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## Selling Honey and Making Money: An Instagram Marketing Strategy and Basic Photography Training for Women of Kemlagi Village, Mojokerto, East Java

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### ABSTRACT

Kemlagi village is one of honey-producing village in Mojokerto, East Java, that has not been paid much attention to by the local government, both in terms of potential and marketing strategy. The involvement of housewives in the marketing sector of the Kemlagi village honey business has not been seen. This community service aims to increase women's empowerment in the social media marketing sector so that business development and community income occur. This community service has two focus activities, namely Instagram marketing training and basic photography training. The presenters of this event were a team from the Communication Science study program of the Universitas Pembangunan Nasional (UPN) "Veteran" and the Universitas Muhammadiyah Sidoarjo. The target participants for this event are women in Kemlagi village, Mojokerto who run a business selling honey and its products. A total of 30 mothers participated in this training event. The training event consisted of opening, opening remarks, Instagram marketing and basic photography materials, questions and answers and closing. After the event, an evaluation of the benefits and participants' understanding of this training material was carried out. The long-term goal of this training is that the home business of the Kemlagi village is getting more advanced and its potential is getting more and more optimized. It is hoped that this home business will develop so that in the future Kemlagi village can develop into a honey edutourism area in East Java.

### 1. Introduction

Women, especially housewives, have extraordinary potential to advance their household economy as entrepreneurs. Various studies have shown that the phenomenon of housewives who are also doing business at home is a phenomenon that has developed in many countries.<sup>1-3</sup> The various advantages possessed include flexibility in work arrangements and time management, although it also has several disadvantages, including the increasing domestic duties of housewives.<sup>3-5</sup> Various studies in several

countries also highlighted that the main obstacle for entrepreneurs is their mastery of digital technology, one of which is marketing their products through various social media platforms.<sup>2,3,6</sup>

In a study of 20 entrepreneurial women in Surabaya, the team found that these obstacles were related to time, marketing, and technology management.<sup>1,4,7</sup> Time management is concerned with the balance of time allocated between managing family and domestic life with time to manage a business. Marketing management is concerned with the

governance of the channels used to market goods or services sold by women entrepreneurs. Meanwhile, technology management is related to women's insecurities in using technologies that can facilitate their business.

Various obstacles to women, especially related to marketing and technology, stem from the unequal access to women's knowledge about technology. Various studies have mentioned that computer technology, the internet, social media, and other networks often override women's access to knowledge.<sup>7-9</sup> The inequality of women's access to the internet is ultimately closely related to the undevelopment or inhibition of the efforts that have been initiated by women.<sup>8-10</sup> The internet is often echoed as a masculine technology, while women have a stigma called "*gaptek*" [Indonesian] or technology backward. This is very inappropriate because the internet and networking platforms can be used by anyone to advance the results of their business.<sup>11-13</sup>

Kemlagi village, Mojokerto, has been presented as educational tourism and a center for honey produced by the Mojokerto regional government. The average house in the area has several honey businesses, including real honey, honey-based food, and drinks. But the last few years, due to the pandemic, when visitors began to decrease, it became difficult to market the results of their efforts. On the other hand, the women's community in this village actually has the potential to advance their business by utilizing various social media channels.

Based on observations, almost all housewives in this village have smartphones. These women actually have the potential not only as entrepreneurs in the honey processing industry but also as reliable marketing personnel for their own businesses. Social media marketing should be supported by the ability to display products that attract visitors. In this case, the skills for simple photography with the help of a mobile phone can also be trained.<sup>14-16</sup>

The unequal knowledge about the use of social media for entrepreneurship was identified in the group of entrepreneurial women in Kemlagi village

Mojokerto, including a lack of knowledge about marketing through social media and a lack of knowledge about simple photography for display and marketing products through marketplace places and social media. The lack of confidence of honey village entrepreneurial mothers is usually related to the notion that social media marketing is difficult or unpromising. The purpose of this community empowerment is for Kemlagi village women can use their Instagram to sell their honey products, as well as have the skills for simple photography techniques that can be practiced at home. The long-term goal of this training is the development and optimization of the home business of Kemlagi village. It is hoped that this home business will develop so that in the future Kemlagi village can develop into a honey edutourism area in East Java.

## 2. Methods

There are two focuses of this community service activity. The first is the introduction of marketing strategies through Instagram. This community service program will thus plan two solutions to the problems, including Instagram marketing training and basic photography training and counseling via mobile phone. The presenters of this event were a team from the Communication Science study program of the Universitas Pembangunan Nasional (UPN) "Veteran" and the Universitas Muhammadiyah Sidoarjo. The target participants of this event are mothers in Kemlagi village, Mojokerto, who run a business selling honey and its products. A total of 30 mothers participated in this training event. The training event consisted of opening, remarks, Instagram marketing, basic photography materials, question and answer, and closing. After the event, an evaluation of the benefits and participants' understanding of this training material was carried out.

## 3. Results and Discussion

The training material consists of training on the use of Instagram as a marketing medium and basic photography training. Instagram is one of the social

media platforms with the largest number of users in the world. Indonesia is one of the largest Instagram users in the world. Instagram is also a popular and easiest medium for doing business to use. We train housewives to maximize features on Instagram, such as uploading photos, giving attractive captions, and using hashtags. In addition, the use of captions and hashtags must also be consistent so that in the long term, it can link the reputation of Kemlagi village as a

honey-producing village. This training is also intended for novice Instagram users because it teaches how to download and operate Instagram. The training of marketing via Instagram describes several things as follows; create Instagram content, upload product photos, create an eye-catching caption, utilize Instagram tags, stories, reels, and manage biodata profiles on Instagram.



Figure 1. Instagram marketing basics training.

The participants were very enthusiastic about this training. In fact, many of them already have personal Instagram accounts. This training teaches participants that an Instagram account for doing business should be different from a private Instagram account for security and privacy reasons. Participants are advised to create an Instagram account business specifically for marketing the honey products produced.

The next training material is basic mobile photography training. The topics discussed are the basics of photography using smartphones, namely natural lighting during product shooting, recognizing the features of smartphone cameras and how to maximize them, and the use of household accessories to beautify photos and setting photo backgrounds. In this training, participants are also invited to practice

directly by utilizing the teaching aids that have been provided by the community service team. Almost any kind of smartphone can be used for product photography. The tip is to take advantage of natural light in the morning and evening. In addition, there is also a way to put products that are made as attractive as possible by utilizing items that are already in the kitchen, such as wooden cutting boards, wooden spoons, and other kitchen utensils.

These two pieces of training are expected to provide knowledge to participants to practice what they have learned. Business development and edutourism in the village require the participation of all components of society, including the participation of women.<sup>13,17</sup> This training is expected to increase sales of honey products online, which in turn will increase the income of families and villages of Kemlagi, Mojokerto.



Figure 2. Photography practice with a mobile phone.

#### 4. Conclusion

This training aims to develop the potential of women in Kemlagi Village to increase the marketing and sales of honey products through social media. It is hoped that through this training, Kemlagi women can market their honey products more effectively and efficiently with the help of social media. This training is also planned to be carried out on an ongoing basis by making Kemlagi Village an assisted village in the future.

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