

## Social Media Education in Marketing Debog Banana Chips Products to She Yuha Snack MSMEs in Rengas Pulau Village, Marelan Medan

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### ABSTRACT

The community service program was implemented in Rengas Pulau Village, Medan Marelan District, Medan City Regency targeting the local community. The program implemented with this target is an educational program on the importance of social media. With the targets and programs that have been designed, it is hoped that it will be able to increase understanding for MSME players. The aim of implementing this community service program is to solve various problems that exist in the She Yuha Snacks She Yuha Chips Debog Banana MSME which is the focus of the activity by utilizing social media. The method used in implementing this activity is the observation method, namely observing the problems in Rengas Pulau Island Village as the target of the activities to be carried out and documentation, namely documenting the photos or videos required for each activity.

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## **INTRODUCTION**

Economic development is a supporting factor for national development where the economic sector is always the government's focus in implementing development, both short and long term. Economic development cannot be separated from Micro, Small and Medium Enterprises (MSMEs). Micro, Small and Medium Enterprises (MSMEs) have an important role in growing economic stability. The growth in the number of MSMEs in Indonesia is quite rapid, and is able to absorb almost 97.2% of the workforce from the total existing workforce. However, the rapid growth in the number of MSMEs is not accompanied by high sales figures. Reality shows that MSMEs only survive for a few moments, then experience bankruptcy due to low product sales figures which results in the death of product activities.

The village that is the focus of this community service theme is Rengas PulauPulau Village. When viewed from the economic aspect, the community can be classified as a productive community but still has a level of welfare that is far from prosperous. The majority of residents in Rengas Pulau Village earn their living as traders, entrepreneurs and civil servants. However, there are also many Micro, Small and Medium Enterprises (MSMEs). One of the MSMEs managed by the people of Rengas Pulau Village is Debog Banana Chips which is called She Yuha Snacks which is owned by a housewife named Ibu Yunita. Mrs. Yunita has been running the Debog Banana Chips business for almost 8 years. He has also attended a lot of training regarding his business. However, amidst the potential that exists in Rengas PulauPulau Village, it would be a shame if it could not be managed well, so I, the writer, took the initiative to provide input and innovation for the development of Micro, Small and Medium Enterprises (MSMEs).

However, the problem for She Yuha Snacks MSMEs is that they do not use social media to market their business, they still use Word Of Mouth (WMO) Marketing techniques. WOM Marketing is a marketing strategy carried out by consumers with information about products to other people. And they still market products directly to consumers who only have a small area coverage. Apart from that, there are also those who have not used social media due to obstacles in not understanding how to use social media. Selling products using social media is usually done to attract buyers by providing information related to the products being offered to the public. The use of social media can have a positive impact on a product or service, providing certain information to consumers and promoting the products they produce. Social media is used as a marketing communication tool to increase consumer awareness of products, improve product image, and ultimately increase sales (Kloter and Keller, 2016).

## **IMPLEMENTATION AND METHODS**

The implementation of community service activities, namely about Social Media Education in Marketing Debog Banana Chips Products at She Yuha Snacks MSMEs in Medan Marelan, is intended to help MSMEs understand how to use social media as a means of marketing their business. This activity lasts for 2 (two) days, the following is a table of activity implementation.

**Table 1. Implementation of Activities**

No	Name of activity	Execution time	Place	Number of participants	Information
1	Conduct visits, surveys and permit activities at PCM Medan Marelan	Monday, November 27, 2023	Lazism u PCM Medan Marelan Office	6	Request permission, location survey and brief discussion regarding the implementation of planned community service activities
2	Socialization of MSMEs regarding Marketing Strategies through social media	Friday, December 1, 2023	UMKM Debog Banana Chips	12	Visit while discussing MSME business in the Digital Marketing Era

The main target in this activity is MSME players of Debog Banana Chips in Rengas Village, Marelan Island. Therefore, to solve the problem above, the following things were carried out: education regarding marketing strategies to the MSME actors Debog Banana Chips. She Yuha was present to take part in this activity. These activities were carried out over a period of approximately 2 days, education regarding business management and marketing strategies was carried out on Tuesday and Thursday, November 25 and December 1 2023. The location for these activities was at the UMKM Debog Banana Chips in Rengas PulauPulau Village.

Community service activities inUMKM Debog Banana Chips, Rengas Island VillageMarelan is carried out using the following methods:

1. Observation Method (Observation)

The observation method is a method carried out by collecting data, observing and systematically recording the problems that exist in Rengas PulauPulau Village. Using this observation method, the author observed directly and made visits and observations to several MSMEs in Rengas Island Village, one of which was Mrs. Yunita's Debog Banana Chips business.

2. Interview Method The interview method is a data collection method carried out through direct questions and answers with the source. Interviews are a tool for gathering information by asking questions orally. This interview aims to obtain information related to the main problems with MSMEs in Rengas Pulau Village.
3. Documentation Method This documentation method is a form of data collection method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and information that can support research.

## RESULTS AND DISCUSSION

Marketing through social media is a means of marketing carried out with social media that offers great opportunities for entrepreneurs, small businesses, medium companies, and large companies to build their brand and their business. According to Gunelius and Susan (2011:10) Social media marketing has the aim of (1) Building relationships: the main benefit of social media marketing is the ability to actively build relationships with consumers. (2) Brand building: social media conversations present a perfect way to increase brand awareness, increase brand recognition and recall and increase brand loyalty. (3) Publicity: marketing via social media provides an outlet through which companies can share important information and modify negative perceptions.

Results of Visit to She Yuha Snacks MSME:

1. Activity Description

One of the MSMEs in Rengas Pulau Village uses banana tree fronds which can be processed as Banana Debog Chips snacks. These Banana Debog Chips belong to the She Yuha Snacks brand which is owned by Mrs. Yunita. Mrs. Yunita started her business in 2020. She Yuha Snacks UMKM, which makes Debog Banana Chips snacks, experienced difficulties in marketing the products produced, so not many people in the wider community know about this Banana Debog snack. Social media is one of the media that can be used to market Debog Banana Chips products to increase sales. However, in the current digital era, there are still many people who are still unable to keep up with developments in digital technology and make good use of it. Therefore, I have a solution to help carry out marketing activities for Banana Debog Chips products, namely carrying out training in maximizing social media in increasing sales of Banana Debog Chips products in Rengas Pulau Village. By providing training and assistance on how to use social media to help Mrs. Yunita manage her own banana debog products so that they can be better known by the public.

2. The results achieved

Utilization of Banana Tree waste such as Banana Debog which can be made into chips that have selling value. Providing training and assistance regarding product marketing via social media to increase sales of Debog Banana Chips. The activities carried out include providing training materials such as the stages of product marketing via social media. The first is to conduct social media evaluation research and audits, study target

market customers, determine the target platform to create interesting content, collaborate with influencers, schedule content upload times, utilize advertising services on each social media platform, and always carry out evaluations and controlling. Previously, Mrs. Yunita didn't really understand marketing on social media such as Instagram and Tiktok. After I provided training and mentoring, Mrs. Yunita has now started marketing her products on social media.

3. Supporting factors

This activity received positive support from the business owner, and the business owner was enthusiastic about introducing and teaching me the Debok Banana Chips business. Because Debok Banana waste can be processed into chips that have marketable value and already have a brand.

4. Obstacles Faced and How to Overcome Them

Business owners do not use social media enough to market their products and do not record financial reports. The way to overcome this is by creating social media for the product and helping to promote and market the product, then helping to make financial reports properly and correctly. So that Mrs. Yunita's business can develop further.

5. Follow-up

Continue to educate business owners by utilizing social media to market their products. And the importance of creating financial reports to budget and monitor expenses.

## CONCLUSIONS AND RECOMMENDATIONS

The conclusions from the implementation of Community Service activities are:

1. She Yuha Snacks MSME players can receive positively from our outreach regarding social media education in marketing Banana Debog Chips products.
2. Utilization of social media increases marketing reach. Through social media such as Facebook, Instagram and WhatsApp. This social media will enable MSME owners to expand their customer or buyer network. So, it will allow more people to see MSME products that are not usually affordable through other advertising media.

Recommendations for using social media as a means to make it easier for MSME owners to market their products. MSME owners have the opportunity to continue to grow and build relationships with potential customers just by continuing to be active in this media.

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