

Social Media Marketing Photo Techniques Training For Small And Medium Enterprises (SMEs) In Desa Kerinjing Ogan Ilir

Dessy Yunita¹, Aslamia Rosa², Iisnawati³, Suhartini Karim⁴

^{1,2,3,4} Jurusan Manajemen, Universitas Sriwijaya

Email: dessyyunita@unsri.ac.id¹, aslamiarosa@unsri.ac.id², iisnawati82@gmail.com³,
suhartinikarim@unsri.ac.id⁴

Abstract

Social Media Marketing Photo Techniques Training for SMEs in Desa Kerinjing Ogan Ilir is an activity to understand photography and photo editing techniques. Within this training, SMEs are given training to develop business potential through the ability to use simple photography and editing techniques to make photos more attractive. The purpose of this training is to increase the selling value of the product. The existence of training provided to SMEs, especially in Desa Kerinjing Ogan Ilir, gives participants the ability to advance to class in the midst of intense competition.

Kata Kunci: *Techniques Photo, Social Media Marketing, SMEs*

INTRODUCTION

Small and Medium Enterprises (SMEs) in Indonesia reached 64.19 million with a contribution to GDP of 61.97% (bpkm.go.id, 2020). The development of Small and Medium Enterprises (SMEs) is able to absorb labor and contribute to minimizing the unemployment rate. According to Tambunan (2013: 2) SMEs are productive business units that stand alone, carried out by individuals or business entities in all economic sectors. The presence of SMEs that are creative, implement simple technology that is easy to understand, become a place for people to work. SMEs are also a forum for community creativity to maintain traditional values packaged in a modern way.

In addition to modern packaged products, SMEs have the opportunity to expand their marketing. Kotler and Keller (2016), marketing is a process of compiling integrated communications that aim to provide information on goods or services in relation to satisfying human needs and wants. Through advances in sales technology, which was previously traditional, has shifted to digital/online channel integration. The product is simply photographed and then uploaded to social media and potential buyers know and buy the product. According to Tsitsi (2013) social media marketing is a system that enables marketers to engage,

collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes, attracting attention and encouraging readers to share with their social networks. To make social media marketing attractive, there are several factors that must exist, namely online communities, interaction, sharing of content, and accessibility (As'ad and Alhadid, 2014). So, Social Media Marketing is a tool that SMEs can use for free and reach a wide market.

For SMEs, creative product photos are a selling point. Kretova (2013: 1) says that product photography is a genre in commercial photography aimed at demonstrating products to business customers or to showcase goods produced by an organization or one person. It is important to study product photos to produce photos that add to the selling value of SME products. One of the obstacles in SMEs is that Human Resources (HR) are not yet proficient in taking pictures or photos of products (Mustika et al., 2021). Problems can be overcome by HR participating in training activities to add skills in improving product photo skills.

Training in the form of education on social media photo techniques is useful for improving photo-taking and editing skills. According to Sudarma (2014: 2), photo media is one of the communication media used to

convey messages/ideas to others. Photo or photography media can be used to document an important moment or event. Photos can be published as a result of good product documentation and add value to the product. SMEs don't have to use a professional camera to produce quality photos. According Keish (2015:7) says that "smartphone photography makes taking pictures easier and more fun". Besides that, the camera on a smartphone can also be used in the field of product sales to market product.

The use of attractive photos of products creates a viewer's action. For this reason, training on social media marketing photography techniques is the right strategy in the digital era to be utilized by SMEs. As a medium of expression, many things are adopted from art to photography. One of them directly records the idea of the photographer's expression as well as characterizes his identity. One form of photography is portrait photography as a provider of evidence about the subject's external appearance; sometimes portraits are also considered to present the personality in the subject (Bull 2009:102).

Desa Kerinjing is one of 241 villages in the Ogan Ilir district and one of 19 villages in the Tanjung Raja sub-district which is located 7 km to the west from the sub-district capital and 13 km to the east from the district capital and has an area of ± 3.00 Km², Kerinjing Village is divided into 2 hamlets led by each hamlet head.

The potential in Desa Kerinjing, especially in the field of agriculture and plantations. As many as 49% of the population earns from agriculture and plantations, rice fields with an area of ± 84 ha and plantation land area of ± 105 . This can be used as the government's aspiration to help farmers increase the productivity of agricultural products supported by adequate facilities and infrastructure. From the economic field, the potential of the village can also be seen in family businesses such as making clothes (tailors), public transportation businesses, basic food stalls, while the potential in the field of facilities and infrastructure such as long village roads,

educational facilities. The potential for fisheries in Desa Kerinjing are fishermen catching wild rice fields and some cultivating freshwater fish, in the field of human resources there are still many skilled human resources but do not use their expertise because they are not supported by adequate skills education and there is a lot of job competition.

The development of information and communication technology challenges and opportunities for Small and Medium Enterprises (SMEs). SMEs are able to make digital-based marketing opportunities or online sales. Promotions featuring product photos can be seen by buyers as a value-added strategy. Product photos must look attractive, then Human Resources (HR) in managing MSMEs must have photo-technical skills to produce good and attractive photo displays.

IMPLEMENTATION METHOD

The training participants have previously been informed to prepare a product that will be used as an example of a product that will be photographed for promotion. Participants can also prepare cameras from cellphones or professional cameras to learn how to do the right photography techniques.

Before the product photo is taken, the presenter prepares the place settings in advance and chooses an ornament that is adjusted to the type of product to be photographed. Then the presenter explained in advance the techniques that could be used by the participants to get good photo results.

The training method begins with selecting the focal point for the SME product to be photographed. Next set the right lighting. Set the shooting mode and then set the shutter speed. The trainees after the training are able to implement it in business. After that, participants can manage social media as a promotion strategy.

From the implementation of this training activity, the participants were enthusiastic about this form of training which really helped them in making an attractive promotion strategy and it turned

out that in simple terms it was very easy to do.

The method of implementing the activity is the delivery of materials, demonstrations and practices to the UKM participants in the Kerinjing Ogan Ilir Village. The material presented is adapted to the needs and abilities of the participants so that this does not become an obstacle for them in the field. The presenter also has the ability to explain the wishes of the participants as business actors in Kerinjing Ogan Ilir Village. After that the participants were given the opportunity to be able to carry out the forms of photography techniques that had been explained by the presenters.

The materials and tools used are various types of cameras and mobile phones that can be used by UKM participants in the village of Kerinjing Ogan Ilir and participants are provided with material on photography techniques and their use on social media.

After that, participants were introduced to an easy-to-use form of editing application to be able to make the photos they have taken more attractive. The application also has every form of promotion that can be used by participants in making marketing content more attractive.

RESULTS AND DISCUSSION

Community Service Activities were carried out in Kerinjing Ogan Ilir Village with 22 participants from local entrepreneurs consisting of songket craftsmen; food and beverage products; and kerupuk kemplang. This service activity was carried out in Kerinjing Ogan Ilir Village on October 25, 2022.



Figure 1. Training

Introduction to photography terms is the initial material given to participants to understand photography techniques. After that, participants were given illustrations of simple photographic techniques through professional cameras and cell phones. Participants can use a cellphone camera for simple photography techniques and then be given photo practice assistance. Lastly, as a selling point, participants are given simple knowledge of photo editing that can be applied to their social media.

Monitoring and Evaluation

Monitoring is carried out by creating a WhatsApp group as a media for discussion after the event is over. The community service team provides assistance facilities with group media in WA to monitor developments after the training is carried out. Participants can also ask questions related to the training that has been carried out by visiting the marketing and business laboratory directly which is used as a place for post-training assistance in addition to the WA group.

CONCLUSION AND SUGGESTION

Conclusion

Social media is a means for SMEs to promote products with a wide reach. The use of attractive product photos can be used by business actors as a competitive strategy. This of course requires knowledge and skills to be able to make good photos. Simple photography and editing techniques can improve the quality of product photos so that

they can become selling points for business actors to advance to class.

Suggestion

SMEs should focus on efforts to develop progress on several marketing programs that have selling points for business development.

Tambunan, Tulus, "Usaha Mikro Kecil dan Menengah di Indonesia : isu-isu penting", Jakarta : LP3ES, 2012.

Sumber Internet

<https://www.bpk.go.id>

<https://kemenkopukm.go.id>

www.howtophotographyourlife.com

REFERENCE

- Anggriana, R., N. Qomariah. dan B. Santoso. 2017. Pengaruh Harga, Promosi, Kualitas Layanan terhadap Kepuasan Pelanggan Jasa Ojek Online "Om-Jek" Jember. *Jurnal Sains Manajemen dan Bisnis Indonesia*. 7(2) : 137-156.
- As'ad H. Abu Rumman dan Anas Y. Alhadid, 2014, "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Provider in Jordan" *Science Private University, Amman, Jordan. Rev. Integr. Bus. Econ. Res* Vol 3.
- Bull, Stphen. 2009. *Photography*. New York: Routledge
- Keish, Nick. 2015. *Photographing Your Life with Your Smartphone* (ebook).
- Kotler, Philip and Kevin Lane Keller, 2016 *Manajemen Pemasaran*, Edisi 13 Jilid 1 dan 2, Alih Bahasa : Bob Sabran, Erlangga, Jakarta.
- Kretova, Aleksandra. 2013. *Product Photography for an Online Store and Printed Catalogue*. Helsinki Metropolia University of Applied Sciences, Helsinki.
- Mustika, S., Tiara, A., & Corliana, T. (2021). Pelatihan Membuat Konten Promosi di Media Sosial bagi UMKM Mitra Masjid. *Jurnal Pemberdayaan Masyarakat Universitas Al Azhar Indonesia*, 3(2), 59. <https://doi.org/10.36722/jpm.v3i2.644>
- Sarah Tsitsi Chikandiwa (2013) *The adoption of social media marketing in South African banks*, q Emerald Group Publishing Limited 0955-534XDOI 10.1108/EBR-02-2013-0013DOI 10.1108/20426761111104437
- Sudarma, K. (20014). *Fotografi*. Yogyakarta: Graha Ilmu.