



Marketing Strategy of Local Products through Social Media in Segara Jaya Village

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ABSTRACT

To introduce local products made by the community, it is necessary to conduct training on effective and efficient strategies in marketing products through social media. The purpose of this training is to motivate and educate the community in managing their businesses by using social media marketing. This training uses the demo and counseling method which is participated by 30 participants. Participants are given motivation and introduction to social media marketing (i.e. Facebook, Twitter, Instagram, and e-commerce like Shopee, Tokopedia, and Bukalapak) that could facilitate them in promoting their local products with several marketing strategies. The target of this training is the participants able to market and to sell their local products online with social media. Also, the existence of interactive social media training is expected that the community to create greater and more developed business opportunities toward their local products. These conditions will certainly have a positive impact on increasing their business revenues in the future.

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Table 1. Demographic Profiles of Participant (N = 30)

1	Age	< 20 y.o.	1	3.3%
		20 - 50 y.o.	24	80.0%
		> 50 y.o.	5	16.7%
		TOTAL	30	100%
2	Sex	Male	0	0%
		Female	30	100%
		TOTAL	30	100%
3	Field of Business	Selling Fish	15	50%
		Selling Shrimp "Bakwan"	10	33.3%
		Grocery Kiosk	4	13.3%
		Massage Therapist	1	3.3%
		TOTAL	30	100%
4	Latest Educational	Elementary School	13	43.3%
		Junior High School	5	16.7%
		Senior High School	4	13.3%
		College	1	3.3%
		No School	7	23.3%
		TOTAL	30	100%

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Social media is essentially an internet-based technology that facilitates one's conversation. The existence of social media is one of the most effective solutions in running technology-based businesses, such as Facebook or Instagram. Social media has two promotional roles, namely as a bridge between entrepreneurs or business owners and customers to promote their products and services. One of them as a media to promote products and services. This social media is used to promote products and services. Nowadays there have been many social media marketing products at home and abroad. These products include low-cost products and high-quality products to consumers (Misnani, 2019).



Figure 1. Social Media Marketing Training

One area in Bekasi has great activity and potential to be able to develop and market widely for its superior products through social media marketing (Post, 2019). The superior products they offer include tourism villages (mangrove forest tourism, love bridges, and water games such as duck bikes), local products in the form of seafood (sea fish, shredded tuna, seaweed cultivation, and stripping shells), and handicrafts Betawi batik. All of these products will certainly improve and help the Segara Jaya village income source and be able to prosper its citizens through village infrastructure development (Nusantara, 2019). However, there are some obstacles faced by Segara Jaya residents in marketing the local products they produce, especially seafood. These local products are felt to be still not developing rapidly and there are several obstacles faced, including not optimal product packaging, product identity that has not been systematically recorded, the lack of a promotional budget, and no less important product marketing systems that are still conventional (offline marketing). This is why local products of the Segara Jaya

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Table 2. Post Training Results Questionnaire (N= 30)

No	Items	Yes	No
1	This training is useful	30 (100%)	0 (0%)
2	This training creates an effective and efficient business marketing strategy	29 (96.7%)	1 (3.3%)
3	This training can develop a business	29 (96.7%)	1 (3.3%)
4	This training makes interested in using social media technology	28 (93.3%)	2 (6.7%)
5	This training makes being productive and creative	29 (96.7%)	1 (3.3%)
6	This training provides insight and friendship relations	27 (90%)	3 (10%)
7	This training motivates to market business products	28 (93.3%)	2 (6.7%)

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