



How Can Small Culinary Businesses in Pedalangan Village, Banyumanik, Semarang Utilize Instagram to Grow?

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ARTICLE INFO

Keywords: Social Media Marketing, Instagram, Culinary, Women Empowerment, Family Welfare

Received : 8, November

Revised : 17, November

Accepted: 18, December

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ABSTRACT

The empowerment of women is a fundamental driver of economic growth and sustainable development. When women engage in business, they create more opportunities for a better life for their families. One way home-based businesses can market themselves is through social media, which is a form of online marketing that uses the Instagram platform. The main objective of this community service team is to help a group of mothers start a home business making various culinary delights in Pedalangan, Banyumanik, Semarang. Secondly, we assisted the moms' culinary business in Pedalangan in creating their own Instagram account.

INTRODUCTION

The empowerment of women has long been acknowledged as a crucial indicator for enhancing social and economic well-being. The active participation of women in various sectors of life has a significant impact on the creation of equal opportunities, including access to property rights and the freedom to engage in economic activities outside the home. These factors directly contribute to an improvement in overall household welfare. Furthermore, women play a pivotal role in poverty alleviation, particularly through community empowerment and the formation of productive groups. A considerable number of women are engaged in the informal economy, including home-based industries and trading activities in traditional markets. This allows them to augment family income (Balasubramanian et al., 2024; Hendratmi et al., 2022; Quisumbing et al., 2023). One of the business sectors in which women are particularly active is the production and sale of foodstuffs of various (Quisumbing et al., 2023). These include market snacks, traditional cakes, and other processed food products such as tofu meatballs, presto milkfish, and crackers.

It is of the utmost importance for home-based enterprises to have a comprehensive understanding of market access, favorable price dynamics, integration, and market efficiency. This understanding empowers home-based enterprises, enabling them to specialize, become more productive, and improve their welfare. In particular, the establishment of effective market access for women-owned enterprises and traders can enhance their resilience and capacity to navigate the risks and challenges posed by competition. This is because enhanced market access and opportunities serve as strategic instruments for ensuring market competitiveness, market integration, and an improved standard of living for those in poverty. Ensuring efficient input and output markets for the poor represents a crucial strategy for poverty alleviation and sustainable development in developing countries such as Indonesia. Markets are of significant importance for economic growth and development, serving as the initial and final stages of the production process. Additionally, they play a crucial role in maintaining incomes and reducing price volatility in general (Pyburn et al., 2023; Sifullah et al., 2023; Tanko et al., 2023).

One marketing instrument that can be utilized by home-based businesses is social media marketing, which is a special form of electronic marketing that uses online social media platforms. This form of marketing employs interactions with existing and prospective customers via these platforms. The influence of these interactions on word-of-mouth (WOM) is considerable and has the potential to impact a company's brand image and influence consumer purchasing intentions. In the pre-digital era, organizations employed conventional marketing techniques, such as print and broadcast media, to reach a broad audience. In the contemporary digital age, however, online marketing has become a widely utilized tool for innovatively and relevantly targeting consumers across multiple geographic locations in a relatively expeditious manner. The advent of social media platforms such as Facebook, Twitter, and Instagram have opened new avenues for businesses to market their products and

services through channels that deviate from the conventional marketing approach (Heiets et al., 2024; Maaß et al., 2024; Noor et al., 2024).

It might be suggested that Instagram is one social media platform that plays an important role in marketing activities. Given its status as one of the most popular and influential social media platforms globally, it is perhaps unsurprising that Instagram has become an integral component of digital marketing strategies (Heuss et al., 2023). Indonesia, one of the most significant markets for Instagram, has shown a remarkable growth trajectory. As indicated in the We Are Social report, the number of Instagram users globally reached 1.63 billion in April 2023, representing a 12.2% increase compared to the same period in the previous year (year-on-year). On a national level, the number of Instagram users in Indonesia was recorded at 106 million people during the same period, which would suggest that Indonesia is the country with the fourth largest number of Instagram users in the world.

The objective of this community service team is to facilitate the establishment of a group of Moms' culinary businesses engaged in home-based business production, specifically a variety of cuisines, in Kelurahan Pedalangan, Banyumanik, Semarang. This initiative addresses two key challenges. Firstly, it responds to the expressed desire of Moms' culinary business to engage in business activities, albeit on a modest scale. Secondly, it addresses the lack of knowledge regarding the basic principles of business establishment. It is anticipated that marketing through social media will prove an effective strategy, with the potential to sell products at the currently underutilized village gallery. Furthermore, the involvement of Moms' culinary business in business activities is expected to enhance their status as productive family members, thereby improving the economic stability of the household. It is anticipated that this will lead to an overall increase in their welfare. In light of this, the community service team will provide assistance to a group of Moms' culinary businesses who own a home-based business in Kelurahan Pedalangan, Banyumanik, Semarang, with the objective of marketing A variety of cuisines products through social media.

IMPLEMENTATION AND METHODS

The duration of the service program is four months. The service program was conducted in several phases, commencing with Stage 1: Preliminary Activities. This stage comprises an analysis of the needs of Moms' culinary business in Kelurahan Pedalangan, Banyumanik District, Semarang, as well as the determination of the criteria for target participants, namely Moms' culinary business in Kelurahan Pedalangan. The village is populated by active residents who are primarily engaged in domestic tasks or small-scale entrepreneurial activities. A series of activities was designed to equip the participants with the requisite skills to prepare A variety of cuisines and to market their products on the social media platform Instagram. The plan to provide community service for Moms' culinary businesses in Kelurahan Pedalangan, Banyumanik District, Semarang was also disseminated. Subsequently, Stage 2: Implementation commenced, during which the methodologies to be employed were identified. In order to achieve the greatest possible benefit, a hands-on approach to the preparation of a variety of cuisines and the viewing of video tutorials was

selected as the optimal strategy for the enhancement of competencies. Following the conclusion of Stage 2, the service activities proceeded to Stage 3: Mentoring. At this juncture, the service team conducted mentoring and competency improvement at the Kelurahan Pedalangan office in Banyumanik, Semarang.

The service program offers a multifaceted array of methodologies for the execution of activities. One such method is the provision of assistance in the preparation of a variety of cuisines, which is designed to foster economic independence. In this implementation, the service team's efforts are as follows: first, the team engages in discourse with PKK Kelurahan Pedalangan women regarding the mentoring material that will be presented and the resources that will be required. Secondly, an agreement is reached between the service team and the PKK Kelurahan Pedalangan women regarding the time and location for the implementation of activities. The requisite tools and materials for the preparation of a variety of cuisines are provided. Subsequently, the procedure for preparing a variety of cuisines is illustrated to the PKK Kelurahan Pedalangan women. Should they express an interest, the PKK Kelurahan Pedalangan women are extended an invitation to participate in the preparation of a variety of cuisines.

The second stage of the implementation process, which was carried out by the service team, involved introducing Instagram social media to Moms' culinary business in Kelurahan Pedalangan who had not yet had the opportunity to create an Instagram account. Moreover, we endeavored to introduce Instagram accounts to Moms' culinary business in Kelurahan Pedalangan who were less familiar with Instagram social media. This was done by opening a question-and-answer session about Instagram social media. This stage concluded with a demonstration of how Instagram accounts can be used to support the marketing of culinary products, with a focus on the Kelurahan Pedalangan Moms' culinary business. The third stage is assistance in creating an Instagram social media account and how Moms' culinary business utilize it to market culinary business products.

Furthermore, this service program offers aid to women affiliated with the PKK in Kelurahan Pedalangan. The transfer of materials and equipment for the preparation of a variety of cuisine dishes was conducted. The final phase of the community service implementation method is the provision of value-added training and science and technology assistance. The final phase of this community service activity, which will be conducted over a period of four months, will entail the implementation of a series of mentoring processes, monitoring, and evaluation. This series will represent the culmination of the community service activity. This service activity model places emphasis on the role of social media marketing on the Instagram platform in facilitating the advancement of a variety of cuisines culinary business for Moms' culinary businesses in Kelurahan Pedalangan, Banyumanik, Semarang. The following is a visual representation of the flow chart developed in this service activity:

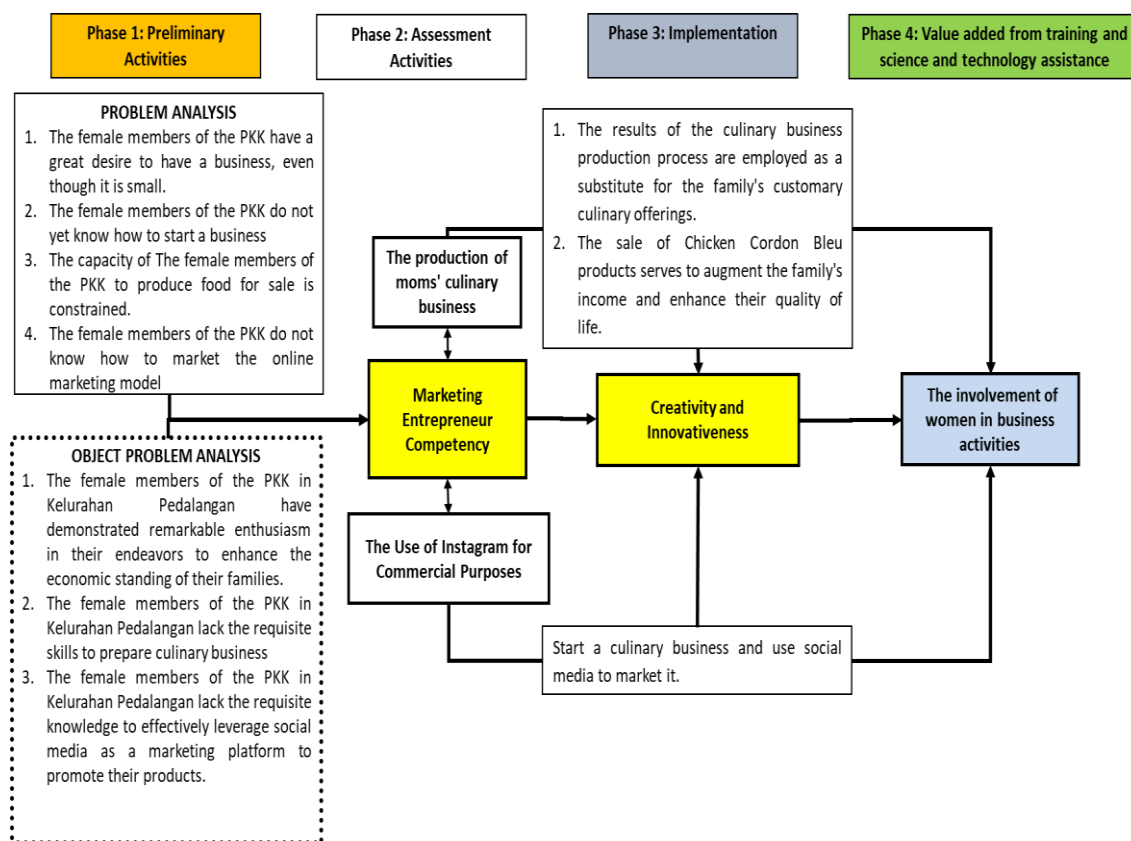


Figure 1. The Concept of Social Media Marketing “Instagram Platform”

RESULTS AND DISCUSSION

The results of the implementation of the training program on the role of social media marketing on the Instagram platform for the progress of the variety of cuisines culinary business, which was attended by the moms' culinary business of Kelurahan Pedalangan, Banyumanik, Semarang. The success of this program will be gauged by the extent to which it enables the PKK members of Kelurahan Pedalangan, Banyumanik, Semarang to develop and strengthen their role in the establishment of a variety of cuisines culinary businesses. The implementation of the program involved 20 members of the PKK Kelurahan Pedalangan, Banyumanik, Semarang. The program provided the participants with knowledge about the Instagram platform and techniques for using the platform. This was done through a seminar, discussions, and practical exercises.

The material was delivered in the form of lectures, commencing with the initial submission of material regarding the creation of Instagram accounts and product marketing through Instagram by Mrs. Irin Mirrah Luthfia, S.ST., M.M. The material presented took the form of training guidelines for the creation of Instagram accounts and the marketing of products through the aforementioned platform. The training materials for creating Instagram accounts and marketing products through Instagram were delivered in the form of lectures and tutorials for creating Instagram accounts, which were presented in the form of videos. Moreover, assistance was extended to Moms' culinary businesses in Kelurahan Pedalangan in establishing their own Instagram accounts, particularly for those

who lacked such an account prior to the training. This approach was further enhanced by incorporating questions and answers from the participants.



Figure 2. Presentation on social media marketing “Instagram platform”

The participants demonstrated enthusiasm and attentiveness throughout the training event, engaging in a productive exchange of ideas until its conclusion. The women of PKK Kelurahan Pedalangan acquired valuable insights regarding the creation of an Instagram account and the preparation of dishes such as a variety of cuisines. Furthermore, the participants were instructed on how to utilize Instagram as a social media platform to market their products, to enhance the productivity of women, and bolster the family economy.

CONCLUSIONS AND RECOMMENDATIONS

The program has facilitated the resolution of a problematic situation by transferring marketing knowledge and fostering creativity and innovation through a variety of cuisines culinary businesses. The objective was to address the limited awareness and understanding of social media marketing on the "Instagram platform" and culinary business inspiration, particularly in relation to the A variety of cuisines concept. The recommendations for service activities for the PKK Kelurahan Pedalangan, Banyumanik, Semarang will continue to be developed initially. The PKK Kelurahan Pedalangan, Banyumanik, Semarang will continue to cultivate their business creativity, including the variety of cuisines and culinary business. It is anticipated that they will be able to utilize a comparable social media marketing program, specifically the Instagram platform, independently in the future. It is similarly anticipated that they will serve as a catalyst for culinary business creativity and the social media marketing program on the Instagram platform within the Kelurahan Pedalangan community. Secondly, the program can be integrated into the moms' culinary business program in Kelurahan Pedalangan, Banyumanik, Semarang. The long-

term outcomes of the implementation of the social media marketing strategy on the Instagram platform are expected to enhance the economic well-being of families in Kelurahan Pedalangan, Banyumanik, Semarang.

This program demonstrates the constraints of the service activity, which is limited by the number of fostered partners, the scope of objects, and the social media marketing material, specifically the Instagram platform and the culinary product, A variety of cuisines. It is recommended that future service activities consider the following proposal from the service team: the next stage of technological assistance should aim to increase women's empowerment by making various food skills. Secondly, the service material can be developed further by creating e-marketing for the products in question, with the assistance of Politeknik Negeri Semarang in the Kelurahan Pedalangan area.

ACKNOWLEDGMENT

We would like to extend our gratitude to Administrasi Bisnis, Politeknik Negeri Semarang for their invaluable contribution to the implementation of the community service program.

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