

Social Media Utilisation in Increasing Sales at UMKM Kube Wanita Pamulang Estate

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Abstract

Micro, Small and Medium Enterprise (MSME) sector has various problems such as decreased sales, capital, hampered distribution, difficulties with raw materials. MSME players must also make changes to their marketing orientation, especially in the current modern era. Many small business owners are transitioning to online commerce in order to boost sales, however, they often lack the technological know-how to do so effectively. This initiative is designed to offer knowledge and expertise to female entrepreneurs in Pamulang Estate on utilizing social media for marketing and sales, as well as guidance on using online marketplaces to sell products. Additionally, it involves analysing how social media can be used to attract customers and expand consumer base. As a result of this project, partners will gain a better understanding of marketing and promoting products independently through social media.

Keywords: Community Service, MSME, Social Media, Marketing.

1. Introduction

For some people, MSMEs are considered a resilient business sector that can survive in any condition. Not infrequently, with these capabilities and limitations, they can also create jobs even though they are not significant (Munajat, 2018). MSMEs are often considered as a crucial player in Indonesia's economic growth, as a large portion of the population with limited education levels is engaged in various small-scale business ventures in both traditional and contemporary sectors.

In the era of globalisation, information is moving so fast that it becomes a business actor to win the competition (Kaplan & Haenlein, 2010). The internet, along with online platforms, provides MSMEs with the chance to promote and expand their business connections worldwide (Piranda et al., 2022). To stay relevant, MSME owners must embrace technology and engage with the global community through social media (Yuliza et al., 2023). Failure to adapt to technological changes will result in falling behind in the competitive business landscape.

Online media is one way that MSME players can use to market their products in addition to expanding market access (Suryawirawan, 2019). MSMEs must see the benefits of social media for easy market access along with the era of globalisation that will clearly be faced (Ardiyanto, 2018). This condition requires MSMEs to choose effective and appropriate targets. Marketing through social media allows MSME business people to communicate directly with their buyers, so they can get greater profits.



However, it cannot be denied that advances in information technology do not always produce positive results, but there are also many negative things that arise, for example, there are some people who take advantage of the weaknesses of marketing through social media, namely vulnerable to fraud (Rining & Kriswibowo, 2020). The number of consumers who are interested in the products offered on social media makes them look for the same product but at a much cheaper price and causes consumers to forget the quality of the product or company offering the product (Swastha, 2001).

There has not been much research on the utilisation of social media in increasing MSME profits. So far, there is no systematic literature review that reviews the utilisation of social media in increasing profits in Indonesia. Consequently, this study employed a review of literature method and examined prior research in order to address the gap in research by offering an analysis on the impact of utilising social media to enhance profits for MSMEs. Based on the explanation of the importance of managing business capital for the needs of MSMEs to help increase sales, the PKM team of lecturers of the Pamulang University's undergraduate Accounting study programme is encouraged to assist MSME participants through the implementation of PKM activities.

2. Literature Review

2.1. Definition of MSMEs

As per the Ministry of State Cooperatives and Small and Medium Enterprises, Small Enterprises, which also include Micro Enterprises, are defined as business establishments with a maximum net worth of Rp 200,000,000, not including the value of land and buildings, and have annual sales of at most Rp 1,000,000,000. On the other hand, Medium Enterprises (UM) are owned by Indonesian citizens and have a net worth ranging from more than Rp 200,000,000 to Rp 10,000,000,000, excluding land and buildings.

Based on Law Number 20 of 2008, businesses are classified according to their assets and revenue.

The conditions for Micro Enterprises include:

- a. The maximum net worth should be Rp 50,000,000.- (fifty million rupiah) without considering the value of land and building of the business premises
- b. The yearly sales revenue should not exceed Rp 300,000,000.- (three hundred million rupiah)

The conditions to be classified as a Small Business are:

- a. Requires a minimum net worth of Rp 50,000,000.- (fifty million rupiah) but not exceeding Rp 500,000,000.- (five hundred million rupiah) excluding the value of land and the building where the business is located
- b. Should have annual sales revenue of at least Rp 300,000,000.- (three hundred million rupiah) to a maximum of Rp 2,500,000,000.- (two billion five hundred million rupiah)

The standards for medium-sized businesses are as outlined below:

- a. Possessing a net value exceeding Rp 500,000,000.- (five hundred million rupiah) but not more than Rp 10,000,000,000.- (ten billion rupiah) excluding the value of land and the business premises' structures.
- b. Recording annual revenues surpassing Rp 2,500,000,000.- (two billion five hundred million rupiah) but less than Rp 50,000,000,000.- (fifty billion rupiah).

2.2. Definition of Social Media

In his book, Evans et al. (2021) said that social media marketing is practiced to engage customers in online social locations where customers naturally spend time. According to Shareef et al. (2019) using social media for marketing involves utilizing various online tools like blogging and microblogging to promote and increase awareness, visibility, and engagement with a brand, product, or business. This form of marketing can have a direct or indirect impact on individuals or groups.

Social media marketing facilitates online engagement between businesses and their customers. Utilising social media aids companies in building personal connections with customers and grants them the chance to reach a larger audience. Researchers have analysed the widespread usage of social media in society, exploring the reasons behind its use, the duration of usage, and the frequency of usage.

2.3. Sales

Sales are an essential aspect of company operations, vital for driving growth and ensuring profitability. The sales process involves setting prices and effectively delivering products to consumers.

Sales activities are additional actions that go hand in hand with purchases, helping to facilitate transactions. Buying and selling are interconnected in order to facilitate the exchange of goods or services. As a result, sales, much like purchases, involve a range of tasks such as generating interest, identifying potential buyers, haggling over prices, and setting payment terms. In this scenario, the seller must establish the rules and steps necessary to execute the designated sales strategy.

3. Methods

The implementation of community service activities was carried out at the Pamulang Kube Hall in South Tangerang. Before this activity was carried out, it began with observation and interviews to find out the conditions of MSMEs. After the observation, the design of community service activities was carried out and various supporting devices such as material modules used during socialisation, presentation materials and other supporting equipment such as laptops and questionnaire sheets were prepared. Community service activities are carried out offline. The method used in the implementation of this community service activity was carried out using the socialisation method, lectures and question and answer discussions. The activity was carried out for one day, namely on 28 April 2024. The materials presented during the activity were: 1. Definition of MSMEs. 2. Definition and types of social media, 3. Digital marketing training using Instagram social media to participants of the UMKM Kube Wanita Pamulang Estate in South Tangerang.



Figure 1. The enthusiasm of MSME participants in receiving the material

Community service is carried out by presenting material by resource persons delivered in the form of presentations through projectors and powerpoint slides to MSME participants. The speakers who came from Pamulang University's undergraduate accounting study programme included Alyssa Risthi, S.E., M.Ak. who explained the sundries related to the use of social media in increasing sales. Details of the training material can be seen in Table 1.

Table 1. Materials for Collaborative Learning Training Activities

No	Material	Description
1.	Definition of MSME	
2.	Definition and types of social media	Discussion and question and answer
3.	Digital marketing training using Instagram social media	

4. Results and Discussion

The implementation of the Community Service (CS) activity, conducted on 28 April 2024 at the Pamulang Kube Hall in South Tangerang, yielded several significant outcomes. The event, which involved MSME Kube Wanita Pamulang Estate participants and students from Pamulang University, was designed to enhance the participants' understanding of social media utilization for business growth. The results and discussions are elaborated below:

4.1. Knowledge Sharing and Capacity Building

The primary objective of the community service activity was to share knowledge and build the capacity of MSME participants, particularly in the area of capital management and digital marketing. The participants, who are predominantly women entrepreneurs, were introduced to the concept of Micro, Small, and Medium Enterprises (MSMEs) and the importance of leveraging social media platforms like Instagram for business growth.

- 1) Knowledge Gaps Identified: During the initial observation and interviews, it was evident that many MSME participants lacked a clear understanding of how to effectively use social media for marketing. Most of them relied on traditional methods of selling, such as word-of-mouth and local markets, which limited their reach and sales potential. The training provided them with a structured approach to digital marketing, enabling them to explore new avenues for customer engagement and sales.
- 2) Impact of Knowledge Sharing: The participants expressed that the knowledge shared during the session was highly relevant to their business needs. Many of them admitted that they had been "sailing without a map," as they were running their businesses without a clear strategy, especially in the digital space. The training equipped them with the necessary tools and techniques to navigate the digital landscape effectively.

4.2. Participant Engagement and Enthusiasm

The engagement and enthusiasm of the participants were notable throughout the event. The interactive nature of the session, which included lectures, presentations, and Q&A discussions, fostered a dynamic learning environment.

- 1) High Level of Interest: The participants showed a keen interest in the material presented by the resource persons, particularly in the segment on digital marketing using Instagram. The practical demonstrations on how to create engaging content, use hashtags effectively, and interact with customers online were particularly well-received.

Many participants noted that they had previously underestimated the power of social media and were now motivated to implement the strategies discussed.

- 2) Interactive Q&A Session: The question-and-answer session was a highlight of the event, with participants actively posing questions and sharing their experiences. Some of the common questions revolved around how to handle negative feedback on social media, how to measure the effectiveness of their marketing efforts, and how to balance time between running their businesses and managing their online presence. The resource persons provided practical solutions and encouraged participants to view social media as an integral part of their business operations rather than an additional burden.

4.3. Increased Awareness of Social Media's Role in Business

One of the most significant outcomes of the community service activity was the heightened awareness among participants regarding the importance of social media in modern business practices.

- 1) Shift in Mindset: Many participants acknowledged that they had previously viewed social media as a platform for personal use rather than a business tool. The training helped them realize that social media could be a powerful channel for reaching a broader audience, building brand loyalty, and driving sales. This shift in mindset is crucial for their long-term success, especially in an increasingly digital economy.
- 2) Practical Applications: Participants were particularly impressed by the practical applications of social media marketing. For instance, they learned how to create a business profile on Instagram, use analytics tools to track engagement, and develop content calendars to maintain consistency in their online presence. These practical skills are expected to have a direct impact on their ability to attract and retain customers.

4.4. Feedback and Future Implications

The feedback received from the participants was overwhelmingly positive, indicating that the community service activity had met its objectives.

- 1) Positive Feedback: Participants appreciated the clarity and relevance of the material presented. They also commended the resource persons for their ability to explain complex concepts in a simple and relatable manner. Many participants expressed a desire for follow-up sessions to further deepen their understanding of digital marketing.
- 2) Long-Term Impact: The success of this community service activity has broader implications for the sustainability of MSMEs in the region. By equipping women entrepreneurs with the skills to leverage social media, the initiative has the potential to contribute to their economic empowerment and the overall growth of the local economy. Furthermore, the collaboration between Pamulang University and the MSME Kube Wanita Pamulang Estate sets a precedent for future partnerships aimed at addressing the challenges faced by small businesses.

4.5. Challenges and Recommendations

While the activity was largely successful, some challenges were identified during the implementation:

- 1) Limited Digital Literacy: Some participants faced difficulties in understanding certain technical aspects of social media marketing, such as using analytics tools or creating content calendars. This highlights the need for ongoing support and simplified training modules tailored to individuals with varying levels of digital literacy.

- 2) Time Constraints: The one-day format of the event, while effective, was insufficient to cover all aspects of social media marketing in depth. Future activities could be extended over multiple sessions to allow for more comprehensive training and hands-on practice.
- 3) Resource Limitations: Some participants expressed concerns about the cost of maintaining an active social media presence, including expenses related to content creation and advertising. Recommendations were made to explore low-cost or free tools and strategies that can be used by small businesses with limited budgets.

5. Conclusion

The implementation of Community Service activities by the Pamulang University Research and Community Service Institute (LPPM) conducted by lecturers of the S1 Accounting study program has run smoothly and received a warm welcome from the member of the UMKM Kube Wanita Pamulang Estate. Many questions were asked and warm discussions took place between participants.

With this community service activity, we hope that MSME participants will get additional information and more diverse knowledge about how to make good use of social media so that businesses can increase sales and continue to run in the midst of digital era competition.

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