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The use of social media in product marketing activities of micro, small and medium enterprises

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Abstract: Online marketing is a strategy to answer the challenges of developing digital media, in which a convenient method of delivery to customers is crucial. Social media is a mainstay for conveying various kind of information about products to customers. Facebook and Instagram, in particular, are the social medias chosen due to their popularity. They offer many features and conveniences, and there is the closeness of MSMEs customers' characteristics with these two social media users. The purpose of this study is to analyse internal and external factors influencing online marketing communications for MSMEs products, and also to describe the use of social media in marketing MSMEs products. This research uses a descriptive method. Data collection is carried out through interviews and distributing questionnaires to MSMEs of leather bags in Indonesia. The results of analysis using analytical hierarchy process (AHP) show that the opinion of respondents indicating product information aspect (24% with the weight value of 0.240) is the most important aspect to consider in the development of small-scale leather

bag industry in Indonesia. Leather bag products of Indonesian MSMEs have been widely used by the public and informed on social media of Facebook and Instagram using the hashtag #leathergarutjawabarat.

Keywords: micro, small and medium enterprises; MSMEs; social media.

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1 Introduction

The globalisation era is a challenge for micro, small and medium enterprises (MSMEs) to survive and have competitive advantages. The development of information technology, especially social media, offers benefits to MSMEs to increase their marketing and sales, expand market share, and help them make business decision (Wahyuni et al., 2020). People tend to choose products that have information about product descriptions and which companies produced them. People's choice over these products is the result of a clear and intense information dissemination process. Social media management consists of two meanings: management and social media (Mulyana et al., 2020). By using communication media, information and persuasive messages of a product will be easily conveyed to the public. Communication media are capable of targeting the market by adjusting product segmentation and determining specific media widely used by the public

so that any information and persuasive messages will be easily understood and accepted according to the objectives of information dissemination.

Disseminating product information can be conducted by applying the concept of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and remind the target market of companies and products to be willing to accept, buy and be loyal to the products offered (Tjiptono, 2015). Marketing communication can use various media platform developing recently, one of which is internet network-based technology that is able to connect one communication tool with another without time constraints. The internet has become a medium whose function continues to grow, not only for delivering information, but also for marketing and communication. *We Are Social* survey data in 2020 regarding internet users showed that 4.54 billion people in the world use the internet with a penetration rate of 59% (We Are Social Inc., 2020).

Communication is developing rapidly, including in the field of marketing, especially with the expansion of digital media. Digital media applied in the product marketing process is known as digital marketing communication. It utilises various internet-based communication media facilities to manage informative and persuasive messages to the public by paying attention to diverse concepts of marketing ideas that will attract public curiosity about related products and companies. The communicating tools and strategies with clientele have altered considerably with the upcoming of and emergence of social media which also called consumer generated media (Khorsheed and Othman, 2020).

The rapid development of information technology has a major effect on the performance of MSMEs where digitalisation is part of the applied marketing strategy. Digital strategy also affects employee performance and encourages the overall performance of MSMEs (Eller et al., 2020).

We Are Social Inc. (2020) survey data shows that internet users in Indonesia in 2020 have increased with a penetration rate of 64% of the 175.4 million users. The massive and incredibly fast internet with various significant features being improved, including the use of Indonesian language, triggering a progressive growth in online sales system or commonly known as online business. The presence of e-commerce, mobile shopping, and increasingly smart technological advances become new strategies in marketing that make people slowly leave the old/conventional way of selling (Reinartz et al., 2019).

The initial capital to build an online business is only a good internet connection. The nature of online marketplace is very dynamic and demands rapid change. Therefore, appropriate reactions and steps are needed to survive a product/service and win the competition.

Marketing communication strategy is an important tool starting to be taken seriously in online marketing systems to answer market challenges, where the method of delivery to customers is crucial. The application of digital marketing communications today needs to combine offline and online marketing communication activities so that the information received by the public is intense and comprehensive. Online marketing or e-commerce communication processes can be an option if the accessibility is high with available infrastructure everywhere and easy to reach (Deshmukh et al., 2019). The flow of online marketing communications can be seen from the delivery of information to the response of the community who choose and give a recommendation to relatives or even other communities through their social media posts.

The use of social media is influenced by three factors: digital literacy, nurturing customer relationships, and fostering a digital ecosystem. These three factors play an

important role and influence the use of digital platforms by MSMEs (Ramdan et al., 2020).

There is variety of popular MSMEs in Indonesia, from food to creative industries. Indonesian MSMEs are famous for their dodol (a sweet toffee-like confection), batik, silk, wajit and leather handicraft products. Viewing current developments, micro and small businesses in Indonesia have enormous potential, especially because the Indonesian Provincial Government attempts to improve the class of MSMEs through a digital system application. One of the MSMEs that has a potential for economic development is MSMEs Sukaregang Garut and Cibaduyut Bandung (Tribun Jabar.id, 2018). In the last five years, West Java has been among the provinces with fastest-growing economies with GRDP growth above the average. Interestingly, more than 50% of GRDP of West Java is supported by the MSME sector (Suliswanto and Rofik, 2019). As a consequence, it is predicted that stagnation in MSME sector will lead to a disruption in East Java's economic growth, in general. Therefore, the digitalisation of MSMEs in West Java is a must.

In MSMEs, social media plays an important role in determining crowd funding success (CFS) as perceived by entrepreneurs and business managers (Sahaym et al., 2021).

Entrepreneurs/business persons need time to make decisions about doing business, especially with new partners; and if a business agreement is already in place, the contract will usually continue or survive. In terms of gender and age, most social media users are in their most productive age (18–34 years old), both men and women. The objectives of this study are as follows:

- 1 to analyse internal and external factors that influence online marketing communications of MSMEs products in Indonesia
- 2 analysing marketing communication strategies of MSMEs products on social media.

2 Literature review

2.1 Social media

The development of technology encourages the enhancement of media, especially social media. Social media is not only used for communication purposes, but also a tool to promote and market a product effectively because of its enormous reach at a lower cost. From the root of the word, social media can be explained as follows: social refers to the communication strategy or the way people interact, and media is a communication tool (such as television, newspaper or radio). Thus, social media can be interpreted as two way communications through writing, photos, videos and audio transmitted via the internet (Riese et al., 2010).

Social media is a group of internet-based applications built on ideological and technological foundations of Web 2.0 that allow its users to create and exchange content (Kaplan and Haenlein, 2010). Social media is a tangible form of new media based on advances in information and communication technology. It is a new form of communication on the internet through various software applications which allow interaction between users. Social media performance is positively related to marketing performance. Social media performance is the result of social media use by customers

that arises from favourable customer perceptions, feelings or actions towards company activities on social media, while marketing performance represents customer-based market results based on customer purchases and post-purchase behaviour facilitated by social media (Tafesse and Wien, 2018).

Social media has several advantages, especially in providing two-way interactive communication and make it easier for the users to access various kinds of information. Many activities can be carried out through social media, such as marketing communication activity which is now getting advanced. Social media can change all systems and processes that occur in marketing communication activities (Taecharunroj, 2017), where companies can share information about their business and products offered, and people who have used these products can share their experiences through reviews, comments, and recommendations to other people which will eventually have an effect on increasing a positive image of the product brand concerned (Adetunji et al., 2018).

Such conditions will greatly support interactive communication without obstacles and distances. Through interactive communication, it is possible for an individual to have social interaction with other individuals, or individuals with groups, a group with other groups, and even individuals and groups with the masses. Some of the popular social media today are Facebook, Twitter and YouTube. Those three apps will still dominate the world of social media for the next two years (Marketing, 2013). As transactions are now carried out digitally, companies should be more effective in integrating consumer will into their branding strategies and tactics thanks to the integration of digital channels (Gielens and Steenkamp, 2019).

2.2 Marketing communication

Communication is influential in various fields, including in marketing. In marketing activities, it is a need to convey information precisely. Almost all organisations or companies in the business sector use marketing communications to promote what they offer/produce and to achieve financial and non-financial goals of organisations and individuals (Shimp, 2014).

Marketing communication can be understood through the description of its two main elements: communication and marketing. Communication is a process in which thoughts and understandings are conveyed between individuals or between organisations and individuals (Shimp, 2014). Meanwhile, marketing, according to Kotler in Widjajanta and Widyaningsih (2007), is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others.

In marketing communication element, there is a marketing mix concept that is of concern to every business actor. The concept of marketing mix consists of *product*, *price*, *place*, *promotion*, *people*, *process*, and *physical evidence* which at each point describe the elements contained in the product to be marketed. Marketing mix is a tool used to help plan what to offer and how to offer it to customers (Kotler et al., 2019). Each of these points has an element emphasising the marketing communication process. As Kotler and Armstrong explained, *products* are informed to attract public interest and satisfy their needs or desires; *price* is a price setting from producers to customers to be able to buy the products; *place* is a location where customers can get the products offered; and *promotion* is an activity conducted by producers to offer and attract people to buy and use the products (Kotler and Armstrong, 2010). Meanwhile, according to Lovelock and

Wright (2011), *people* are the main party directly related to customers so that they need to have interpersonal skills and positive attitudes. Customer satisfaction has a higher priority than other components because the ultimate goal of each company is to get more profit and long-term productivity which is directly affected by customer satisfaction (Nikabadi and Behnam Razavian, 2020).

Process in marketing mix is a stage which later becomes a cycle that every business actor needs to know in order to provide services to customers; the process starts from selecting, ordering, purchasing, to giving services to customers. *Physical evidence* is a sign shown by companies to customers as a proposed value added to customers (Kotler, 2011).

2.3 E-commerce marketing strategy

Developing business through e-commerce marketing strategies should pay attention to two important things, namely choosing the market share where the company will operate and develop a marketing mix for each selected market share. E-commerce marketing is different from traditional marketing (regardless of the type of company), hence the marketing strategy also needs to be adjusted. Recently, e-commerce market has been widely used for business. In 2017–2018, there were 4,530 business actors implemented e-commerce in their marketing process and buying and selling transactions (Rozama et al., 2019).

The marketing mix applied in e-commerce consists of *product, price, place, promotion, people, physical evidence, and process*. The element of *person* is omitted because when a customer makes a transaction on the internet, the interaction is only done via computer, not through a person. Other elements need to be added in e-commerce marketing mix are *change* and *community*. Conceptually, the requirements for true market segmentation must be clear. One of the elements in marketing mix process that is currently developing due to digitalisation is *promotion*. When business actors use social media as a marketing tool, the content presented can create viral responses that are able to spread the advertisement to the public and reach a wider audience (Schivinski and Dabrowski, 2016).

2.4 Provisions for MSMEs

Small business is a productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or branch companies owned, controlled, or affiliated directly or indirectly with medium or large business enterprises that meet the criteria of small businesses, namely having net worth of more than Rp.50,000,000 (fifty million rupiah) up to a maximum of Rp.500,000,000 (five hundred million rupiah) excluding land and buildings for business; or have annual sales of more than Rp.300,000,000 (three hundred million rupiah) up to a maximum of Rp.2,500,000,000 (two billion five hundred million rupiah).

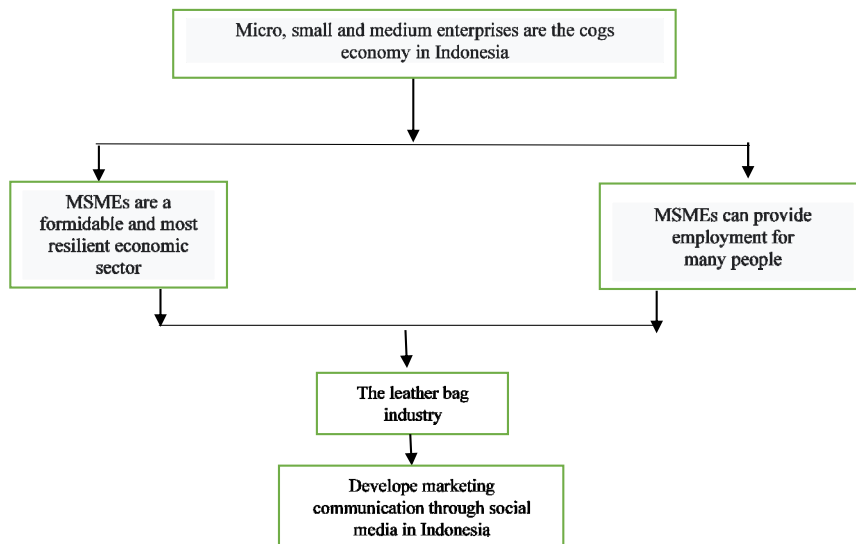
The leather bag industry is a home business that is included in the category of fabric and apparel production (konveksi). This type of industry mostly produces apparel, embroidery, borders, bags, leather goods, and other decorations. This konveksi industry has subcontracting, a form of cooperation where producers order goods from other business units that produce all primary products for them. Hence, this industrial production system and process must be improved to be more flexible, competitive and

reactive by applying an integrated approach and better production management concepts (Majdoub Hassani et al., 2019).

2.5 Conceptual framework

MSMEs are the cogs economy in Indonesia. The role of MSMEs is often associated with efforts government in overcoming problems of unemployment, poverty and equity opinion. This has been proven during the economic crisis that occurred in Indonesia in 2020 (effect COVID-19). MSMEs are the strongest and most resilient economic sector resistant to the economic crisis, MSMEs can provide jobs for many people. One of the MSMEs engaged in the convection industry sector.

Figure 1 Conceptual framework (see online version for colours)



3 Research methodology

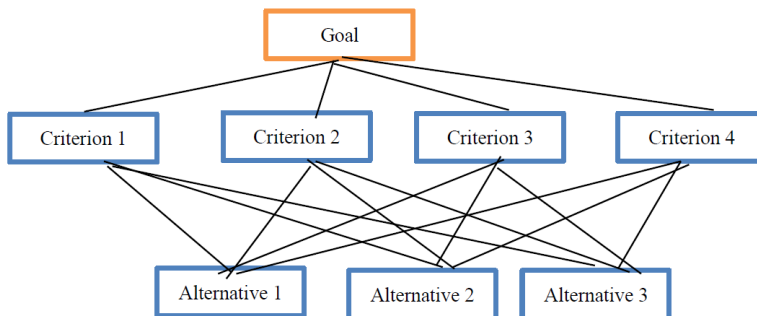
This research used descriptive quantitative method. Descriptive research describes variable by variable, one by one, by focusing on observations and natural atmosphere of what is found during research (Rohatgi and Saleh, 2015). The descriptive method will be related to the question of the existence of variable, whether it consists of one or more variables. This type of research does not make a comparison between variables with other samples and does not look for relationships between these variables and other variables (Dowdy et al., n.d.). Explain research method by using new references written by Rohatgi and Dowdy.

The researchers obtained primary data from interviews with informants guided by questions in accordance with the research focus that has been previously prepared. The key informants in this research are:

- 1 owner of MSMEs of Garut leather bag crafts
- 2 administration staffs at MSMEs of Garut leather bag crafts.

Key informants are those who have knowledge and key information useful for the research or persons who know very well about the problems being studied. The informants in this study were determined by applying purposive sampling technique.

Figure 2 Analytical hierarchy process (see online version for colours)



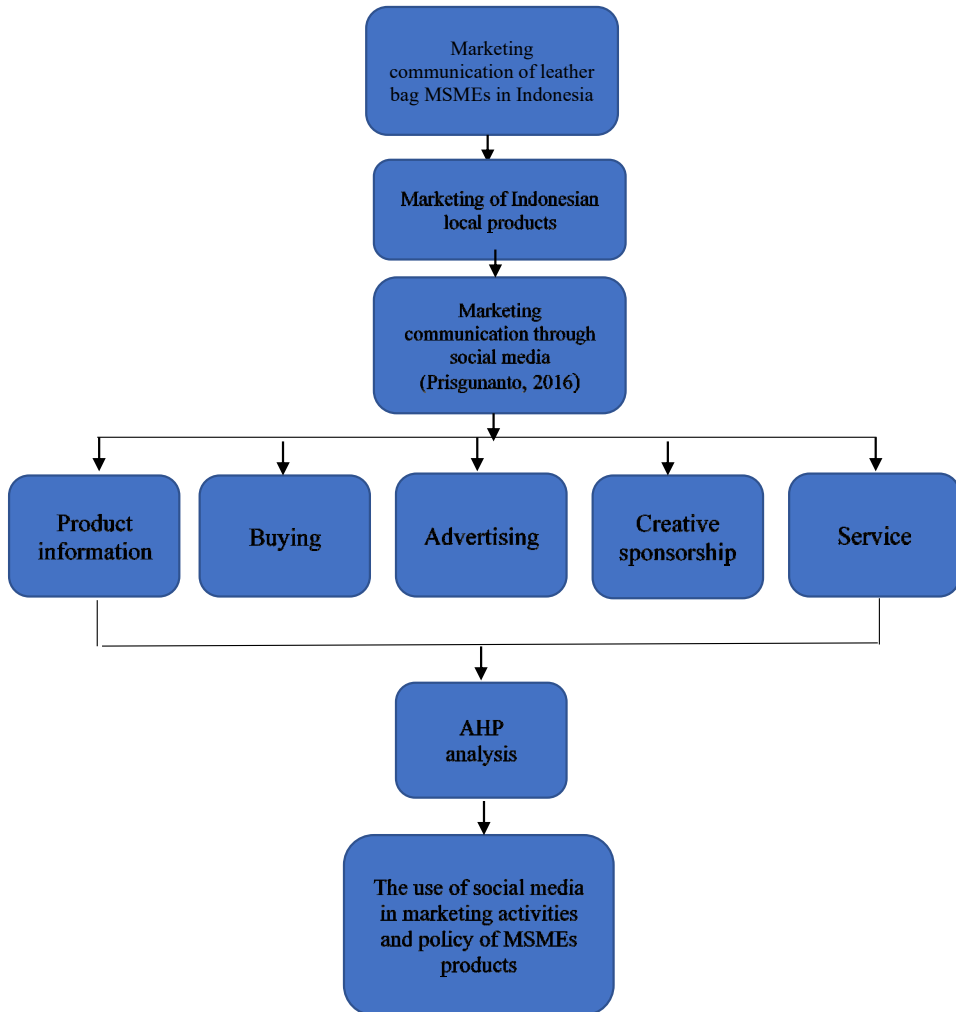
Secondary data is data obtained through information sources or media, including scientific books and writings/articles relevant to this research.

This study used analytical hierarchy process (AHP) to find out appropriate strategy for developing community's economy through MSMEs. AHP is a method for solving an unstructured complex situation that is breaking down into several components in a hierarchical arrangement by providing subjective values of the relative importance of each variable, as well as determining which variable has the highest priority to influence the final outcome of a variable.

Steps and processes in AHP are as follows:

- 1 Define the problem and set the goals. If AHP is used to choose alternatives or develop priority alternatives, then at this stage, an alternative is being developed.
- 2 Arrange a hierarchy so that complex problems can be measurable and seen in detail.
- 3 Assign priorities for each problem element in the hierarchy. This process produces weighting or contributing elements for the achievement of goals so that the element with the highest weight gets priority of handling. The priority results are obtained from the pairwise comparison matrix between all elements at the same hierarchical level.
- 4 Test the consistency of comparisons between elements at each level of the hierarchy.

Figure 2 shows the AHP.

Figure 3 Research framework (see online version for colours)

3.1 Research focus

Research focus is intended to limit the problems under study to make it easier for the researchers to manage data and jump into conclusions. This research will focus on understanding or a comprehensive picture of marketing communication strategy through social media for the handicraft products of Garut Regency leather bags in increasing the sales of regional superior products. The marketing communication strategy is determined through the following ways:

- 1 media selection strategy
- 2 sales strategy
- 3 market segmentation.

The object of this research is MSMEs of leather bag crafts in Indonesia. Populations in this study are MSMEs of leather bags in Indonesia: 1,145 MSMEs in Garut Regency, Cimahi and Bandung City with the research samples of 30 MSMEs.

4 Result and discussion

Communication plays an important role in a company's product marketing campaign. The success or failure of a company is determined by how it communicates its products to customers. In marketing, companies make persuasive communication efforts with the aim of changing the behaviour or attitudes of customers. Through marketing communications, the company informs a product for the purpose of influencing and persuading audiences that can lead to an exchange or transaction beneficial to both parties. Through marketing communication activities, the company will be better known by the wider community.

The ultimate goal of marketing communication activities carried out by the company is to increase the number of customers which results in increased company turnover. Currently, marketing communication uses digital-based concepts by utilising social media facilities. Marketing through social media provides many opportunities for business actors to be known and become options for the market. For beginners in business, implementing digital-based marketing concepts is a must to build a name/brand in the community and make a difference between traditional marketing activities and online-based marketing (Mingione and Abratt, 2020).

In any type of business, marketing communications is a must, and MSMEs are no exception. Marketing communication activities are very important for MSMEs to promote their products and make them known by the public. In addition, overall marketing communication activities can also influence consumer behaviour towards a product. The introduction of brands and products to the public can be well conveyed through a process designed by every business actor via digital-based marketing communication media, namely social media which is able to create intimacy and discover the characteristics of these new products and brands (Santoso et al., 2020).

This research focused on the discussion of marketing communications carried out by leather bag MSMEs in Indonesia. Marketing communication activities carried out by these MSMEs aim to provide information to customers about the existence of their companies and products. The provision of information is expected to influence consumer behaviour that will be manifested in the form of positive responses and lead to purchases and repurchases. Productivity for a business is very important and it is essential requirement to measure the output and increase the productivity (Sookdeo, 2019).

The following are the names of Indonesian leather bag MSMEs as the object of this research:

- 1 Elvira leather
- 2 Daisy leather craft
- 3 Imaji luxury leather craft
- 4 Alus leather
- 5 Garut leather

- 6 Nunu leather
- 7 Allysha leather industri
- 8 Rina grin leather.

4.1 Analytical hierarchy process

To determine the criteria and alternatives in improving the empowerment of small businesses in the regions, this research is carried out by conducting in-depth interviews with key persons who are competent in small leather bag industry. There are ten competent key persons, including:

- 1 regency/city industry and trade service
- 2 community leaders of leather bag businessman in Garut
- 3 leather bag entrepreneurs/ businessman in Garut
- 4 local government of Garut Regency.

AHP structure of marketing communication strategy for MSMEs can be seen in Figure 4.

Figure 4 AHP structure of marketing communication strategy to increase the competitiveness of MSMEs products in Indonesia (see online version for colours)

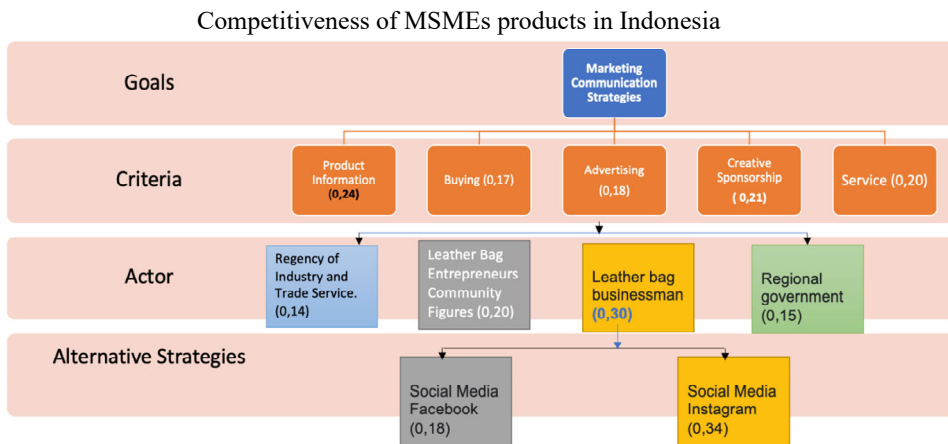


Table 1 Comparison matrix

Criteria	Product information	Buying	Advertising	Creative sponsorship	Service
Product information	1	1.48	0.80	1.24	0.85
Buying	1.48	1	0.30	0.66	0.44
Advertising	0.80	0.30	1	0.86	1.13
Creative sponsorship	1.24	0.66	0.86	1	1.02
Service	0.85	0.44	1.13	1.02	1

4.2 Calculating the consistency ratio

The sum of the cells is divided by the value of each cell in priority vector.

$$\begin{pmatrix} 0.24 \\ 0.17 \\ 0.18 \\ 0.21 \\ 0.20 \end{pmatrix} : \begin{pmatrix} 0.19 \\ 0.26 \\ 0.24 \\ 0.21 \\ 0.23 \end{pmatrix} = \begin{pmatrix} 4.39 \\ 6.32 \\ 5.89 \\ 5.08 \\ 5.41 \end{pmatrix}$$

Determine the eigen λ_{max} value by the following calculations:

$$\lambda_{max} = \frac{4.39 + 6.32 + 5.89 + 5.08 + 5.41}{5} = 5.42$$

Counting the value of consistency index (CI):

$$CI = \frac{\lambda_{max} - n}{n - 1} = \frac{5.42 - 5}{5 - 1} = 0.1046$$

Counting the value of consistency ratio (CR) based on random index (RI) value.

RI value with $n = 5$ of 1.12

$$CR = \frac{CI}{RI} = \frac{0.1046}{1.12} = 0.093$$

This value of 0.093 states that the CR of the comparison assessment results above is 9.3%, so that the above assessment can be accepted because it is smaller than 10%.

Table 2 Normalisation and priority vectors

Criteria	Product information	Buying	Advertising	Creative sponsorship	Service	Total	Priority vectors
Product information	0.19	0.38	0.20	0.26	0.19	1.21	0.24
Buying	0.28	0.26	0.07	0.14	0.10	0.84	0.17
Advertising	0.15	0.08	0.24	0.18	0.25	0.90	0.18
Creative sponsorship	0.23	0.17	0.21	0.21	0.23	1.05	0.21
Service	0.16	0.11	0.28	0.21	0.23	0.99	0.20

Table 2 shows the percentage of priority or preference for the criteria as follows:

- 1 product information (24%)
- 2 creative sponsorship (21%)
- 3 service (20%)
- 4 advertising (18%)
- 5 buying (17%).

The results of AHP analysis state that based on respondents' opinion, the product information aspect (24%) (weight value of 0.240) is the most important aspect to consider in the development of small-scale leather bag industry in Indonesia. The next aspect that needs attention is creative sponsorship (21%) (weight value of 0.210), service aspects (weight value: 0.20), advertising aspects (weight value: 0.180), and purchasing aspects (weight value: 0.170). Inconsistency ratio value is $0.093 < 0.1$ (maximum limit).

4.3 Marketing communication strategy on Facebook

At the beginning of their business, MSMEs of leather bag Indonesia used Facebook as a tool for marketing communication. Their marketing activities included updating Facebook status and displaying the latest product images regularly along with photo tagging so that customers can find products without having to go to the showroom or bag shop. Facebook is also a means of communicating with customers via private messages in the comment column. Customers can ask anything about the products and MSMEs' staffs will answer them.

Facebook is an online medium widely used in product marketing since it is considered more effective than Twitter or other online media. The characteristics of Facebook users in Indonesia, whose average age is 20 years and over, are in accordance with market segment of products being offered. This can be seen from the statements of MSMEs' owners in an interview revealing that most of their customers know information about companies and products from Facebook.

Unlike Twitter that limits the number of characters, MSMEs owners and staffs can update their status on Facebook with communicative language and attractive product images without any restriction. This has a positive impact because the company can provide a complete product explanation to attract buyers.

Since Facebook has the largest number of users compared to other online media, Indonesian leather bag MSMEs can get a wider range of customers with less time and lower cost than other marketing tools. Facebook is also used as an indicator to measure the effectiveness of marketing communication activities carried out by MSMEs. The above statements are in accordance with the theory of Hermawan (2012), stating that "the effectiveness of business planning via the internet depends on the ability to identify clear market needs, sensitivity to competition from all sources, the ability to articulate strong value propositions for customers, and flexibility to respond to market changes."

Planning or running a business through online media depends on the ability to see market needs. On Facebook, market potential can be seen from the increase of users who utilise group as a gathering place for those who have similar hobbies or interests. Companies can take advantage of this group to discover consumer needs based on their level of preference. The surge in Facebook usage as a marketing medium encourages every company to continue to develop its marketing communications. However, since more and more companies use Facebook as their marketing tool, the competition among them starts to increase. The application of digitisation concept for marketing activities can transform marketing communications into a very different set of practices for connecting customers and brands (Mulhern, 2009). Therefore, every company is encouraged to focus more on keeping ahead of the competition with other companies by providing a strong positive value for customers both in the form of information and satisfaction and being more flexible in responding to market changes.

4.4 *Marketing communication strategy on Instagram*

Competition between companies today is getting tougher. It happens because each company creates communication strategies and product advantages every year. To discover the success of a company in dealing with competition, we can look at several aspects, for example, marketing.

According to Machfoedz (2010), marketing communication is a term used to describe the flow of information about products from marketers to customers. Marketers use advertising, direct marketing, publicity, sales promotion and direct selling to provide information that is expected to influence consumer purchasing decisions. Conversely, customers use marketing information to find out about the characteristics and benefits of the products.

MSMEs of Indonesian leather bag are local products that carry out online and offline marketing communications. Offline marketing communication is conducted through organising and participating in various events. According to the results of interviews with owners of MSMEs leather bags about marketing communication, it is found out they are now focusing on online marketing through social media. Marketing via social media is profitable since almost everyone uses social media. The marketing manager of leather bag MSMEs explained that social media users are always updated so that it will be advantageous to be active online. Digitalised social media provides practicality for the message to be conveyed.

Social media has the characteristics of reach, accessibility, usability, immediacy, and permanence. Based on these characteristics, marketing communication can be carried out on social media. Purnama (2011) says that the consideration of these characteristics is one of the factors in choosing social media as a means of marketing communication for MSMEs of leather bag.

The effectiveness of social media can be seen from users' responses. Speaking of accuracy, the challenge is how much information can be presented and how accurate people can read the information. Social media used by MSMEs of Indonesian leather bag are Instagram, Facebook, Twitter, Pinterest, and YouTube. Based on Van Dijk's theory in Nasrullah (2015), social media is a media platform focuses on users and facilitates them in performing activities and collaboration. Thus, social media can be seen as an online medium (facilitator) that strengthens the relationship between users and creates social bond.

MSMEs of leather bag have been using Instagram as a means of their marketing communication since 2013. Instagram was chosen for the purpose of introducing MSMEs leather bag products to Indonesian people and international communities and explaining local brand of leather bags. Selling leather bags through Instagram aims to get customers who are really close to local brands made by MSMEs. Social media is beneficial in the speed of information transmission according to the theory stated by Nasrullah (2015), since it is not limited by platforms and spreads the content right away without being restricted by area.

As initial capital to secure their own brand and protect the customers from other brands, especially international brands, MSMEs of Indonesian leather bag have Instagram accounts with different categories, such as accounts of @Elvira Leather, @Daisy Leather Craft, @Imaji Luxury Leather Craft, @Alus Leather, @Garut Leather, @Nunu Leather, @Allysha Leather Industri and @Rina Grin Leather.

MSMEs of Indonesian leather bag mostly use photo and video features on Instagram because social media users tend to prefer to see the photos first. Owners of MSMEs explain that Instagram is a new thing after Facebook and Twitter, and the advantages Instagram has are features of photo posting/sharing, captions, and hashtags. By using photo posting and caption features, MSMEs of Indonesian leather bag posted the story about their initial product manufacturing process until they found the first buyer.

The use of social media above is in line with the theory put forward by Solis (2010) in *context: how to form a message or information*. MSMEs of Indonesian leather bag explain that the advantage of Instagram besides photos posting and captions is hashtag. When customers type MSMEs of Indonesian leather bags on Instagram search bar, what will appear are brands of MSMEs of Indonesian leather bags that make users recognise and aware of the brands. In addition, it is easier to search for Indonesian leather bag brands on Instagram, as well as responding to customers.

Photos of MSMEs Indonesian leather bag products are mostly come from resellers and reposts photos from users of MSMEs products. MSMEs also took their own photos from the initial design product images made on a computer or finished goods photographed in a studio to make them look more attractive.

MSMEs also make rules about photo repost on social media: there should be no elements of cigarettes, sexy, and alcohol to protect and maintain the image of MSMEs leather bag with tagline #ProdukAsliGarut and #TasKulitAsliGarutJawaBarat. Then, to maximise the use of Instagram, MSMEs provide information of bag, bag prices, materials, product stock, resellers, and events MSMEs participated in.

Certain language styles in conveying product information is applied to attract social media users. MSMEs of leather bag use informal language or conversational style of young people to promote their products on social media. They sometimes call their male customers bro, sis for female customers, and add the word *yoo* at the end of the sentence to state the closeness.

Instagram has a caption feature that allows you to add a caption for each post. MSMEs take advantage of this feature to provide detail information as an attraction for the post. Some of repost photos from users of MSMEs leather bag product also put the same caption as the original ones, but some have been changed to fit the tagline and image of MSMEs leather bag.

Instagram also has the hashtag feature. MSMEs leather bag use this feature in their posts by putting hashtags of #NunuLeather, #DaisyLeather, and #MadeInINDONESIA. These hashtags make it easy for new users to find MSMEs leather bag products and if they click on the hashtags, they can see the MSMEs products used by other people so that they know many people have used MSMEs products. This hashtag feature can be considered a place to share information, communication, and stories which also includes how to listen, respond, and develop (Solis, 2010).

MSMEs of leather bag choose to post on Instagram at 5 a.m., 1 p.m. or 2 p.m., 4 p.m., and 8 p.m. The reason behind these timing is as follows: at 5 a.m. people usually wake up and first thing they do is checking up their cell phones; at 1 p.m. or 2 p.m. people are usually on their break so that many of them are looking at their social media; at 4 p.m. people get ready to leave work and check their phones on the way home; and the last one at 8 p.m. is considered prime time where many people have finished doing all their activities and take a rest before going to sleep. Timing is an important point for the message conveyed to be accepted by customers.

MSMEs strive to always build an interactive communication with customers via Instagram. Customers respond to every MSMEs leather bag Instagram photo post by giving a *like* (clicking the heart button). Not only *like*, customers also respond in the form of comment. The responses received by MSMEs in the comments are varied, from those who asked about bag product, bag prices, photo quality, and other products, to those giving product suggestions. Admins of MSMEs leather bag always respond to comments from Instagram customers in informal language to get close to them and try not to offend them. This kind of attitude is important in making a connection and it is even crucial to maintain the existing relationship (Solis, 2010).

5 Conclusions

MSMEs leather bag apply offline and online marketing communications. Offline, MSMEs market their products by participating in various events. Online, MSMEs of leather bag choose social media to build closeness with their customers. Facebook and Instagram are chosen because they fit the characteristics of MSMEs costumers where most of them have an account on these two platforms of social media.

Facebook is the most widely used online media in marketing since it is considered more effective and has the characteristics that match market segment of products produced by MSMEs of Indonesian leather bags.

The increasing usage of Facebook can be seen from the number of users who join groups and take it as a gathering place to share the same hobbies or interests. Companies can take advantage of this to find out what customers need based on their preferences.

Instagram is also a choice of marketing tool for MSMEs of leather bag. Through Instagram, they made initial posts in the form of story telling and photos of products. The information shared on Instagram is product articles, product prices, product materials, product stocks, and resellers. MSMEs use informal language styles on Instagram to bond with customers.

Products of MSMEs of Indonesian leather bag have been widely used by the public and this has been informed on Instagram through the hashtag #leathergarutjawabarat. This information shows that MSMEs products are quite popular. In order for the messages on Instagram to reach the right customers effectively, the admin of MSMEs has spesific time to post the contents. Time to post is at 5 a.m., 1 p.m. or 2 p.m., 4 p.m., and 8 p.m. These timing are considered effective hours where people will check on their social media. To strengthen the messages and get close to the customers, MSMEs build interactive communication by responding to comments or answering consumer questions.

As for the communication strategy that can be carried out through social media by leather bag products in Indonesia, is maximising service to consumers as well implementing an efficient human resource management system by focusing on managing its social media.

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