

Local Food Product Branding through Catalog Photos and Social Media Management Assistance

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Abstract

Purpose:

The use of social media can also help complete work, especially advancing micro, small, and medium enterprises (MSMEs) in the Sidoarjo area. This community service activity is carried out to promote local products and also increase the knowledge and skills of micro, small, and medium enterprises (MSMEs) so that they are able to increase product sales and marketing using social media platforms, especially Instagram accounts.

Methodology:

This activity goes through three stages: observation carried out with discussion, preparation carried out by providing materials, and implementation carried out with assistance with product photos and social media management.

Results:

The result of this service is to provide benefits and knowledge regarding the importance of social media and product photos in increasing sales for MSMEs.

Applications/Originality/Value:

What was obtained after carrying out this activity was that Kupang Jaya MSMEs and Sustainable Kitchens had catalog photos and social media as a forum for promoting sales.

Introduction Section

Micro, small, and medium enterprises, commonly referred to as MSMEs, are businesses owned by productive individuals that have met the criteria of a microbusiness, which has also been regulated in Law No. 20 of 2008 on MSMEs. The development of MSMEs is also a driver of economic growth and is able to overcome poverty by managing various local products such as food, clothing, handicrafts, and many more that can be traded in order to increase the income of micro, small, and medium enterprises (SMEs).

Facebook instalasi is a social media platform that sells products from various social media platforms such as Facebook Marketplace, Watsap Bisnis, Instagram, websites, and many more. In the era of modernization as it is today, the digital world is very important for the ease of doing various activities ranging from education, work, entertainment, product marketing, and many more advantages of using social media.

In the city of Sidoarjo itself, there are a lot of micro, small, and medium enterprises (SMEs), one of which is a processed product made from kupang and shellfish named Kupang Jaya, which has been established since 2009 by Mrs. Khoirunnisa as the owner of MSMEs Kupang Jaya. Furthermore, the second SMES is one of the home dishes in the form of intestinal satay and also various fried foods such as tofu contents, tempe menjes, and also ote-ote, which is much loved by the community. The SMES is named Dapur Lestari, which is taken from the name of the owner, Ayu Lestari.

The reason our team chose these MSMEs is because kupang can be used in a variety of preparations, such as kupang crackers, krispi kupang, and petis; the most popular is lontong kupang, typical of Sidoarjo. There is one fishing village in Sidoarjo, which is generally fishermen looking for fish, but in the village specifically to find kupang, to be dubbed Kampung kupang, which is located in Balongdowo Village, Sidoarjo Temple District. The next reason why we choose satay US products is because chicken intestines can be used as various types of preparations, such as intestinal chips, intestinal krengseng, and intestinal risol, and the most popular is intestinal satay.

In Indonesia, MSME players continue to increase so rapidly over time that several problems arise, namely tight competition between MSME players. The way that can be done by MSME actors is to keep up to date in producing new innovations in each of their sales products in order to attract customer attention. Various creative efforts are made by every MSME actor, one of which is the use of social media in selling or marketing products.

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It is expected that MSME players will play an important role in building new markets both at home and abroad. If we look at the data released by the Ministry of Cooperatives, the number of MSMEs continued to increase from 2008 to 2012. In contrast, the number of large enterprises seems to rise or fluctuate (Agustin & Rushadiyati, 2022).

From these data, it can be seen that large enterprises increased by 3,728, while the number of small and medium enterprises (MSMEs) increased by 91.5% from 2008 to 2012, while large enterprises only increased by 17.80% from 2008 to 2012. This condition shows that MSME players can be designated as sectors that play a significant role in Indonesia's economic development. (Rahman & Arief, 2008)

Marketing in the digital age is undergoing a significant transformation, especially in terms of tools and materials used to market products, one of which is online media, which displays attractive product images. The proliferation of mobile, tablet, and social media technologies is driving growth in online sales (Online Retailer 2012). (Gomes & Faustino Cardoso, 2013).

Product branding is nothing more than an effort to label a sales product so that the village has its own characteristics or uniqueness. Distinctiveness needs to be highlighted to produce strong branding. Branding helps increase public awareness of the characteristics of the products they sell. This will help change the way people think about MSME products. One of the efforts to "sell" products is by branding them through social media, especially Instagram, so that they become more attractive, have different advantages, are unique and distinctive, with a strong identity, so they can display their charm (Maghfira, 2023). The urgency in this community service activity is that Kupang Jaya and Dapur Lestari MSMEs do not yet have social media or product catalog photos, so our team is focusing on this as something to do in community service activities in order to build branding for local product sales businesses. In this community service activity, branding strategy theory is used, according to Schultz and Barnes (1999), which means that a brand has activities that regulate all elements aimed at forming a brand. Meanwhile, according to Gelder (2005), "The brand strategy defines what the brand is supposed to achieve in terms of consumer attitudes and behavior," which means that the brand building strategy defines what a brand should achieve in relation to the attitudes and behavior of consumers. So branding strategy is a management that aims to regulate all brand elements in relation to the attitudes and behavior of consumers. It can also be interpreted as a communication system that manages all points with a product or service or the organization itself with stakeholders and directly supports the overall business strategy. Meanwhile, according to Gelder (2005), what is included in brand strategy includes brand positioning, brand identity and brand personality.

Purpose Of Activities

The objectives that can be achieved from the community service "Local food product branding through catalog photos and social media management assistance" are as follows:

1. provide assistance for micro, small, and medium enterprises (SMEs) in the manufacture of trade business logos.
2. provide training to MSME actors on how to photograph products to be sold to make them more attractive.
3. helping MSME actors market their products and manage Instagram social media with product photos and attractive designs.

Methods

In carrying out the community service "Local food product branding through catalog photos and social media management assistance," which was carried out in the May–July period, our team used the following research methods:

1) Observation Stage

Starting with observing the problem by finding information through a simple interview directly related to any complaints faced during the sale of MSME products,.

2) Preparatory Stage

Furthermore, the exposure was carried out by showing an understanding of what the function of the logo is and showing some examples of Instagram social media posts that are interesting for MSMEs.

3) Execution Stage

Lastly, conduct training and mentoring between the community service team and MSME actors related to how to create a logo and manage Instagram social media by posting product photos and then designing them through smartphones and producing creative and interesting content.

In carrying out community service activities such as "local food product branding through catalog photos and social media management assistance," our team provides short questionnaire questions as a measuring tool in activities to determine the level of understanding of MSME actors in the use of social media.

Table 1. Questions for MSME actors

Questions	YES	NO
Do you know what social media is?		
Do you have social media accounts?		
Do you do online sales regularly?		
Does your MSME have a logo?		
does your MSME have a product catalog photo?		
are you willing to take product branding training through social media?		

From several questions above, it is expected to be able to achieve the desired target, namely increasing knowledge of social media management and also improving skills in making logos and catalog product photos. In addition, it also provides training and assistance in improving photo editing design skills using smartphones, which are useful for increasing revenue through marketing on Instagram and social media.

All figures and tables should be presented clearly. Make sure they are readable and clear in a formal and simple style. Vertical lines are not necessarily added to tables. All figures should not have borders, and make sure all information in the image can be read and is not too small. Comparison curves in one plot should have different markers to see differences clearly.

Results and Discussion

The community service activity “Local food product branding through catalog photos and social media management assistance” began with an approach with MSME partners Kupang Jaya and also Dapur Lestari to find out what the obstacles are to selling products. From the results of observation data obtained from the provision of short questions, it is known that Mitra Kupang Jaya and Dapur Lestari have limited ability to use social media because they do not have the time and lack knowledge about social media management.

The benefits of marketing include not only informing consumers about the product or service but also how the products sold provide satisfaction to consumers so that they can increase profits as expected. In addition, the benefits of marketing include being able to bring in new customers and also being able to maintain and hold the principle of customer satisfaction (Shinta, 2011). Therefore, one of the efforts that can be made to increase product sales is through digital marketing strategies through various social media platforms, especially Instagram. In addition, the benefits obtained from promotion through social media platforms include affordable and efficient costs, no time limits, wide coverage, improving company image, reducing marketing expenses, and facilitating interaction between businesses and consumers. (Brahim, 2021)

The following are the results of the implementation of community service “Local food product branding through catalog photos and social media management assistance”:

1. Observation Stage

The initial stage of this implementation is an observation to find out the level of knowledge of MSME actors on social media through the questions below, which were carried out on May 17, 2023.

Table 2. The results of the answers from MSME actors

Questions	YES	NO
Do you know what social media is?	2	0
Do you have social media accounts?	2	0
Do you do online sales regularly?	0	2
Does your MSME have a logo?	1	1
does your MSME have a product catalog photo?	0	2
are you willing to take product branding training through social media?	2	0

2. Preparatory Stage

In the second stage of carrying out this community service, the preparation involves providing brief material on what social media is by showing some examples of interesting social media posts for MSMEs as a reference for creating content on Instagram social media, how to market products digitally, and how to catalog product photos for MSMEs that have been owned. In addition, MSME actors Kupang Jaya and Dapur Lestari know the benefits of using logos to build the branding

or image of MSMEs. The last thing to do is to understand and apply how to design a product photo to be used as social media content to increase sales and attract customers.

After providing brief material about what social media looks like by showing some examples of interesting Instagram posts, we teach directly how to determine a good photo angle and use some properties to support catalog photos to make them look more aesthetic and attractive so as to increase customer interest in the product to be purchased. The following are the results of making logos and product photos for Kupang Jaya MSMEs and Sustainable Kitchen MSMEs. This stage was held on May 15–May 20, 2023.

3. Stages of Implementation

In the third stage, making photos of Kupang Jaya MSME products and Dapur Lestari MSMEs can show interesting menu images and find out the available food variants so that customers are interested in trying and buying these products. This stage was held on June 22–July 17, 2023.

We need to understand that branding not only makes our marketing targets choose us in purchasing but also makes our marketing prospects see us as the only one who can provide solutions to the needs or problems of local brands or types of products. The objectives of a good branding strategy are:

Can convey messages clearly by providing assistance and training on catalog product photos shown in the image below.



Figure 1. Product photo assistance



Figure 2. product photos after assistance

A. Creation of catalog photos for social media posts

The next stage is to conduct product photo design training that has been taken, the image below uses one of the popular and easy-to-use editing applications, especially for MSME actors who want to show product quality through social media uploads.



Figure 3. Kupang Jaya Product Photo Design



Figure 4. Dapur Lestari Product Photo Design

B. Product Logo Creation

After editing or designing product photos, activities are carried out by providing several logo references that will be made. The following is the result of the logo made by the owner of the MSME Dapur Lestari and Kupang Jaya. The Kupang Jaya Logo was created by the owner from 2016 to the present.



Figure 5. Logo Design

C. Instagram social media creation

The last stage of the implementation of community service activities “branding local food products through logo making and social media management assistance” is the main one, namely managing Instagram social media owned by MSMEs Kupang Jaya and Dapur.

Sustainable.

Can connect with more personal marketing targets such as purchasing via WhatsApp chat or directly visiting the production house. motivating buyers by purchasing MSME products from Kupang Jaya and Dapur Lestari, buyers will continue to promote local food products that taste good and are affordable. creating customer loyalty with consumers who continue to buy local food products from Kupang Jaya and Dapur Lestari by maintaining the taste and quality of the packaging, and also having catalog photos to attract new buyers.

As can be seen in the two pictures below, this is the result of assistance in making the design and also managing social media accounts owned by MSMEs Kupang Jaya and Dapur Lestari. Currently, marketing activities on social media

are increasing with the emergence of various diverse platforms, one of which is quite famous: Instagram. Marketing on Instagram is considered simple and quite effective if it can be managed properly. Through Instagram, the promoted business can be immediately known by the audience because Instagram users in Indonesia are quite abundant. (Nanda Riyani, 2021).



Figure 6. Kupang Jaya MSME Instagram account

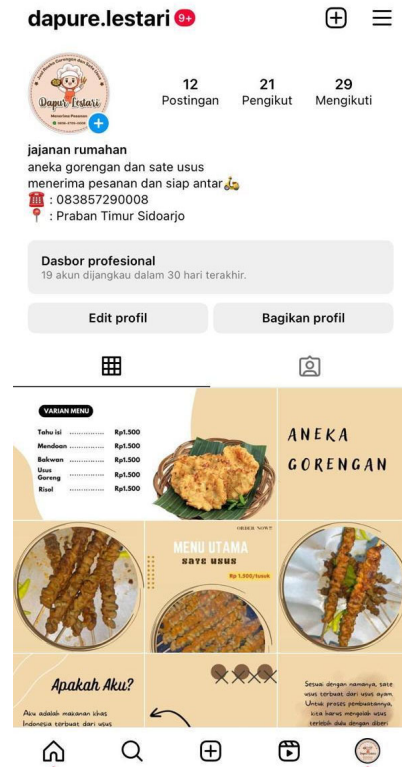


Figure 7. Kupang Jaya MSME Instagram account

As for the achievement of the results that have been implemented in the implementation of community service is a change in the nature or mindset of MSME actors, the following are the results of after the implementation of training and mentoring by MSMEs Kupang Jaya and Dapur Lestari.

Table 3. Results of changes after carrying out activities

Aspects	Before	After
Knowledge of MSME actors in using and managing social media	Use and knowledge of social media is still low	MSME actors have learned how to manage social media which is important in marketing strategies
Ability to create logo design for MSME branding	Lack of knowledge in the use of logos that have meaning and for branding MSMEs.	MSME actors have understood the importance of having a logo in every effort to be better known by consumers
Ability to create MSME promotion through photos and catalog design	Ability to create promotional content from product photos that are less attractive and without design	Increased ability to take product photos and design them using smartphones to make them more attractive

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This activity aims to provide assistance for micro, small, and medium enterprises (SMEs) in making their own trading business logos, provide training to SMEs on how to photograph products to be sold to make them more attractive, help SMEs in marketing their products, and manage Instagram social media with product photos and attractive designs.

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