

Assistance in Managing Kranggan Market Instagram Social Media as a Means of Promotion Media To Increase Sales

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ARTICLE INFO

Article history:

Received september 2024

Revised december 2024

Accepted January 2025

Keywords:

Kranggan Market;

Social Media;

Instagram;

Promotion;

Online;

ABSTRACT

Kranggan Market, which has been around since the 19th century in Yogyakarta, has not fully adopted online promotional media. Meanwhile, some sellers experience mental health problems in the form of stress because sales results are not as expected. Thus, assistance in managing social media as a promotional medium to increase sales was carried out on 04 June 2025 in the form of socialization and training using the Focus Group Discussion method. The agenda included: (1) Introduction to Instagram social media and features that can be utilised; (2) Creating an Instagram social media account for the association to be used as a promotional medium, namely @pasarkrangganyk; (3) Practice of making interesting creative content so that the results can be right on target to the audience or consumer segmentation; and (4) Training the association team as admins or those in charge of uploading content on Instagram social media. The sellers were interested in the socialization carried out by the community service team and this can be seen from the enthusiasm of the 30 participants who attended and participated in the practice. Some of them asked directly and continuously to be taught and assisted in managing Instagram social media specifically for professional or business accounts and strategies that can be applied so that they master sales through social media and can increase sales profits. The Instagram account @pasarkrangganyk has 21 followers and merchants tend to optimise the tagged feature by other Instagram account users such as food vloggers who come and share their experiences at Kranggan Market. Market sellers are beginning to understand and realise the importance of optimising Instagram social media in supporting the effectiveness of their business activities.

Introduction

Kranggan Market is one of the iconic markets in Yogyakarta. It is located 100 meters from Tugu Pal Putih Yogyakarta on Jl. Poncowinatan, Gowongan, Jetis District, Yogyakarta City, Yogyakarta Special Region. This market is iconic because it has existed since the 19th

century and was initially intended for ethnic Chinese in Yogyakarta. The name of this market was taken from one of the officials of the Ngayogyakarta Sultanate during the Dutch East Indies, Raden Tumenggung Ranga Prawirasantika, who initiated the presence of this market. Kranggan is derived from the word “Ka-Rangga-an”. Kranggan Market has around 800 sellers offering various products ranging from groceries, vegetables, fruit, meat, fish, clothing, market snacks, traditional Javanese specialties, and other culinary delights.

Paguyuban Makmur is an organized group of sellers within Kranggan Market that actively engages in a variety of well-structured activities. These activities include regular recitations held on Wednesday Pon, gymnastics sessions every Friday, and other initiatives designed to enhance community solidarity. However, a significant concern pertains to the underutilization of online promotional media for marketing the Kranggan Market. A considerable number of sellers continue to assert that transactions should be conducted face-to-face and primarily utilize cash. This traditional approach has contributed to instances of stress and mental health issues among sellers, stemming from unsatisfactory sales performances.

Conversely, the prevalence of internet usage in Indonesia is on the rise, with an increase of 1.8 million users (0.8%) reported in 2024 compared to the previous year, resulting in a total of 139 million social media users nationwide. Individuals, on average, spend approximately 7 hours and 38 minutes online each day (Slice.Id, 2024). The internet serves multiple purposes, including information retrieval, social connectivity, idea generation, and product exploration. Additionally, users of applications and websites commonly engage in social networking, online shopping, auctions, and advertising activities (We Are Social, 2024).

Sellers and business owners inevitably have to agree that there has been a shift in promotion and sales from conventional methods to digital methods, known as digital marketing by utilizing the help of the internet, social media, websites, land pages, blogs, and marketplaces (Merdekawati et al., 2021). In the case that occurred among Kranggan Market sellers or Makmur Association, based on observations and interviews conducted, several problem solutions were decided, including (1) Creating a social media account for the association to be utilized as a promotional medium to increase sales; (2) Training the association team as admins or those in charge of uploading content on Instagram social media; and (3) Providing assistance in terms of making interesting creative content so that the results can be accepted and right on target by followers who are also audience or consumer segmentation.

Referring to Liedfray, social media allows users to participate, share, and create forums easily (Sipayung et al., 2023). Social media as a marketing strategy allows consumers to effectively and efficiently fulfill their needs by finding the products they seek (Adriana et al., 2022). According to Chris Hauer, promotion through social media can be done by adopting the 4C concept, namely context, communication, collaboration, and connection. Context means how businesses frame a message to their consumer segment. Communication is an activity of sharing messages, and in this process, it must take place in two directions between business actors and their consumers. Collaboration is a form of cooperation between business actors and consumers or customers. Connection is a relationship established and maintained for effective promotion and sales through social media. The factors that influence consumers are product information, social media experience, and environmental influences (Mahatmi et al., 2022).

A significant 78% of consumers express a desire for brands and businesses to utilize social media for connectivity, with 55% reporting a heightened sense of connection when brands respond to their comments or messages. The foremost reason that consumers choose to follow brands on social media, at a notable 68%, is to remain informed about new products or services (Byers, 2023). Digital promotion via social media facilitates businesses in identifying market demands, addressing these needs, and expanding their reach to a broader audience (Yarlina & Hunda, 2021). Instagram serves as the primary platform for promoting Kranggan Market in an effort to enhance sales. As per application intelligence data from data.ai, Instagram ranks as the fourth most-utilized social media platform globally, accounting for 71.4% of users. As of October 2024, Instagram advertisements can potentially reach up to 1.688 billion users (Data Reportal, 2024). Furthermore, 25% of marketers have indicated that Instagram is the social media platform that yields the highest Return on Investment (ROI) (Byers, 2023).

Thus, assistance in managing Instagram social media as a promotional medium is expected to provide understanding to business actors. They are taught how Instagram social media can increase the exposure and potential of Kranggan Market. In addition, it can expand and strengthen relationships with consumers and potential consumers. This assistance is also expected to be a bridge to adapting to the modern or digital trading system currently developing to increase sales in the Kranggan Market. On the other hand, it is an alternative solution to the stress problem when sales are not as expected and helps the growth of the local economy in Kranggan Market Yogyakarta.

Method

Assistance in managing Instagram social media as a promotional media was carried out directly in the Kranggan Market hall, Yogyakarta, on June 04, 2024, in the form of socialization and training with the Focus Group Discussion (FGD) method, which aims to dig deeper into information about a problem faced with different views and different explanations (Sugarda, 2020). FGDs are carried out in turn with each member of the training by presenting resource persons or content creators who provide material to the Makmur Association team, training the appointed admin to categorize the content to be uploaded on social media accounts, and assisting the Makmur Association team until they are proficient in managing Instagram social media as a promotional medium. Several agendas were carried out during the training, namely socialization of Instagram social media, production of creative content in the form of attractive photos and videos, strategies that can be applied to increase sales through Instagram social media, Instagram performance analysis, and practice of creating professional Instagram accounts.

Results and Discussion

Results

The Instagram social media management assistance process for the Makmur Association lasted 2 hours. This assistance is an alternative solution to the problem identification process carried out by the service team because it was found that business actors were not fully capable of managing social media for the benefit of their business. Social media management assistance in the form of socialization is not only carried out by the service team itself but also collaborates with students from Universitas Mercu Buana Yogyakarta, the community service team of Dusun Petung, Magelang who won a grant from Dikti (Directorate General of Higher Education) and has the same focus, namely digital marketing communication.

The socialization was conducted by introducing Instagram, creating an account, and optimizing Instagram's social media for the smooth running of the business. Participants were introduced to various things, ranging from the primary and superior features of Instagram, then the types of accounts that can be selected and how to analyze their performance, to the content that can be produced and the techniques for producing engaging content for Instagram. The sellers were interested in the socialization carried out by the service team, as seen from the enthusiasm of the 30 participants who attended. Some of them asked directly to

be taught and assisted on an ongoing basis in managing Instagram social media, exceptionally professional or business accounts. In addition, learning marketing strategies to master sales through social media to increase sales profits. The following is a documentation of the atmosphere during the training, which can be seen in Figure 1.



Figure 1. Instagram Social Media Socialization Process (Sc: Service Team Documentation)

Discussion

The initial step undertaken by the service team in the introduction of Instagram as a social media platform involves the collaborative effort with participants to establish an Instagram account for Pasar Kranggan. This account will subsequently be utilized independently by business operators to promote their enterprises to potential customers and to expand their network reach. The @pasarkrangganyk Instagram account currently has 21 followers and follows 14 accounts, as illustrated in the accompanying image. At this stage, the @pasarkrangganyk Instagram account does not contain any posts or uploads (refer to Figure 2), as participants or business operators require further assistance in content production. Nevertheless, business operators can benefit from the tagged feature or may be tagged by other users of Instagram who capture transactional moments at Kranggan Market (see Figure 3). This practice exemplifies a collaborative approach with content creators in the promotion of their businesses.

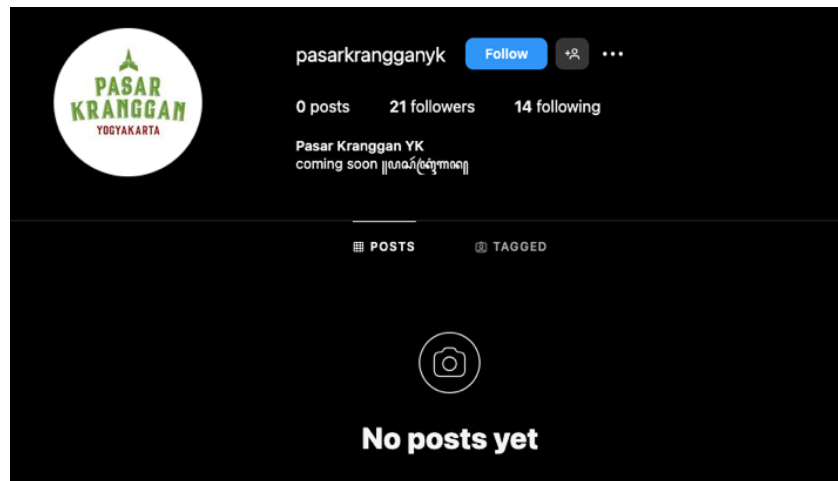


Figure 2. Display of the Kranggan Market Instagram account (Sc: Service Team Documentation)

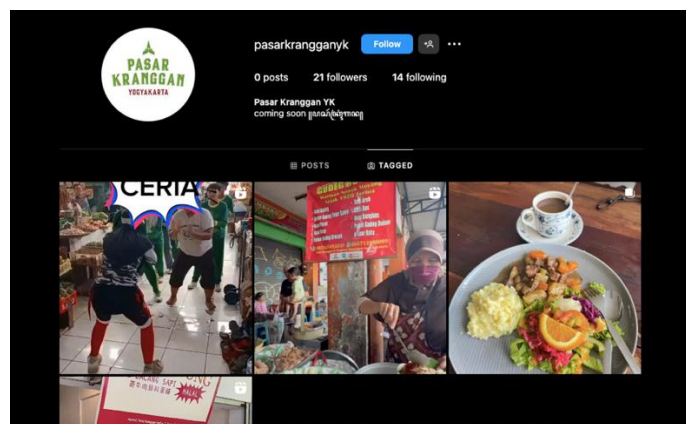


Figure 3. Utilization of the Tagged Feature by the Instagram Account @pasarkrangganyk (Sc: Service Team Documentation)

The utilization of the tagged and tagging features by businesses in Kranggan Market has paid off, as some visitors who come to Kranggan Market, especially with the purpose of culinary tourism, claim to be interested in trying based on content creators or food vloggers who come to cover on their initiative. In addition to the tag feature, other key features introduced to the trainees were bio, feeds, reels, tags, highlights, and Instagram Stories. During the socialization, several participants asked questions about whether Instagram social media could be used not only for personal purposes but also for business purposes. The question is the following material shared by the service team, which introduces the idea that Instagram accounts are divided into two. First, accounts for personal purposes, such as sharing activities and experiences with friends, acquaintances, or family, which are called personal accounts. Second, professional accounts for specific purposes, such as promoting a business or business, collaborating with other business people or certain agencies, buying and selling transactions, and building and establishing consumer loyalty, called professional accounts.

Participants or business individuals who attended received assistance in transitioning their personal accounts to professional or business accounts. The process for this conversion involves navigating to the settings on Instagram, selecting the "account" submenu, and choosing the option to "switch to professional account." Subsequently, users must select a business account category that aligns with its intended purpose, determining whether it will be designated as a business or creator account. Following this selection, users are able to edit the profile of the business account to include the relevant information they wish to display (Ranti & Pratomo, 2022). The professional account offers various advantageous features that can be utilized by business professionals, including the ability to advertise products and services, schedule posts, or upload created content. Furthermore, users can monitor insights related to their managed accounts. These insights provide a progressive view of account performance over time, enabling users to identify effective strategies for managing their Instagram owners.

Instagram's social media management requires specific strategies to get maximum results, especially when promoting products and services so that the content can attract audience interest. These strategies include content production techniques in the form of photos and videos consistently. Smartphone cameras assisted in creating or producing content for the trainees. Participants were trained to take proper photos and videos and product positioning to the appropriate angle of taking photos and videos so that they could become the center of attention. Although the training participants or business actors have not fully implemented the creative content production training results, it is hoped that the knowledge gained can be implemented in the future when needed by business actors in Kranggan Market Yogyakarta.

Other Instagram social media management strategies that were socialized to the participants were the creation of captions and the use of hashtags related to the content produced and the name of the location due to the broad reach of hashtags. Captioning is tailored to the content to attract the audience. Audience analysis must be done first so that account users, namely business people in Kranggan Market Yogyakarta, can know the characteristics of their audience so that the language style used is adjusted. The caption should not be too long; the first sentence should contain key information, persuade the audience to read the caption, and be equipped with instructions to do something or a Call to Action (Nathania, 2024). Participants are also advised to repost through Instagram Stories on posts or uploads from other accounts that tag the @pasarkranganyk Instagram account. Vice

versa, asking other account users to repost or repost the content produced so that it can reach a broader and more varied audience. Businesses can also collaborate with other large accounts to promote Instagram accounts and the products and services offered at Kranggan Market. Thus, efforts to increase sales that were previously stuck can be optimized.

Conclusion

Consistent management of Instagram @pasarkrangganyk as a promotional medium can expand the reach of Kranggan Market consumers and attract more visitors. The assistance of Instagram social media management to business owners in Kranggan Market to answer the problem of declining sales was welcomed by business owners or training participants. Business owners in Kranggan Market began to understand and realize the importance of optimizing Instagram social media to support the effectiveness of their business activities. Instagram's social media management cannot be separated from producing creative and engaging promotional content and implementing strategies, so engagement on Instagram's social media can increase consumer buying interest. The availability of professional account features makes it easy for users to monitor and measure the development of their accounts from time to time and identify which promotional content has high engagement. However, businesses in Kranggan Market have not fully implemented these practices. Therefore, further assistance regarding digital marketing needs to be carried out, especially content production, according to today's trends and how to analyze business or professional accounts' performance. This is done so businesses in Kranggan Market can independently and optimally utilize Instagram social media features to promote the products and services offered to increase sales.

Acknowledgment

Community service in the form of Instagram social media management assistance to business actors in Kranggan Market, Yogyakarta, and the writing of this article cannot run smoothly and be adequately completed without the support and contribution of Mr. Marjono as Head of UPT Pasar Kranggan Yogyakarta; Paguyuban Makmur Pasar Kranggan Yogyakarta; Dusung Petung community service team, Magelang; Bureau of Research Center, Community Service and Cooperation of Universitas Mercu Buana Yogyakarta; and Faculty of Communication and Multimedia Sciences Universitas Mercu Buana Yogyakarta. Hopefully, productive cooperation and collaboration will continue to be established. The service team

will continue to strive to contribute to the community through various activities that have added value.

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