



Training on Social Media Marketing Strategies to Increase Competitiveness in SMEs

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ABSTRACT

Social Media Marketing is a marketing activity using social media sites such as Facebook, Twitter, Youtube, and so on. The activity partner is located in Jakarta. In its activities, it is known that partners have difficulties in the field of social media marketing. The activity aims to provide solutions to partners in improving their ability to compete and consistency in posting content. The activity method is carried out by conducting training on social media marketing, namely by presenting information and knowledge in determining social media marketing strategies. The advantages of this strategy are that the costs incurred are not too large, have broad access, besides that the operation is also quite easy. Training is conducted directly to the partner's place. With activities carried out by making PPT containing information that can be utilized to increase competitiveness using social media marketing has run smoothly. The output of activities in the form of publications to journals and IPR.

Keywords: Social Media Marketing Strategy, SMEs, Training, Competitiveness

1. Introduction

In today's digital era, marketing a product or service is greatly influenced by the ability to determine the right marketing strategy. One of the marketing strategies that can be used is a social media marketing strategy. Social media marketing is the application of marketing communications and other marketing tools using social media (Sorban, 2022). Social media marketing uses social media platforms to achieve marketing goals, both protecting and expanding the company's brand (Chaffey & Smith, 2022), and helping marketing managers to communicate with customers, build brands, repair reputation damage on social media, and maintain long-term relationships with customers (Turban et al., 2018).

Social media marketing strategy is a series of activities that have been planned to assist companies in achieving their marketing objectives using social media platforms (Li et al., 2021). In addition, it also helps in creating relationships with potential customers who are not familiar with the products or services of SMEs, and as a means of promotion. In addition, it also increases competitiveness (Hootsuite Digital, 2021), until now, social media users continue to increase, this has resulted in sellers or companies continuing to develop and innovate in marketing their products or services through social media. In addition, due to the many advantages that will be obtained if using social media marketing, this is what makes social media marketing strategies more widely used and preferred (Untari & Fajariana, 2018).

The partner is a Hans Jaya Fashion fashion convection business located in West Jakarta. The owner of this business is Dewi, with the address Jalan Krendang Tengah, Tambora, West Jakarta. The types of products

produced are shirt tops, tunics, mini dresses, and gamis. The products are sold offline at the Hans Jaya Fashion store, which is located at Pasar Tanah Blok A, and also sold online through the Hans Jaya Fashion store's social media accounts. The history of the business began with the owner who was looking for a busy life to fill his spare time because his children were getting older and could also help the family economy. After getting the idea to open a business in the fashion field, the owner started by opening a convection business to sell himself offline. Here are some documentation of the partner's convection business:



Figure 1. Documentation of Partner Production Activities

To develop the business run by partners in facing competition in the digital era and expand market reach, we Untar students will provide training to partners by presenting material on social media marketing strategies that partners can use in developing their business (Wibawa & Maradona, 2022). From the results of observations made to partners regarding social media marketing, which can create and maintain strong relationships with customers, and improve the quality of products and services, while also increasing competitiveness (Varela-Neira et al., 2023). However, partners have a major problem in facing business competition using social media, to help partners in developing their business. With this, we Untar students feel the need to provide training on social media marketing strategies (Jami Pour et al., 2021). For this reason, the main problem to be solved is how to explain the material about social media marketing optimally to partners.

2. Methodology

The training activities to fashion SMEs in Tanah Abang aimed to provide owners with greater insight into social media marketing strategies and equip owners to address key issues.

- a. The activity organizer collects materials to interview the owner.
- b. The activity organizer contacts related parties or business owners to obtain permission to interview.
- c. The activity organizer divides the tasks to the team members to interview the owner.
- d. Activity implementers deliver various materials to business owners in form of offline discussion.
- e. The implementation of this activity explained to the owner about marketing on social media.
- f. The activity implementer asked partners to ask questions about the material that was still not yet understood.
- g. The activity implementer as a tutor responds to partner responses about the material that has been delivered.

3. Results and Discussion

3.1. Result

3.1.1. Partner Business Profile and Location

The partner is a Hans Jaya Fashion fashion convection business located in West Jakarta. The owner of this business is Dewi, with the address Jalan Krendang Tengah, Tambora, West Jakarta. The types of products

produced are shirt tops, tunics, mini dresses, and gamis. The products are sold offline at the Hans Jaya Fashion store, which is located at Pasar Tanah Blok A, and also sold online through the Hans Jaya Fashion store's social media accounts. The history of the business began with the owner who was looking for a busy life to fill his spare time because his children were getting older and could also help the family economy. After getting the idea to open a business in the field of fashion, the owner also started by opening a convection business to sell himself offline.

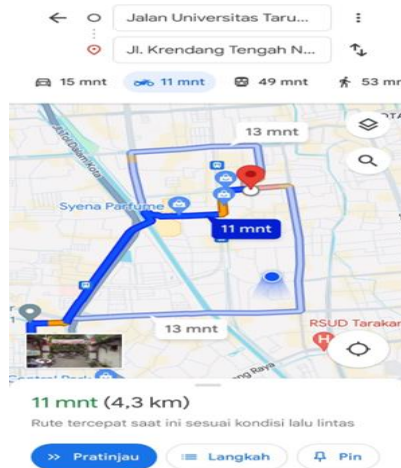


Figure 2. Partner Location

3.1.2. Model of Science and Technology Transferred to Partners

Material briefing activities by presenting knowledge about social media marketing strategies that need to be developed and what partners need to pay attention to is overcoming the main obstacles faced by the owner in conducting social media marketing.

3.1.3. Benefits of Social Media Marketing

Social media marketing can be used to reach a wide range of customers through available platforms at a low cost (Nana Noviada Kwartawati, S.E, M.M). The details are as follows:

- a. Low operating costs. With low operating costs, the owner does not need to spend more money.
- b. Has wide access. With wide access, the owner can reach more customers, making it possible to increase sales.
- c. Easy way to operate. Easy operation can help owners promote their products quickly and in a short time.

3.1.4. Principles of Social Media Marketing

Social media marketing strategy principles help businesses grow through data-driven insights (Raji & Ademola, 2024). The details are as follows:

- a. Stakeholder orientation, in social marketing, is focused on the welfare of individuals and communities. The goal is to meet their needs and encourage positive behavior or change.
- b. Segmentation, in effective social marketing it must involve diverse understanding, by segmenting target consumers can customize messages effectively.
- c. Use of theory, in social marketing, theories and models can be used to inform strategy.
- d. Broad insights, research and broad insights are important to understand the consumer context.
- e. Competition and exchange, in social marketing it is recognized that the average consumer seeks goods according to their benefits and costs, therefore it is necessary to consider competition, with the aim that targeted consumers offer significant benefits.

3.1.5. Developing the Right Social Media Marketing Strategy

The methods below are general methods that can be used as a basis for developing a strategy. A social media marketing strategy is a detailed plan for managing and utilizing social media platforms to achieve specific business goals (Anisa, 2023).

- a. Understand the purpose of the content, the first thing that can be done is to understand the objectives to be achieved, the objectives can be to increase sales, expand market reach, and foster long-term relationships with consumers.
- b. Recognize the consumers who want to be targeted, pay close attention to what are the needs, interests, and preferences of consumers. We can attract consumer attention if we can understand consumer desires.
- c. Use a good platform, identify platforms that are suitable for use in actively reaching consumers, as for social media that can be used such as Facebook, Instagram, Tiktok, Twitter, Youtube, and so on.
- d. Create valuable content, creating content that contains complete information about the products or services offered can attract the attention of potential customers, as for valuable content in the form of informative articles, interesting images, or short videos, so that the content does not feel monotonous and boring.
- e. Schedule posts regularly, when making posts, we should set a consistent posting schedule and pay attention to the layout of posts on our social media, in order to maintain and maintain engagement with consumers.
- f. Actively interact with users, responding quickly to comments or questions from users can help form strong relationships and strengthen engagement with consumers.

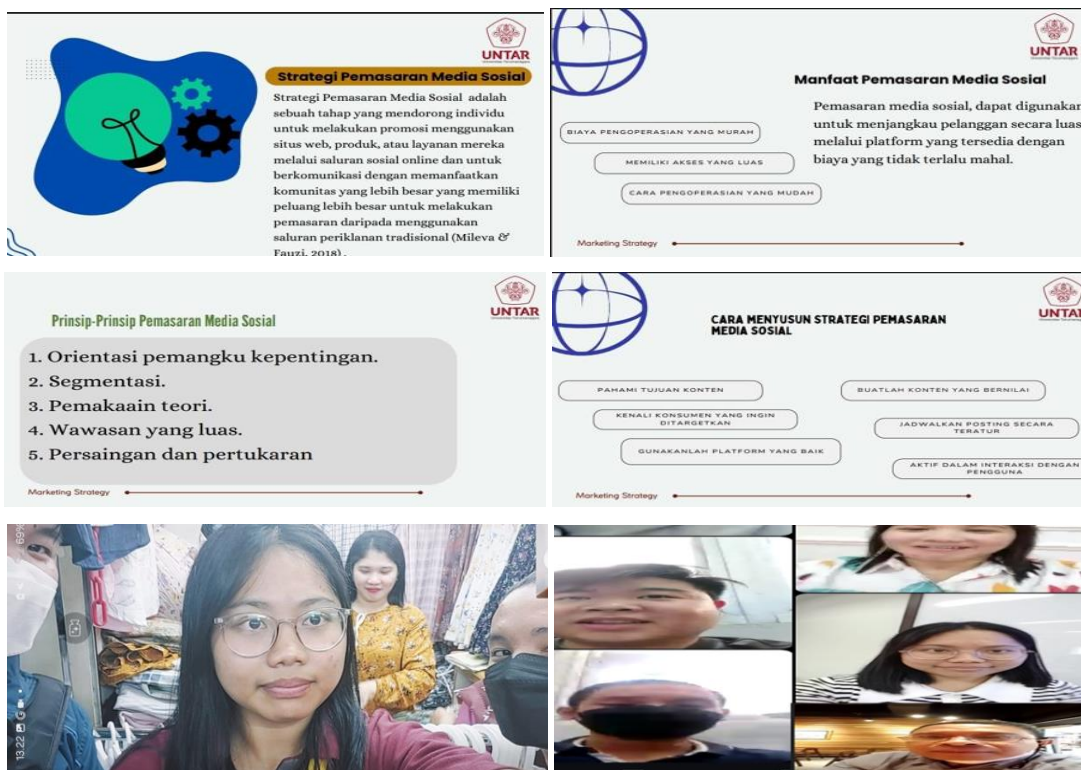


Figure 3. ZOOM Activities

4. Conclusion

Based on the research that has been done, it can be concluded that training on social media marketing strategies is provided by conducting training presented in the form of PPT, including: Understanding social media marketing, the benefits of social media marketing, the principles of social media marketing, and so on. Training is carried out directly to the partner's place, together with team members. Partners received the information and materials presented with enthusiasm, and asked questions during the activity process.

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