Maximizing Segmentation for Promotion on Instagram

Farah Putri Wenang Lusianingrum[1*], Fadhilah[2], Titis Nistia Sari[3]

[1*,2,3], Universitas Sultan Ageng Tirtayasa, Indonesia

farahputriwenang@untirta.ac.id [1*)]

Abstrak

UMKM yang masih aktif di Kota Serang hanya 4.000 saja dari awalnya sebanyak 14.238 usaha akibat pandemi Covid-19. Tantangan besar yang saat ini dihadapi oleh pelaku usaha mikro yaitu melakukan pemasaran khususnya promosi digital. Padahal usaha mikro ini merupakan usaha baru atau rintisan yang masih harus membangun *branding* dan *awareness* melalui sosial media. Pelatihan dengan pendekatan demonstrasi yang mengambil tema "Maksimalisasi Segmentasi dalam Promosi di Instagram" dinilai bermanfaat untuk mengatasi permasalahan yang ada. Peserta pelatihan yaitu sepuluh pelaku usaha mikro binaan "Rumah BUMN" Bank BRI Kota serang yang belum memaksimalkan sosial media. Pelatihan ini berhasil meningkatkan sebesar 38 persen pemahaman dan pengetahuan peserta mengenai segmentasi untuk promosi di Instagram.

Kata kunci: *Promosi Digital, Instagram, Segmentasi, UMKM*

Abstract

Only 4,000 MSMEs are active in Serang City from the initial 14,238 businesses due to the Covid-19 pandemic. The big challenge faced by micro-enterprises is marketing, especially digital promotion. Even though this micro business is a new or pioneering business, that still has to build branding and awareness through social media. Training with a demonstration approach that takes the theme of Maximizing Segmentation in Promotion on Instagram is considered helpful for overcoming existing problems. The training participants are ten micro-enterprises assisted by the "Rumah BUMN" of Bank BRI Serang City, which has yet to maximize social media. This training succeeded in increasing the 38 percentage of participants' understanding and knowledge regarding segmentation for promotion on Instagram.

Keywords: *Digital Promotion, Instagram, Segmentation, UMKM*

Introduction

Indonesia is one of the countries in the world experiencing the COVID-19 pandemic. This outbreak has entered since the beginning of 2020, and the cases continue to increase. The health, education, economic, and socio-cultural sectors are affected by this outbreak. In addition to the health sector, which had the highest impact, the economic sector also experienced shocks. Since the second quarter of 2020, Indonesia's economic growth has experienced a downward trend (Sadiyah, 2021)(Jemadu & Prastya, 2022).This condition worsens the level of poverty. In addition, the impact of the COVID-19 outbreak in the economic sector is also felt by business organizations from large to micro-scale.

Malau (2020), said that in 2020 there were 14,234 Micro, Small, and Medium Enterprises (MSMEs). However, due to the COVID-19 outbreak, 10,238 MSMEs were affected. This means that only 4,000 MSMEs in Serang City are still operating. The

majority of businesses that still survive are in the food and beverage sector. MSMEs that continue to survive certainly need support so that they can survive and develop.

The Serang City "Rumah BUMN", under the auspices of Bank Rakyat Indonesia (BRI), is committed to being an incubator house for MSME actors in the Serang area. The "Rumah BUMN" of Bank BRI in Serang City noted 1,200 assisted MSMEs, but only 288 MSMEs were active. The MSMEs that are actively fostered are primarily small and micro-scale. Variations in the business scale of the assisted MSMEs and the owners' knowledge result in the need for assistance that must be under the foster partners' needs.

Partners fostered by "Rumah BUMN" Bank BRI, Serang City, the majority of which are micro-scale businesses, are still constrained in the marketing sector. The first obstacle in marketing is in terms of products—for example, constraints in determining product differentiation and packaging according to product attributes. The second obstacle is price, such as determining competitive prices. The third obstacle is in terms of distribution, such as in the distribution of food products with a time limit for serving, so they have difficulty reaching a wide area. Finally, there are obstacles in the field of digital promotion, even though digital promotion has proven to be an effective and cost-efficient promotional tool (Hadi & Zakiah, 2021).

Micro-scale businesses are usually still new or pioneering businesses, so they still need to do branding and build awareness (Zhou & Xue, 2021). Marketers usually choose digital promotion to build branding and awareness. Digital promotion is currently a trend in Indonesia using social media facilities (Astuti & Nurdin, 2022). This is because social media users, especially in Indonesia, have reached 191.4 million in 2022, an increase of 12.6 percent from 2022 (Jemadu & Prastya, 2022). MSMEs assisted by the "Rumah BUMN", Serang City, which is still on a micro-scale, have yet to be able to maximize the use of social media as a promotional medium. These fostered partners need knowledge of how to maximize promotion through social media.

Implementation Method

The training, with the theme of maximizing segmentation in promotion through Instagram, was carried out in collaboration between the "Rumah BUMN" of Bank BRI Serang City and the Faculty of Economics and Business, University of Sultan Ageng Tirtayasa. Ten partners assisted by "Rumah BUMN" attended this training. The ten selected foster partners have used social media for promotion but have yet to be managed professionally. The ten fostered partners' business fields are craft, food and average. The activity is planned to be carried out in October, the fourth Sunday of 2022.

Training on segmentation in promotion using social media is carried out with a demonstration approach. This approach was chosen so that participants could easily understand the material and the process of segmenting before posting ads on Instagram social media. Evaluation of the results of the activities was carried out by giving pretest and posttest to the training participants. The pretest and posttest results were then compared to see if there was an increase in participants' understanding of segmentation. This training is successful if there is a minimum increase of thirty percent from the pretest to posttest scores.

Result and Discussion

The "Rumah BUMN" of Bank BRI Serang City collaboration with the Faculty of Economics and Business, University of Sultan Ageng Tirtayasa (FEB Untirta) to

organize the Segmentation Maximization training in Instagram Social Media Promotion has been successfully implemented. This training activity was implemented as planned, namely on Wednesday, October 25, 2022. This activity was guided by Mrs Farah Putri Wenang Lusianingrum, S.Pd., M.Sc. as a lecturer at FEB Untirta. Mr Yudi opened this training activity as the Chairperson of the SME Assistant for the Serang City "Rumah BUMN". At the same time, the training materials were presented by Mrs Fadhilah, S.I.Kom., M.M., who does have academic and practical expertise regarding social media marketing.

Figure 1. Traning Opening

First, ten trainees were asked to do a pretest. This pretest contains to measure the ability of participants regarding segmentation. Participants are given ten minutes to do the pretest, which contains ten questions. Second, an introductory session was held between the participants and the service team. This introductory session is also used to dig deeper into information about the social media used by participants and what has been done for promotion on social media.

Figure 2. Provision of Training Materials

The third is delivering training materials with a lecture and demonstration approach. The material presented begins with an introduction to social media marketing. Participants were also introduced to the most widely used social media in Indonesia. Furthermore, participants were given material about the characteristics and features found on Instagram social media.

54

Instagram features that can be used for marketing activities (Firdaus & Hadiyanto, 2022). The first feature, Auto Replay, was designed by Instagram as a way to reply to consumer questions or messages automatically. This is useful for maintaining relationships with customers and lightening your operational workload. The second feature is Instagram stories that can be used to promote business (Yüksel & Akar, 2021). The third feature, Instagram Reels, allows you to create short 15-second videos with a choice of audio, effects, and other creative tools. In addition, Instagram Reels can also combine or even record several clips to become one complete video (Aprillia & Amalia Oesman, 2022).

The fourth feature, Insight, can provide reports on demographics, age, and consumer interests through a thorough analysis process. Most consumers are interested in knowing the behind-the-scenes stories of the business, such as the work culture in a business entity or the process of making a product. This knowledge will be beneficial when looking for consumer needs and designing business models. The data provided by Insight can also later be used as a guide when creating content for customers. The fifth feature is live streaming, which consumers consider to be more actual and clearer in presenting product explanations. The sixth feature is the hashtag feature used to increase product reach on Instagram social media. Hashtags can be found easily by adding unique hashtags relevant to business products.

Figure 2. Training Process

Participants were then given the material to determine segmentation to promote on Instagram social media. This consumer segmentation is divided into demographic, psychographic, geographic, and behavioral. Demographic segmentation analysis for social media promotion usually considers age and income. Geographic segmentation analysis or geographic area to be served. Psychographic segmentation analysis assesses potential buyers' needs, hobbies, desires, and preferences—analysis of behavioral segmentation analysis by considering consumer buying behavior. For example, consumer buying behavior for goods is carried out continuously or seasonally. Alternatively, do buyers purchase similar products by direct or online purchases?

This training process is delivered demonstratively to motivate participants to provide feedback actively. In other words, this training activity can be carried out interactively. After finishing the presentation of the material and asking questions, participants were invited to do the posttest. The posttest contains ten questions which

are the same as the pretest. The processing time is also limited to a maximum of ten minutes. Evaluation of the results is done by comparing the pretest and posttest scores. The result is an increase of … percent, as illustrated in Figure 2. This condition indicates that the training activity was declared successful because there was an increase in knowledge understanding of more than thirty percent.
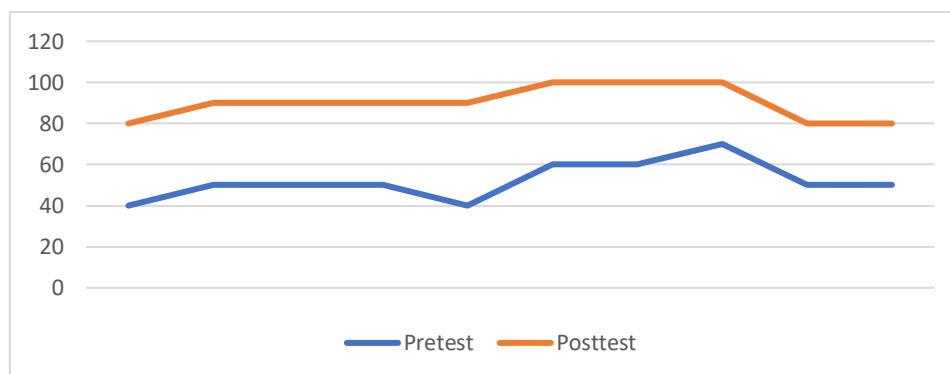

Figure 3. Pretest and Posttest Scores

Conclusion

The segmentation Maximization training activity in Promotion through Instagram was successful. The success is evident from the increase in participants' understanding of segmentation by 38 percent. Based on the results of discussions and evaluations with the "Rumah BUMN", it is necessary to carry out continuous training. This is because participants still need further training to beautify their appearance and create promotional content on social media. Additional services can be carried out to create promotional content on social media.

Acknowledments

References

Aprillia, M., & Amalia Oesman, M. (2022). Strategi Promosi melalui Instagram Donat Bahagia dengan Memanfaatkan Fitur Reels. *Bandung Conference Series: Public Relations*, *2*(1). https://doi.org/10.29313/bcspr.v2i1.1357

Astuti, M., & Nurdin, R. (2022). Pendampingan digital marketing untuk pengembangan desa wisata menggunakan media sosial di dusun Turunan Girisuko Panggang Gunungkidul. *KACANEGARA Jurnal Pengabdian Pada Masyarakat*, *5*(1). https://doi.org/10.28989/kacanegara.v5i1.1041

Firdaus, A. M., & Hadiyanto. (2022). Efektivitas Instagram Sebagai Media Promosi Produk Olahan Pertanian Kopi Di Rumah Kopi Sunda Hejo. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat [JSKPM]*, *5*(06.). https://doi.org/10.29244/jskpm.v5i06..924

Hadi, D. F., & Zakiah, K. (2021). Strategi Digital Marketing Bagi UMKM untuk Bersaing di Era Pandemi. *Competitive*, *16*.

Jemadu, L., & Prastya, D. (2022). *Jumlah Pengguna Media Sosial Indonesia Capai 191,4 Juta per 2022*. https://www.suara.com/tekno/2022/02/23/191809/jumlah-pengguna-media-sosial-indonesia-capai-1914-juta-per-2022

Malau, L. (2020). *10.238 UMKM di Kota Serang Terdampak Wabah COVID-19*. https://banten.idntimes.com/business/economy/khaerul-anwar-2/10238-umkm-di-kota-serang-terdampak-wabah-covid?page=all

Sadiyah, F. (2021). Dampak Pandemi Covid-19 terhadap Pertumbuhan Ekonomi dan Perdagangan Komoditas Pertanian di Indonesia. *Jurnal Ekonomi Pertanian Dan Agribisnis*, *5*(3), 950–961. https://doi.org/10.21776/ub.jepa.2021.005.03.30

Yüksel, H. F., & Akar, E. (2021). Tactics for influencing the consumer purchase decision process using instagram stories: Examples from around the world. *International Journal of Customer Relationship Marketing and Management*, *12*(1). https://doi.org/10.4018/IJCRMM.2021010105

Zhou, L., & Xue, F. (2021). Show products or show people: an eye-tracking study of visual branding strategy on Instagram. *Journal of Research in Interactive Marketing*, *15*(4). https://doi.org/10.1108/JRIM-11-2019-0175