METHODS

This activity began with observations to find out the social media supporting product sales used by Nielstuff MSMEs. The promotional media that have been used are Facebook, Whatsapp and Instagram. The products offered are women's clothing and accessories. The obstacles faced by Niell Stuff in carrying out product promotions were promotions that were not carried out consistently and did not utilize existing business features on social media. Based on interviews with business owners, data on the media used can be seen in Table 1.

Table 1. Social media used by MSMEs

No	Answer	Yes	No
1	Facebook	✓	
2	Instagram	✓	
3	Twitter		✓
4	WhatsApp	✓	
5	There isn't any		✓

From Table 1, it is explained that in sales, MSMEs only use the social media Facebook and Instagram so that they can determine the material for service activities provided. Service activities were carried out online for 3 days using Zoom Meeting media by focusing on the use and maximization of Instagram in supporting product promotion and sales[16]from MSME Nielstuff. Activity materials can be seen in Table 2.

Table 2. Activity Material

No	Activity Materials
1	Opening and setting up an online store on Instagram
2	Helping promote Instagram accounts
3	Posting content on Instagram
4	Posting content on Instagram
5	Check Instagram Insight Results

RESULTS AND DISCUSSION

In the initial stage, the activity was to collect products owned by Nielstuff MSMEs. Next, carry out product documentation to be able to create content from social media, especially Instagram.

On the Instagram account there are several posts about products that have been documented, there are also product descriptions such as product name, product type and

product price so that potential customers can find out product details. The following is proof of product posting on Instagram social media as well as promotional graphics from the Niel Store account.

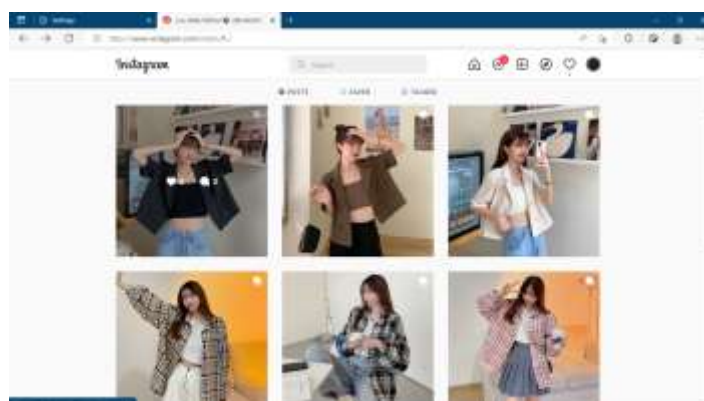


Figure 1. Product Post Photos on Instagram

In the mentoring process carried out by the Nielstuff MSME social media admin, there is a knowledge transfer process related to creating product content, product descriptions, product captions.



Figure 2. Mentoring Activities

Apart from that, in this mentoring process, techniques are also carried out in carrying out promotions through the WhatsApp communication media which can later be sent direct messages to Nielstuff MSME social media accounts, so that the goal of increasing Instagram insight from visitors can be achieved.



Figure 3. Promotional Activities

MSME Instagram Insight Results



Figure 4. Social Media Promotion Graphic

The insight graph above shows that within a week NiellStuff's Instagram account was visited by 48 accounts (26 of them were followers, and the other 22 were not followers).



Figure 5. Social Media Promotion Graphic

The image above shows a graph of posts with the highest insight, where the post was reached by 25 accounts (20 of which were followers and 5 others were not followers) with a total of 30 impressions (views).

Activity Evaluation

After the mentoring process was carried out on NielStuff's Instagram social media, it can be concluded that the NielStuff account has the potential to develop its business using Instagram social media, judging from the insights obtained over the past week or so. The hope is that in the future MSMEs can develop NielStuff accounts using Instagram social media consistently.

CONCLUSION

In order to increase market penetration and strengthen the existence of Nielstuff MSMEs, this service activity focuses on optimizing the use of social media, especially Instagram. Initial observations identified obstacles in product promotion, including a lack of consistency and understanding of the business features on the social media used. Online training is conducted with a focus on key aspects of Instagram, such as opening an online store, account promotion, content creation and Instagram Insight analysis. The results of the assistance showed a significant increase in interactions and views on the NiellStuff Instagram account, with the insight graph providing a positive picture. Evaluation of

activities strengthens the conclusion that MSMEs have the potential to develop their business through Instagram with consistency and better understanding of the features provided. The importance of transferring knowledge related to content creation and promotional strategies via social media, especially WhatsApp, provides additional insight in supporting business growth. It is hoped that these findings can become a basis for MSMEs to continue optimizing the role of social media in product marketing efforts and expanding customer reach.

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