

Optimization of Social Media for Advertising Brown Sugar Products in Jelatang Village, Hulu Sungai Selatan

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The digital era is an inevitability that must be faced by business people. Changes in spending patterns of the wider community to digital markets force UMKM to continue to adapt. Even so, there are several challenges for UMKM to digitize products. The first challenge, which is also the main challenge, comes from digital literacy. Coupled with the number of Human Resources (HR) who have not been able to adapt to online requests that require quick responses. In fact, the key to do online selling is a fast response coupled with fast production of goods too. Within community service in the form of optimizing social media for advertising brown sugar products in Jelatang Village, Hulu Sungai Selatan, it is hoped that UMKM who have been familiar with online sales can be more optimizing their social media so that productivity and opportunities from the market are better.

Keywords: optimization; social media; advertising; UMKM

Era digital adalah sebuah keniscayaan yang harus dihadapi oleh para pelaku bisnis. Perubahan pola belanja masyarakat luas ke pasar digital memaksa para pelaku UMKM untuk terus beradaptasi. Meski begitu terdapat beberapa tantangan untuk para UMKM melakukan digitalisasi produk. Tantangan pertama, yang juga tantangan utama, berasal dari literasi digital. Ditambah dengan jumlah Sumber Daya Manusia (SDM) yang belum sanggup untuk beradaptasi dengan permintaan online yang membutuhkan tanggapan cepat. Padahal, kunci dari penjualan secara online adalah dengan respon yang cepat yang dibarengi dengan produksi barang yang cepat juga. Dengan adanya pengabdian kepada masyarakat dalam bentuk optimalisasi media social untuk periklanan produk gula merah di desa Jelatang Kecamatan Padang Batung Kabupaten Hulu Sungai Selatan dalam upaya pengembangan usaha berbasis teknologi kepada UMKM di wilayah tersebut diharapkan para pelaku UMKM yang selama ini telah mengenal penjualan secara daring dapat lebih mengoptimalkan media social yang mereka miliki sehingga produktifitas dan peluang dari pasar lebih bagus lagi.

Kata kunci : optimalisasi, media social, periklanan, UMKM



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INTRODUCTION / PENDAHULUAN

Jelatang Village is one of the villages in Padang Batung District, Hulu Sungai Selatan District. This village, which is approximately 30 km from the city of Kandangan, the capital of Hulu Sungai Selatan Regency, is beautiful because it has lots of plantations.

One of the plantations in the area that has produced quite a lot is palm plantations which are usually used as raw material for palm sugar commonly known as brown sugar/palm sugar. Brown sugar originating from Jelatang Village is quite well-known in the city of Kandangan and its surroundings with its distinctive sugar palm taste and is widely used as a basic ingredient for cooking as well as the basic ingredient for making souvenirs that are famous for the famous typical of Hulu Sungai Selatan district, namely brown sugar.

The many products that can be produced from palm sugar raw materials are things that the people of Jelatang village should be grateful for. However, if there is no good promotion, the number of products produced cannot be recognized by the wider community.

METHOD / METODE

The stages of implementing this community service activity consist of:

1. Conduct surveys and initial visits to service partners to submit activity proposals and explain the aims and objectives of implementing community service activities
2. Making community service proposals
3. After obtaining approval from partners, an agreement is made regarding the time of implementation of the activities and the number of training participants
4. Notifying/informing the implementation of training activities through the Jelatang Village UMKM Whatsapp Group
5. Complete the online training registration form
6. Prepare online training equipment in the form of materials and laptops
7. Implementation of community service activities.
8. Compilation of reports on community service activities based on the 2023 Guidelines for Implementation of Research and Community Service
9. Article publication

RESULT AND DISCUSSION / HASIL DAN PEMBAHASAN

This Community Service activity took place on July 20-21 2023, taking place in Jelatang Village, Padang Batung District, Hulu Sungai Selatan Regency. The social media optimization suggested by the Community Service team to increase brown sugar sales is through the use of the Tiktok application because social media has many users, is easy to use, is popular among

millennials, is often used by celebrities and celebrities, and has features Tiktok Ads that can optimize content and its distribution.

In this community service activity, the team carried out activities by providing brief socialization and education about using the TikTok application and its features. Material provided by Rudy Haryanto, S.Sos., M.M. as the head of the Community Service Team, regarding the marketing strategy at Tiktok by using Tiktok's features to process promotional videos that attract consumers.

CONCLUSION / KESIMPULAN

Jelatang Village is one of the villages in Padang Batung District, Hulu Sungai Selatan District. One of the plantations in the area that has produced quite a lot is palm plantations which are usually used as raw material for palm sugar commonly known as brown sugar/palm sugar. In this community service activity, the team carried out activities by providing brief socialization and education about using the TikTok application and its features.

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