

INCREASING THE PRODUCTS ATTRACTIVENESS THROUGH SOCIAL MEDIA AT HIJRAH CREATIVE

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ABSTRACT

This study aims to determine whether there is an increase in the attractiveness of interest in products through social media, the methods used in this mentoring activity include: varied lectures (delivery of material through lectures), demonstrations and direct exercises (practice) guided by field supervisors. Meanwhile, to meet the need for assistance data, it is done by documenting the data, the results of this study the author has implemented a work program, where the author makes the right solution idea in accordance with the existing problems by creating video content that produces a positive response from the community regarding products offered.

Keywords: *Social Media, Content, Attraction*

1. INTRODUCTION

The Indonesian economy is entering the era of globalization from year to year. In the era of globalization, entrepreneurs in the business world are competing to create a business and create jobs. In 2019, the world, especially Indonesia, experienced a slump from the wheels of the economy and health with the emergence of a virus outbreak originating from China called "Corona or Covid-19" which caused the wheels of the world's economy and Indonesia to almost stop. This causes small entrepreneurs and even large entrepreneurs to be affected. With the corona virus, the government has asked to implement social distancing in which people are required to work at home or can be called Work From Home. This regulation makes many entrepreneurs' income drop drastically. Because not all people can work in conditions at home. Therefore, to survive, the community must find a way to keep their business running.

Strategy is the process of identifying a senior leader's plan that focuses on the long-term goals of the organization and is accompanied by approaches or efforts to prepare ways to achieve these goals. Strategy is specifically defined as an action that is incremental (constantly increasing) and continuous, and is carried out based on the point of view of what customers expect in the future (Umar, 2001).

Marketing is the organizational and set of functions for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is an activity of researching needs and consumers (problem/search), producing goods and services according to consumer needs and desires (product), determining price levels (price), promoting products so that

consumers are known (promotion), and distributing products to consumers' places. place) America Marketing Association (AMA) cited (Kotler and Keller 2009:5).

Marketing objectives according to Peter Ducker cited by Kotler and Keller (2009:6) are to know and understand customers well so that products or services can meet their needs so that they sell themselves, while the key goal of marketing according to Kotler and Keller (2009:21) is to develop deep and enduring relationships with people and organizations that can directly or indirectly affect the success of the marketing activity.

When conducting marketing activities, we must consider other elements such as product demand, high consumer tastes regarding the products produced. How to make the products that are produced can be known and can be understood by consumers. By implementing a marketing strategy, you will be able to increase and optimize sales volume. During the Internship or Field Work Practice, the main focus is to do online marketing, implement a marketing mix, produce batik fabrics and eco prints according to the order requests on Hijrah Creative.

Product marketing from Hijrah Creative is done offline and online. For online Hijrah Creative uses social media such as Instagram, Facebook, WhatsApp, Tiktok, Shopee and Bukalapak. In early March 2020, Indonesia confirmed a case of infection with the Covid-19 virus. The existence of this case has an impact on all existing sectors, such as the health sector, the tourism sector, the economic sector, the transportation sector, and the social sector. The Covid-19 pandemic has a direct impact on Hijrah Creative. The reduced production of batik and ecoprint fabrics resulted in no consumer demand. So that sales in these two years is considered to have decreased drastically. Hijrah Creative is looking for ways to make marketing work during this pandemic. Due to the impact of Covid-19 experienced by Hijrah Creative, the authors are interested in raising the title "Increasing the Attractiveness of Interest in Hijrah Creative Products through Social Media". The appointment of this title is based on the author's activities during the Field Work Practice or Internship takes place.

2. METHOD

Before doing field work practice at Hijrah Creative, the author received company references through Mrs. Titik Desi Harsoyo, S.E., M.Si as the author's supervisor and suggested starting field work practices at Hijrah Creative. And with the help of the supervisor, the author finally started the field work practice at Hijrah Creative. In carrying out the field work practice, the writer and his fellow street vendors received guidance from Mr. Yonanta and Mrs. Retno as the owners of Hijrah Creative.

The initial task given to the author was to introduce batik in Retno's house, then create content and documentation when there was an event. Because the author's work program is "Increasing the Attractiveness of Creative Hijrah Products through Social Media". Hijrah Creative is located at Puri Mojo Asri C 15, Karangmojo, Purwomartani, Kec. Kalasan, Sleman Regency, Special Region of Yogyakarta 55571. With an effective 25-Day Internship method at Hijrah Creative, so the author can not only observe Mrs. Retno as the owner of Hijrah Creative in running a business, but also be involved in production, packaging, and marketing. This Internship opportunity made the writer see and experience firsthand the problems that Hijrah Creative encountered.

In order to overcome the main problems of partners related to increasing the attractiveness and selling value of products so that products from Hijrah Creative can be known by many people through social media. The solution that had been agreed upon with Ms. Retno as the business owner, was then determined by the implementation mechanism.

The activities carried out emphasize more on marketing strategies, namely social media marketing. This social media marketing focuses on using social networking applications such as Instagram, Tiktok and the like. In addition, the author also applies a type of content marketing strategy. This strategy focuses on creating and distributing valuable, relevant, and consistent content to attract consumers to Hijrah Creative's products.

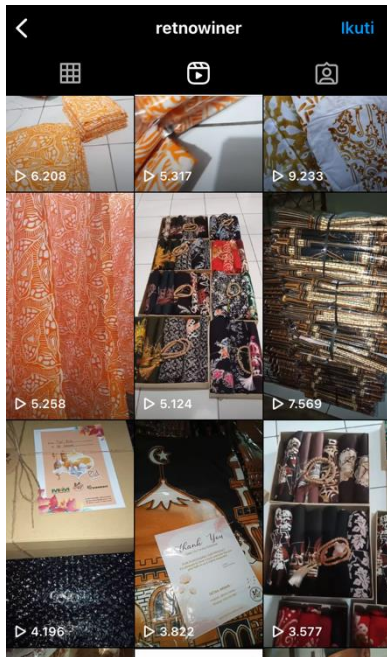
3. RESULTS AND DISCUSSION

In this internship program, the author makes a problem program that is carried out at the location of work practices or internships, but the author also continues to follow the work procedures and activities provided by Hijrah Creative to the author. As in large or small companies have shortcomings in various fields. The problem that occurs in Hijrah Creative is where there is a lack of promotion on social media. In this case the author has implemented a work program, where the author makes the right solution idea according to the existing problems. There are several changes that occurred after the interns conveyed ideas and solutions to the company's problems, as follows:

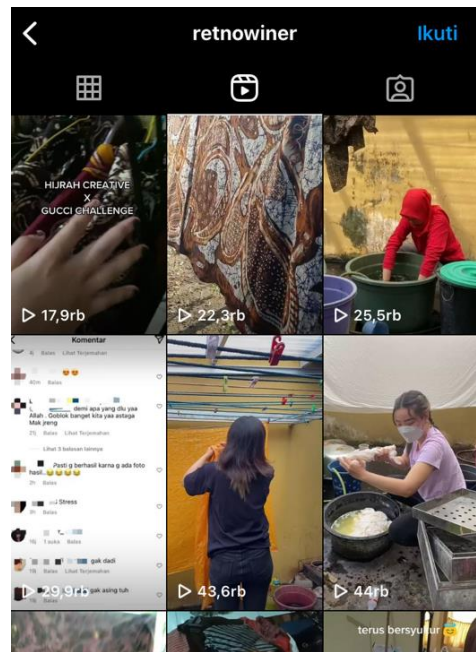
3.1 Problems In The Field Work Practice

PROBLEMS	CONDITIONS BEFORE THE INTERNSHIP	CONDITIONS AFTER INTERNSHIP
Lack of public knowledge about the product production process from Hijrah Creative in marketing forms of social media	Prior to this fieldwork practice on social media accounts owned by Hijrah Creative, many people only knew about ready-made products from Hijrah Creative.	In the process of making production videos from products from Hijrah Creative, videos uploaded on social media from Hijrah Creative are only half of the production process. From the video, Mrs. Retno's Instagram as the owner of Hijrah Creative was immediately flooded with many new followers, comments from people who were curious about Hijrah Creative's products and the increase in viewers or the number of viewers on the video. tersebut.
Lack of public awareness about the process of making batik and ecoprint	People think that making batik and ecoprint is easy	The program carried out for the advancement of Hijrah Creative is by creating video content in the form of how to make batik and ecoprint. Many people appreciate and are interested in products from Hijrah Creative.

3.2 RESULT



3.2.1 Screenshot before the internship takes place



3.2.2 Screenshot after the internship



3.2.3. Screenshots of content that has won a lot of viewers

The attached image above shows the activities before and after the internship. In the picture, the author applies marketing management through social media well so that it has positive effects such as creating marketing content that attracts the attention of the audience. Retno's mother's Instagram account as the owner of Hijrah Creative was flooded with new viewers and followers.

4. CONCLUSION

By raising the issue in terms of marketing Hijrah Creative products during this pandemic, it is hoped that it will be able to increase the attractiveness of product interest by consumers by carrying out promotions in the form of interesting content. The progress seen from the results of the promotion in the form of video content resulted in a large number of new followers, comments from people who were curious about Hijrah Creative products and an increase in viewers or 11 viewers on the video. In addition, there is appreciation and interest in products from Hijrah Creative. With this, it can be said that there is a significant increase as a result of the activities carried out. In this paper there are still many shortcomings, so that in the future it is hoped that there will be development, especially in other ideas from promotions that are carried out, besides that it can add detailed data in the form of survey data and interviews both interviews conducted with consumers and sellers to strengthen accurate evidence of the writing to be carried out in the future.

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