

## CREATIVE CONTENT: UTILIZING INSTAGRAM AND TIKTOK TO DIGITALLY PROMOTE PROCESSED FOOD PRODUCTS OF THE NGALANGALANGSARI VILLAGE COMMUNITY

Diah Ajeng Nova Ananda<sup>1</sup>, Arib Kurniawan<sup>2</sup>, *Salma Salsabila Zahrah*<sup>3</sup>, Munasibi Ahmad Abdillah<sup>4</sup>, Adinda Saima Putri<sup>5</sup>, Iwan Wahyudi<sup>6</sup>, Neneng Maryam<sup>7</sup>, Ayi Ihwan Mubarak<sup>8</sup>, Hafiatul Hasanah<sup>9</sup>, Andika Anugrah Pratama<sup>10</sup>, Hilda Pebrianti Kamilah<sup>11</sup>, Rafi Daffa Musyaffa<sup>12</sup>.

<sup>1 2 3 4 5 6 7 8 9</sup> UIN Sunan Kalijaga, Yogyakarta

<sup>10 11 12</sup> UIN Sunan Gunung Djati Bandung

[diahjeng0811@gmail.com](mailto:diahjeng0811@gmail.com)

**Abstract** - *In today's world, social media has transcended its role as a mere lifestyle or entertainment tool, where it has become a platform where users can both access and share informations. The information available on social media is incredibly diverse. Social media is rapidly evolving into a reliable platform for developing and building brand recognition for various products. Take MSMEs, for instance: the MSME sector in Indonesia is a crucial part of the nation's economy. Undeniably, MSME entrepreneurs face significant challenges in competing with established brands. One key reason is the lack of effective product promotion. For example, the processed products of MSMEs in Ngalangalangsari Village, primarily operated by traders who market their goods to coastal areas, have never engaged in promotional activities for their products.. Based on this status quo, the researcher sought to provide education on digital promotion by creating engaging content showcasing the diverse processed products of local MSMEs. This research employed a qualitative methodology, utilizing observation and interviews. The findings revealed high levels of enthusiasm among residents for the creative content-based digital promotion activities. Community members gained knowledge and learned how to leverage their existing social media platforms to promote their MSME products and increase sales.*

**Keyword:** *MSME, Creative Content, Digital Promotion, Digital Marketing, Processed Product*

## 1. INTRODUCTION

Law of MSME Number 20 of 2008 defines Micro, Small and Medium Enterprises (MSMEs) as follows “A company classified as an MSME is a small company owned and managed by an individual or owned by a small group of people with a certain amount of wealth and income”. MSME activists in the form of individuals or small groups are often found not to focus too much on planning business strategies for further development. Rather than designing the concept of renewal and development of their products, MSME activists are busy thinking about how to get their products sold.

(Putu & Putu, 2021) in their book entitled Management and Financial Governance of Micro, Small and Medium Enterprises, citing the book Business Profile of Micro, Small and Medium Enterprises (MSMEs) published in 2015, classify MSMEs into four groups, namely:

1. Informal sector MSMEs, such as street vendors.
2. Micro MSMEs are MSMEs with the ability of craftsmen but lack the entrepreneurial spirit to develop their business.
3. Dynamic Small Enterprises are groups of MSMEs that are capable of entrepreneurship by establishing cooperation (accepting sub-contract work) and exports.
4. Fast Moving Enterprise are MSMEs that have capable entrepreneurship and are ready to transform into large businesses.

Based on these four classifications, informal sector MSMEs such as street vendors are one of the most common forms of MSMEs in the community.

The challenging job market at this time has motivated individuals to actively seek opportunities to increase their income. Selling, for example, has become a popular alternative for many communities. The abundance of potential products available for sale makes this a particularly attractive option. While many products are sold, such as clothing, accessories, and food, the food market remains one of the most common choices.

A wide range of food products, from heavy meals to snacks are popular choices for informal sector MSME entrepreneurs. The reason why food is still become the excellent of MSME products is because food are essential for everyone. The development of MSMEs in the food sector/the culinary sector presents so many new breakthroughs in processed products that are full of creativity and innovation. This ongoing evolution has solidified the culinary sector as a leading product within the MSME market.

However, this wave of innovation and creativity in food-based MSME products hasn't reached every region of Indonesia. There are still many certain areas that sell their food products in their original form and taste without any modernization preserving the authenticity and quality of their products. For example, the processed products of MSMEs in Ngalangalangsari Village, located near a coastal tourism area, offer a popular alternative for residents. Despite lacking modernized processing methods, these authentic, traditional foods remain in high demand among local beach visitors.

The significant potential of MSMEs in processed food products sold by Ngalangalangsari villagers is hindered by a lack of effective promotional activities. Culinary sector entrepreneurs are primarily focused on their daily selling activities, neglecting further promotion efforts. In general, the frequency of visitors to the beach

area where Ngalangalangsari villagers sell is quite crowded, but due to the lack of promotion carried out by the residents, many tourists remain unaware of the variety of processed MSME products available, ultimately impacting the income of Ngalangalangsari villagers who work as food sellers.

With this status quo in mind, researchers aimed to provide the Ngalangalangsari Village community with educational insights on promoting their products. In addition, alongside with the education provided, researchers also demonstrated a cost-effective promotional approach that residents could implement, its through engaging digital promotions packaged in an attractive and easily created content format, which could then be shared on social media.

The goal is to empower community members to actively engage in promoting their products through creative content. Since visitors to the beach near Ngalangalangsari Village are also active social media users, of course, by conducting digital promotions wrapped in a creative content for processed MSME products owned by Ngalangalangsari villagers, can effectively introduce these products to tourists and pique their interest in trying them.

## **2. METHOD**

### **2.1. Research Methods**

This paper employs a qualitative research methodology, utilizing a case study approach, to examine the lack of promotional activities for processed MSME products produced by Ngalangalangsari villagers. The research focuses on addressing business economic challenges by developing an educational program and promotional strategies for local MSME products. The concept involves implementing digital promotion programs through creative content that will be shared on social media. This approach was chosen after considering factors such as the characteristics and culture of the Ngalangalangsari villagers.

### **2.2 Data Collection Methods**

The methods used in the data collection process included:

#### **a. Observation Method**

This method is the first step in formulating and determining concepts related to digital promotion programs through creative content for processed food products of MSMEs owned by Ngalangalangsari villagers. In this observation stage, Data is gathered through observations and interactions between the researchers and local community members. The focus of these observations includes the characteristics, culture, daily life, and various potentials of local residents.

The diverse data gathered during this observational phase highlighted a significant potential within Ngalangalangsari Village: the MSME sector, which remained largely unknown due to a lack of promotion.

## **b. Interview Method**

This interview method was carried out simultaneously with the observation activities, recognizing that accurate insights require input from both observation and local sources.

The results obtained by this method are in the form of data on residents of Ngalangalangsari village who work as food sellers along with data on the products sold by these residents.

## **c. Focus Group Discussion Method**

Unlike the two previous methods that involved the community, in this method the researchers focused more on data collection activities through the discussion stage with the core team. The focus of this method is to collect and search for ideas that can be created and implemented in the program concept to be implemented.

The results of the implementation of this method include the collection of concepts and ideas related to the variety of content that will be used in digital promotion activities through creative content for MSME products for Ngalangalangsari villagers.

## **2.3 Work Procedures**

The work procedures carried out in the process of realizing a digital promotion program through the provision of creative content for MSME products for Ngalangalangsari villagers are:

### **a. Target of the program**

The target of the program in the following activities is aimed at all residents of Ngalangalangsari village, especially MSME activists. As well as the target of the creative content that has been completed is social media users.

### **b. Content Concept Planning**

The large number of residents working as MSME sellers in the beach area presented a challenge for researchers in developing creative content concepts. To address this, researchers grouped residents based on the type of products they sold. For example, creative content would be created based on the types of processed MSME products owned by residents, such as bakpao. This content, focusing on MSMEs, would feature bakpao products from several villagers who sell bakpao, as well as other food products.

In addition to concept planning in the form of categorizing types of food products, researchers also plan the division of groups in making content, as well as discussing what scenes will be raised in the creative content video.

### **c. Creative Content Video Creation Process**

During this stage, filming commenced for all scenes within the creative content. Regular evaluations were conducted to ensure that the filmed scenes aligned with the overall purpose and vision of the creative content.

#### **d. The Editing Process**

At this stage all types of scenes have been taken which are continued by the editing process to produce the desired quality of creative content.

#### **e. The process of uploading creative content videos on social media accounts**

At this stage, the conceptualized creative content was successfully completed, and the process of uploading it to social media commenced, marking the realization of the digital promotion activities.

### **2.4 Tools and Materials**

The tools and materials needed in the realization of the MSME digital promotion program through creative content videos are smartphones. This is because all tools and materials in the production process of MSME products have been provided by local residents, including raw materials for making products and also processing tools.

## **3. RESULTS AND DISCUSSIONS**

### **3.1. Social Media and its Utilization**

Social media platforms, including Facebook, YouTube, Twitter, Instagram, and TikTok, are ubiquitous in today's world. Their widespread adoption has permeated various aspects of people's lives. Social media is no longer solely an entertainment or lifestyle tool; when used strategically, it can significantly benefit individuals in their daily activities, particularly in the realm of business and economics. The proliferation of social media platforms, along with their diverse functionalities, makes them crucial for product development and marketing. This is evident in the abundance of promotional and marketing activities for various products across different social media platforms.

Based on online media [rri.co.id](http://rri.co.id) launching the [databooks.katadata.co.id](http://databooks.katadata.co.id) page, the number of social media users in 2024 has reached a total of 191 million users or 73.7% of the population, with active users of 167 million or 64.3% and internet access data of 242 million users or 93.4% of the population. The same source obtained data related to the most popular social media in Indonesia, namely Youtube (139 million users), Instagram (122 million users), Facebook (118 million users), WhatsApp (116 million users), and TikTok (89 million users).

This data clearly demonstrates the widespread popularity of social media among Indonesian citizens. Business owners have successfully leveraged this trend to promote their products on social media platforms. Beyond its costeffectiveness compared to other promotional methods, social media offers unparalleled efficiency and ease of use, making it a highly advantageous promotional tool.

### **3.2. Creative Content as an Alternative Promotion on Social Media**

As previously discussed, social media has become a crucial element of the business economy sector, particularly in product promotion. Numerous promotional strategies can be employed on social media platforms, ranging from simple product catalogs on a

seller's page to more advanced endorsements by influencers, such as celebgrams. The form of promotion of MSME products through social media platforms chosen by researchers is the creation of creative content videos.

Creative content is now widely embraced by many MSME entrepreneurs. The reason behind the popularity of this promotional technique lies in the high interest of social media users in accessing creative content. Many platforms have introduced features specifically designed for creative content, including YouTube Shorts and Instagram Reels. These features, characterized by their short duration, informative content, engaging audio, creative concepts, and editable elements, have made creative content highly popular and frequently accessed by social media users.

Initially, creative content wasn't intended for promotional purposes but rather as a platform for video-based self-expression. However, as its popularity has grown, MSME entrepreneurs have capitalized on the opportunities it offers for promotion. This approach is particularly appealing due to its costeffectiveness; it relies on individual imagination and creativity rather than expensive promotional budgets.

Based on this, the researcher in the following article tries to carry out digital promotion activities through creative content which is then uploaded to social media with the object of the content, namely the processed food products of MSMEs of Ngalangalangsari villagers. The reason for choosing digital promotion is because based on the results of observations that have been made and interviews with MSME activists, it is not possible to provide other forms of promotion due to limited funding. As well as seeing the opportunity to use social media in this activity, seen from the active community in using social media.

### **3.3. Creative Content Creation Process**

The creative content creation process was categorized based on the types of food products sold, including cilok, spring rolls, arem-arem, buns, and molen. After collecting data on residents and grouping them according to their products, a shooting schedule was established. The content focused on the production process of these food products and the selling activities of Ngalangalangsari villagers at the beach area.

The first creative content video raised cilok processed products made by Ngalangalangsari villagers, during the process of making creative content carried out at the home of residents who sell cilok, followed by taking sales videos in the beach area, namely Drini and Baron beaches which are located not far from Ngalangalangsari village.



**Figure 1.** Processed Food Products MSMEs, Cilok  
Source: Personal Data, (2024)

The second creative content video raised the processed products of spring rolls and arem arem made by Ngalangalangsari villagers, during the process of making creative content it was carried out at the homes of residents who sold spring rolls and arem arem, followed by taking sales videos in the beach area, namely Watu Kodok beach which is located not far from Ngalangalangsari village.



**Figure 2.** Processed Food Products MSMEs, Lumpia  
Source: Personal Data, (2024)



**Figure 3.** Processed Food Products MSMEs, Arem Arem  
Source: Personal Data, (2024)

The third creative content video raised the processed products of bakpao and molen made by Ngalangangsari villagers, during the process of making creative content it was carried out at the homes of residents who sold bakpao and molen, followed by taking sales videos in the beach area, namely Drini beach, which is located not far from Ngalangangsari village.



**Figure 4.** Processed Food Products MSMEs, Bakpao and Molen  
Source: Personal Data, (2024)

### **3.4. Creative Content Production Results.**

The results of Creative Content Production are in the form of 3 videos of original works made by researchers and teams and collaboration with activists of MSMEs of processed food products in Ngalangangsari village which are then uploaded via social media, namely Instagram. The results of making creative content as a form of digital promotion efforts for MSME food products for Ngalangangsari villagers can be viewed through the drive link listed below:

**a. Creative Content Video of Processed MSME Food Products: Cilok Edition.**

The results of making cilok edition creative content videos can be accessed on the Instagram and Tiktok platforms at the following links:

Instagram

<https://www.instagram.com/reel/CzF2P5PXVA/?igsh=ZmdvMjM0bmFqeWZl>

Tiktok

<https://vt.tiktok.com/ZS2hdC4Ml>



**Figure 5.** Cilok edition of MSME creative content video

Source: Personal Data, (2024)

**b. Creative Content Videos of Processed MSME Food Products: Lumpia and Arem Arem Edition.**

The results of making Lumpia and Arem Arem edition creative content videos can be accessed on the Instagram and Tiktok platforms at the following links :

Instagram

<https://www.instagram.com/reel/C-0GEtWP0tF/?igsh=MTM1Y2V5NWR6YWJmdQ==>

Tiktok

<https://vt.tiktok.com/ZS2hBSVb5>



**Figure 6.** Lumpia and Arem Arem edition of MSME creative content video  
Source: Personal Data, (2024)

**c. Creative Content Videos of Processed MSME Food Products: Bakpao and Molen.**

The results of making Lumpia and Arem Arem edition creative content videos can be accessed on the Instagram and Tiktok platforms at the following links :

Instagram

[https://www.instagram.com/reel/C-6tkiLP\\_2Z/?igsh=ODkyMW9pajE1MHox](https://www.instagram.com/reel/C-6tkiLP_2Z/?igsh=ODkyMW9pajE1MHox)

Tiktok

<https://vt.tiktok.com/ZS2hBL92N>



**Picture 7 :** Bakpao and Molen edition of MSME creative content video  
Source: Personal Data, (2024)

### **3.5. Results of MSME digital promotion activities through creative content videos.**

The implementation of digital promotion activities for processed food products of MSMEs in Ngalangalangsari Village, using creative content videos uploaded on Instagram and TikTok, resulted in educating MSME entrepreneurs about the benefits of digital promotion. During the process of making creative content, the community welcomed the program and showed good enthusiasm. The community feels helped by the promotion of MSME products owned by residents. It is hoped that this program will inspire local residents to continue utilizing digital promotion through creative content videos, ultimately introducing their MSME products to a wider audience and attracting more buyers to their selling locations.

## **4. CONCLUSION**

It is concluded that from the following writing related to the digital promotion program for MSME processed food products made by the Ngalangalangsari villagers, through the making of creative content videos include: during the making of creative content videos, local residents are very supportive as much as possible in the realization of all concepts that researchers have planned. This enthusiastic engagement fueled the motivation of both the researchers and their team throughout the program.

The completed creative content video received a positive response from the community. The video was uploaded on the Instagram and Tiktok social media pages received a significant number of views. The hope is that this successful digital promotion program will have a lasting positive impact on MSME entrepreneurs in Ngalangalangsari Village, encouraging them to continue using these strategies.

## REFERENCE

- Auliya, A. A., Yahya, A. B., & Huryos, F. K. (2023). Pengaruh Penggunaan Media Sosial Terhadap Perilaku Remaja di Indonesia. *Jurnal Harmoni Nusa Bangsa*, 1(1), 57. <https://doi.org/10.47256/jhnb.v1i1.297>
- Firdausya, L. Z., & Ompusunggu, D. P. (2023). Usaha Mikro Kecil Dan Menengah (Umkh) Di Era Digital Abad 21. *Tali Jagad Journal*, 1(1), 16–20.
- Kulkarni, A. V., Joseph, S., & Patil, K. P. (2024). Artificial intelligence technology readiness for social sustainability and business ethics: Evidence from MSMEs in developing nations. *International Journal of Information Management Data Insights*, 4(2), 100250. <https://doi.org/10.1016/j.ijime.2024.100250>
- Marinelli, L., Crupi, A., Del Sarto, N., & Lepore, D. (2024). Unveiling knowledge ecosystem dimensions for MSMEs' digital transformation, toward a location-based brokerage. *Technovation*, 136(October 2023), 103086. <https://doi.org/10.1016/j.technovation.2024.103086>
- Nur Hidayat, N. A. S., Septian, R. N., & Herlambang, Y. T. (2024). Sosial Media dalam Masyarakat sebagai Konsep Nyata Determinisme Teknologi. *UPGRADE: Jurnal Pendidikan Teknologi Informasi*, 1(2), 73–80. <https://doi.org/10.30812/upgrade.v1i2.3715>
- Nuryanto, U. W., Basrowi, Quraysin, I., & Pratiwi, I. (2024). Magnitude of digital adaptability role: Stakeholder engagement and costless signaling in enhancing sustainable MSME performance. *Heliyon*, 10(13), e33484. <https://doi.org/10.1016/j.heliyon.2024.e33484>
- Omeish, F., Al Khasawneh, M., & Khair, N. (2023). Investigating the impact of ai on improving customer experience through social media marketing: An analysis of Jordanian millennials. *Computers in Human Behavior Reports*, 15(October 2023), 100464. <https://doi.org/10.1016/j.chbr.2024.100464>
- Putu, K., & Putu, N. (2021). Tata Kelola Manajemen & Keuangan Usaha Mikro Kecil Menengah. In *Penerbit CV. Cahaya Bintang Cemerlang*.
- Ridwan, S. S., & Sari, W. P. (2023). Analisis Proses Kreatif dalam Pembuatan Konten Interaktif di Media Sosial Instagram Majalah Sunday. *Prologia*, 7(1), 62–70. <https://doi.org/10.24912/pr.v7i1.15781>
- Salonen, A., Mero, J., Munnukka, J., Zimmer, M., & Karjaluoto, H. (2024). Digital content marketing on social media along the B2B customer journey: The effect of timely content delivery on customer engagement. *Industrial Marketing Management*, 118(February), 12–26. <https://doi.org/10.1016/j.indmarman.2024.02.002>