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MARKETING HOMEMADE PRODUCTS VIA INSTAGRAM SOCIAL MEDIA

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ARTICLE INFO	ABSTRACT
<p>Article history Received : Oct 2023 Revised : Nov 2023 Accepted : 2023 Published : 2023</p> <p>Keywords Homemade, Training, mentoring, socialization, Instagram</p>	<p>Community service was carried out in West Surabaya, by looking at the entrepreneurial potential of Sememi Village residents and several residents assisted by MSMEs in Sememi Village, Benowo District, Surabaya. One of them is the clover food center, clover plants and several other entrepreneurs. The aim is to increase the number of independent entrepreneurial families by using social media, especially Instagram. This community service is basically a development of training and mentoring activities that were carried out before the COVID-19 pandemic took place. By seeing the active potential of PKK cadres and the community, most of whom are entrepreneurs. Training activities (socialization) were carried out in May and continued with assistance in using social media, especially Instagram. The activity was carried out by displaying Instagram media and showing its appearance and assistance in implementing the business and continued with a question and answer session and continuity through correspondence with residents. The participants' enthusiasm was related to their desire to become entrepreneurs by following developments in digital marketing technology. It is hoped that this activity will open up business opportunities that will create other new innovations in marketing homemade products via Instagram.</p>

INTRODUCTION

Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner. (https://id.wikipedia.org/wiki/Pemasaran_digital). This great opportunity is utilized well by creative and innovative people by utilizing social media. There are many types and forms of social media that are often used to carry out sales promotions. Before the emergence of popular social media applications, people now use websites for promotion.

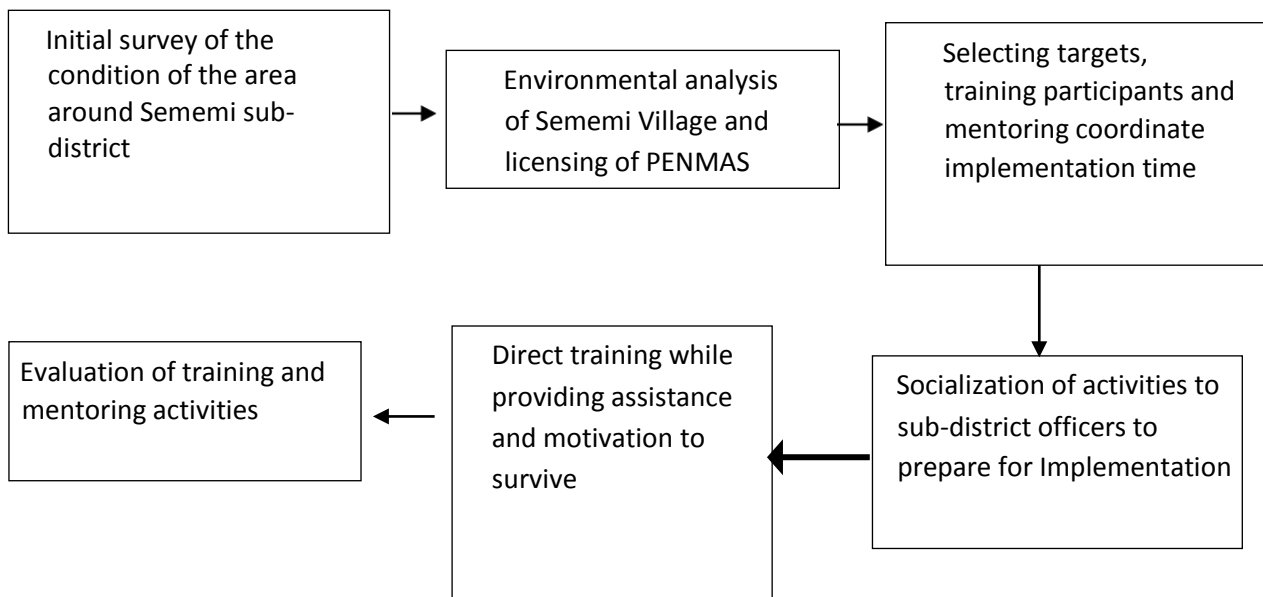
The conditions that have occurred require further attention and assistance on how to increase sales turnover from home-made businesses because during the pandemic orders have also decreased because usually orders are due to celebration events.

METHOD

Community service techniques are carried out by:

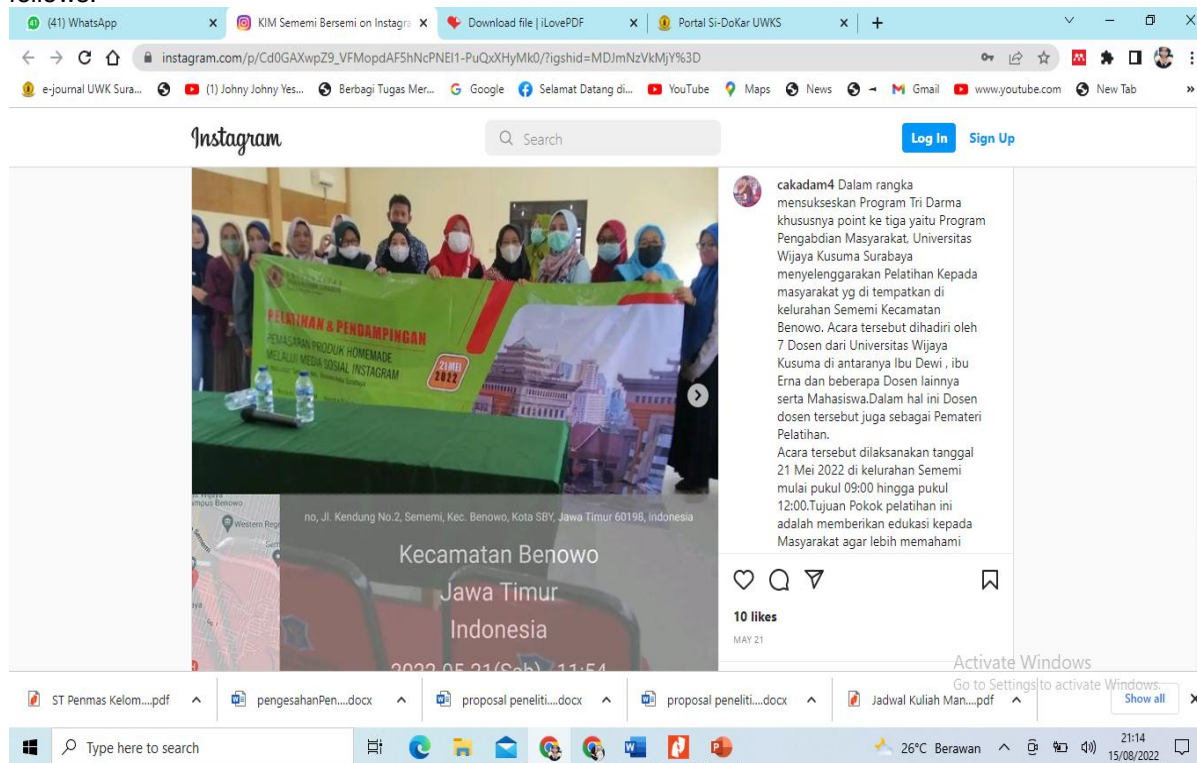
1. Training on using the Instagram application.
2. Training and assistance for the description of science and technology that will be transferred to partners from the use of Instagram social media features with the following procedures:

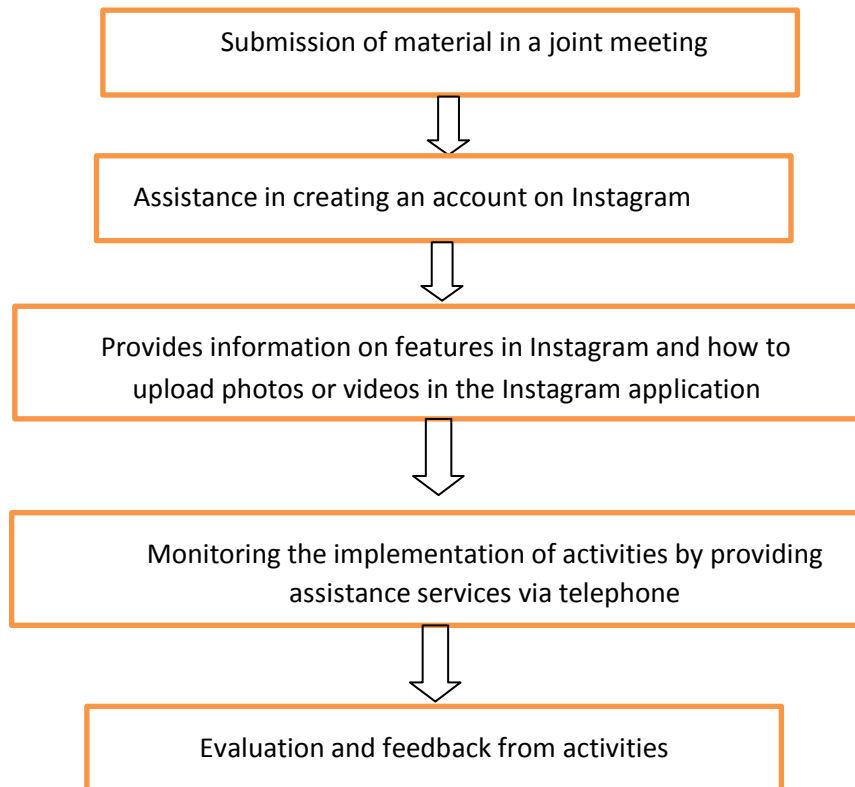
Chart 1
Flow of Stages of Community Service Activities



RESULTS AND DISCUSSION

The description of the science and technology that will be transferred to partners from using Instagram is as follows:





CONCLUSION

Efforts to provide understanding and skills to those who want to introduce their homemade products via the Instagram platform through training and assistance in marketing homemade products. This training includes an understanding of marketing strategies, using Instagram features, creating interesting content, and how to interact with audiences. Participants may know about:

- a. Marketing Strategy: How to plan and implement the right marketing strategy for homemade products on Instagram.
- b. Profile Optimization: How important an attractive profile, clear descriptions, and the right use of visual elements are.
- c. Engaging Content: How to create engaging content, such as photos, videos, and stories, to promote products in an effective way.
- d. Interaction with Followers: How to interact with your followers in an interesting and visually appealing way

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