

The Importance of Social Media Creative Content for MSMEs

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ABSTRAK

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Penelitian ini bertujuan untuk mendeskripsikan pentingnya konten kreatif di media sosial bagi UMKM. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Informan dalam penelitian ini adalah UMKM dari 20 pelaku usaha. Teknik pengumpulan data menggunakan observasi wawancara dan studi pustaka. Teknik analisis data menggunakan triangulasi yang meliputi reduksi data, penyajian data, dan kesimpulan yang ditarik. Hasil penelitian didasarkan pada beberapa perayaan penelitian. Bagaimana keterlibatan pelanggan Anda dalam pembuatan konten, berapa banyak pengikut yang Anda miliki di media sosial, berapa banyak orang yang melihat konten yang Anda unggah, bagaimana Anda menanggapi konten, bagaimana reputasi konten yang Anda buat, menyatakan bahwa sangat penting bagi UMKM untuk membuat konten kreatif yang diunggah di media sosial.

Kata kunci: Konten Kreatif, UMKM, Media Sosial

ABSTRACT

This research aims to describe the importance of creative content on social media for MSMEs. The research method used is descriptive with a qualitative approach. The informants in this study are MSMEs of 20 business actors. The data collection technique uses interview observation and literature study. The data analysis technique uses triangulation which includes data reduction, data presentation, and conclusion drawn. The results of the research are based on several research celebrations. How is your customer involvement in content creation, how many followers you have on social media, how many people see the content you upload, how you respond to the content, how is the reputation of the content you create, states that it is very important for MSMEs to create creative content that is uploaded on social media.

Keywords: Creative Content, MSME, Social Media

INTRODUCTION

The development of digital technology and social media has changed the total marketing and branding for businesses, including Micro, Small, and Medium Enterprises (MSMEs). (Rachmawati et al., 2018). Social media is now a vital platform for MSMEs to build a digital presence, reach a wider target market, and engage directly with consumers. (Suariedewi et al., 2022). In an increasingly competitive environment, creative content on social media is key for MSMEs to differentiate their brands, capture audience attention, and build customer loyalty. (Ohara et al., 2024). Attractive, relevant, and consistent content can help MSMEs build brand awareness, increase consumer engagement, and drive sales (Sunarso et al., 2023). Many MSMEs have not utilized the potential of social media optimally. Lack of understanding of creative content strategies, limited resources, and difficulties in measuring their impact are the main challenges for many MSMEs (Rachmawati et al., 2023). Therefore,



understanding the importance of social media creative content and implementing it effectively is crucial for MSMEs to be able to compete and survive in today's digital era (Arie et al., 2021)

The problem that occurs for MSMEs in creating social media content is limited resources and budget, where MSMEs often have limited human resources, expertise, and budget to develop quality social media content (Babu et al., 2022). This can be an obstacle for MSMEs to produce creative, interesting, and consistent content. Lack of understanding of content strategy Many MSMEs do not have a deep understanding of how to develop an effective content strategy on social media (Yunarti et al., 2023) They struggle to determine the right topic, format, and content schedule to reach and engage with the audience. Difficulties in creating engaging content Creating interesting, relevant, and high-quality content is a challenge for MSMEs. They often struggle to produce content that can grab attention and spark audience engagement (Sugiharto, 2024). Consistency in content publication, Maintaining consistency in quality content publication can be a challenge for MSMEs. Limited resources and commitment to producing content on a regular basis can hinder efforts to build a strong online presence. The purpose of this study is to provide an overview of the importance of social media creative content for MSMEs

LITERATURE REVIEW

Creative content

Creative content in the context of social media is Content that is creatively and innovatively designed to attract, entertain, inspire, or provide added value to audiences on social media (Adistia et al., 2022). Creative content has a unique and original point of view, style, or approach, which sets it apart from other content on social media (Ita Prihatining, 2022). Creative content makes use of compelling visual elements, such as images, videos, infographics, or designs that are aesthetically pleasing and creative (Erlangga et al., 2022) Creative content provides relevant and useful information, entertainment, or benefits to a specific audience. Emotionality Creative content is able to trigger a positive emotional response from the audience, such as feeling entertained, inspired, or connected. Creative content encourages the audience to interact, comment, share, or even participate in its creative process (Novita et al., 2022). Creative content provides added value to the audience, whether it's new knowledge, insights, or enriching experiences.

Social Media

An interactive digital platform that allows users to participate in creating, sharing, and exchanging information, ideas, interests, and various forms of self-expression in a virtual community (Elsera et al., 2024). For MSMEs, social media offers many opportunities to engage and interact with potential customers, build brands, and market products or services more effectively and efficiently.

RESEARCH METHODS

The object of discussion in this study is the importance of social media creative content for MSMEs, while the informants are MSME actors in the University of Muhammadiyah as many as 20 people. This research method uses qualitative, where the research procedure can produce descriptive data, both in the form of speech, behavior and phenomena found when going directly into the field to observe the Object and Subject to be researched (Sugiyono, 2019). The purpose of qualitative research is to understand a particular social situation, event, role, group or interaction, which is largely an investigative process. In which researchers gradually understand social phenomena by contrasting, comparing, replicating, cataloging and classifying research objects (Creswell, 2023). The type of research used is descriptive, which is research that aims to decrypt or explain something as it is. This research aims to provide a description or overview of a situation (Moleong, 2017). The data collection methods in this study are literature studies, observations, interviews, and documentation. To test the validity of the research data, triangulation techniques (sources, techniques, and time) are used which aim to obtain findings or interpretations accurately and credibly (Miles & Huberman, 2018).

RESULTS AND DISCUSSION

Informed features

The information in this study is MSMEs as many as 20 business actors. Data collection technique using interview observation.

Table 1. Informant Characteristic

No	Information	Frequency	Percentage
1	Gender		
	Man	14	14%
	Woman	6	6%
2	Education level		
	Junior high school	5	5%
	Senior high school	7	7%
	Diploma III	4	4%
	S1	3	3%
	S2	1	1%
	Sum	20	20%

Customer Engagement in Content Creation

Customers often engage in creating content through interaction in the comments. They are asked to share stories or experiences as content. I enjoy creating content to capture memories and share happiness and benefits with others. Even though I don't have many subscribers yet, I engage my followers in a Q&A questionnaire to ensure that there is always interaction in my content. Although still in development, I use a large dataset of text and code to generate creative and informative content for highly active customers

Followers on Social Media

The number of followers varies: Instagram (1,620), TikTok (300), others around 900-350. Number of followers on social media on average, tens to hundreds of people view the content, with the highest on TikTok reaching 4,583 viewers.

Follow-up responses to content

Positive responses to useful content are characterized by likes, shares, and positive comments. I try to attract customers with everyday content that provides benefits. Although it is only for personal satisfaction, my content helps me dare to speak in public. The response I received tended to be positive with users praising his creativity and informativeness. Each post gets an average of 200 likes and 10 comments.

Content Reputation

Content that gets praise and is shared by users with positive comments, shows a good reputation. I focus on user feedback, information accuracy, and topic relevance. While it's still growing, I'm committed to producing useful and unbiased content. Support and user feedback are highly appreciated

Discussion

Based on the results of the research on the importance of social media creative content for MSMEs, namely customer involvement in content creation, engagement with customers in the comment column, sharing experiences. Customers are often involved through interactions in comments, besides that the number of followers on social media is very important in providing content creation ideas and of course very beneficial for MSMEs, so that it will increase the reputation of MSMEs on social media which has an impact on increasing sales and many ideas in product development.

CONCLUSION

Based on the results of the above research related to the importance of creative content on social media, namely the importance of customer involvement in content creation, related to the insertion of a whistleblower under the comment that can produce various experiences so as to produce creative content. It is hoped that the results of this research can be used as a reference for business actors in creating creative content. The contribution of this research is to provide an overview of the importance of creating creative content for business actors, if their products want to be marketed on social media. And it is hoped that this research can be a reference for other researchers who conduct research related to the importance of creative content on social media by involving customers. As well as suggestions for researchers in the future to be able to add discussions about creative content that always involves customers in its creation, and add quantitative research methods so that the results can be clearly described.

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