



Branding Strategy For Social Media

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Abstract: MSMEs are supporting the nation's economy, however, some MSME actors still experience various difficulties in running a business. One of them is the difficulty in the field of marketing, in the current era of social media marketing development, several micro, small and medium enterprises, especially in the Majalaya sub-district, are facing difficulties keeping up with the times in terms of product marketing. From the survey that has been conducted, MSME actors in the Majalaya sub-district admit that they have difficulties in marketing their products and developing markets. This is due to the product's lack of awareness of the branding of MSME products where MSME actors do not highlight the identity and superiority of the products offered, thus reducing the interest of potential consumers to buy these products. As a solution to the problem above, mConduct dedication in the form of education and training regarding product branding in social media marketing.

Abstrak

UMKM merupakan penopang perekonomian bangsa, namun beberapa pelaku UMKM masih mengalami berbagai kesulitan dalam menjalankan usahanya. Salah satunya adalah kesulitan dalam bidang pemasaran, di era perkembangan pemasaran media sosial saat ini, beberapa usaha mikro, kecil, dan menengah khususnya di kecamatan Majalaya menghadapi kesulitan mengikuti perkembangan zaman dalam hal pemasaran produk. Dari survey yang telah dilakukan, para pelaku UMKM di kecamatan Majalaya mengaku kesulitan dalam memasarkan produknya dan mengembangkan pasar. Hal ini disebabkan kurangnya kesadaran produk terhadap branding produk UMKM dimana pelaku UMKM tidak menonjolkan identitas dan keunggulan produk yang ditawarkan sehingga menurunkan minat calon konsumen untuk membeli produk tersebut. Sebagai solusi dari permasalahan diatas, mLakukan pengabdian berupa pendidikan dan pelatihan mengenai branding produk dalam pemasaran media sosial.

Kata kunci: UMKM, Social media marketing, Branding produk

INDRODUCTION

One of the problems facing MSME in Indonesia is the lack of expansion of product marketing. Social media is a form of marketing strategy that aims to promote a product in such a way that it reaches consumers quickly and in a timely manner. Currently, many MSMEs in Indonesia do not use social media marketing as a marketing tool. In addition, most MSMEs still do not understand

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the knowledge and benefits of branding, still have not had a positive entrepreneurial spirit and ultimately have not received training or technical support and branding strategy for MSME.

In marketing communication, one of the roles of branding is to deliver a positive image to consumers. Because branding is a very important thing that MSME products are always attached to society and consumers. With branding, the product can be presented to a wider audience, as well as the advantages and differences from other products can be highlighted so that the public knows and remembers the brand.

The problem often experienced by MSME perpetrators is in the case of the maximum marketing media. The same is true of MSME in the welfare of Bandung Majalaya who suffered from barriers and product marketing. Based on the results of the survey in the field and accompanied by interviews with local equipment and communities, it can be concluded that the problems among others are:

- 1) Lack of marketing, MSME in the Middle East has less knowledge about marketing because in the business activity carried out is a side effort not the main enterprise
- 2) Lack of MSME to understand the existence of e-commerce, MSME in Majalaya preferred direct purchase orders so that the market produced was less widespread and made the products produced by MSME this less developed.
- 3) Without the identity logo of the product as well as packaging, some MSME products have a logo, only products packaged in certain packaging without using product identity.

Based on this observation, that MSMEs in the Kelurahan Majalaya Bandung in terms of marketing implementation have not been performed optimally and maximum. It is based on marketing with a less attractive identity so that the generated market is very limited. Therefore, accompanying marketing is carried out by using social media and creating interesting product design and packaging to increase consumer interest and can expand the sales market as well as enhance the knowledge of MSME actors that social media is very important in doing product marketing.

METHOD

From June 12 to June 15, 2023, student groups in Bandung Regency conducted social media marketing and product branding development program activities at the MSME residence in the Majalaya subdistrict of Bandung. The process utilized to do this service activity, which involves a variety of methods, is broken down into 4 steps, namely:

1) Observation

The conditions and product forms for each MSME were the subject of surveys and interviews done by Bandung College of Administrative Sciences students at this point. This observation's goal is to learn more about MSME products so that the essential solutions can be planned for today's issues.

2) Problem identification

After evaluating the findings of their observations, Bandung College of Administrative Science students moved on to the problem identification stage, where they produced solutions for product creation and market expansion at the product application stage.

3) Application stage

By doing outreach and providing training directly to MSME houses, Bandung High School of Administrative Science students have concentrated on product branding programs for marketing and social media marketing for MSMEs in this third stage.

4) Control Stage

The packaging branding and social media marketing that have been supplied to MSME partners are continuously under the control of Bandung College of Administrative Sciences students at this level. The goal of this control is to determine the effectiveness of the socialization and training offered by Bandung Administrative College students.

RESULT AND DISCUSSION

The University of utilized Sciences in Bandung has undertaken many efforts that might be utilized depending on the demands of each MSME in order to strengthen the branding of MSME products in Majalaya. starting with packaging innovation, opening an e-commerce account, and creating a social media presence. To refresh the product catalog and make it more appealing to customers, take product shots next to the full MSME construction. All of this work is done

gradually on each MSME, commencing in May with the observation stage and ending in June with the control stage. According to the social service model of entrepreneurship and the creative economy, the growth of social media marketing through the efforts of branding MSME products through some of the following work programs is the solution to the challenges faced by MSME.

1) Product logo and logo design

Making a MSME logo or product logo is essential for the company's brand identity to become better known. The MSME logo or product design is tailored to the presence of the product or MSME; the logo design must be able to emphasize the distinctiveness of the associated good or service. In order to draw in potential customers, the product logo should also highlight the appeal and features of the item. The MSME logo serves as a channel of communication between business owners and customers, thus its creation is not necessary. The right combination of symbols and colors that can represent MSME or the product should be taken into account while designing the company's logo.

2) Putting product photographs into practice and making catalogs

Nowadays, the majority of sales transactions take place online, preventing clients from seeing or touching products right away. As a result, product images are highly helpful in showcasing goods that are sold succinctly and beautifully since customers will first think about whether the picture is authentic and matches what they are seeking and wanting when they purchase a good. Product images are used as marketing collateral to promote products and boost sales. Product photography is a sort of commercial photography that is used to emphasize products manufactured to learn more about what is exhibited from product images by MSME actors and to present products to potential customers.

3) E-commerce and social media accounts

This activity is carried out in accordance with its purpose by providing material, support and help MSME actors in promoting their products through the Internet (e-commerce) and social media. The information is provided to MSME actors so that they know and understand the basic definitions and ideas of e-commerce. Instruction face-to-face (door to door) was carried out between the University of Bandung and MSME actors. The material is given first to the partner, then discuss or answer related to the material given. Here is the purpose of the material provided in this activity:

Provide basic understanding of how e-commerce and social media work;

- Informing about the benefits of marketing through e-commerce and social media;
- Informing the steps in creating e-commerce and social media;
- Informing operating e-commerce and social media.

After obtaining basic information about e-commerce and social media, MSME perpetrators are taught and guided to register accounts, how to use online stores and social networks, to how to operate them. Then it was directed to promote its products through the internet service of both Shopee and Gojek online stores. As well as using Instagram and WhatsApp for marketing through social media.

4) Creation and Marketing of Online Shops in Shopee

Shopee is one of the largest social media marketplaces in Indonesia. Shopee offers a place for the online store to advertise its products, has the ability to market the product as long as it does not violate the law, the registration process is not complicated until it has a shared account that serves as a channel of transaction between the seller and the buyer that guarantees its security. Therefore, this activity guides and accompanies MSME's perpetrators to upload product posts on the Shopee account.

DISCUSSION

Surveys and observations were carried out by the Bandung West Java Administrative College student group on the Majalaya sub-district area which has undergone modernization and has only a few areas for planting green land, so aquaponics is a breakthrough and new knowledge, especially for residents of the Majalaya sub-district. So that after they are educated they are able to develop their own system of cultivating plants as well as fish or what is called aquaponics. Optimization of crop yields and fish livestock can be carried out even if it is carried out in narrow land.

CONCLUSION

Enhance the MSME product branding undertaken by the University College of Technology and Management Group in Majalaya, beginning with the development of logos, registration of e-commerce accounts, the development of social media accounts, and packaging innovations. According to the public service entrepreneurial and creative economy scheme, the development of social media marketing through the efforts of branding MSME products through various work

programs, like the creation of MSME logo or product logo, so that MSME product can be increasingly known, is the solution to the problems faced by MSME. Product images are used and social media catalogs are made as marketing tools to boost sales, with the goal of introducing new items through these catalogs, like chips and MSME seblak ma irah.

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