
TRAINING IN THE USE OF SOCIAL MEDIA TO ENABLE RESIDENTS TO TAKE UP ENTREPRENEURIAL OPPORTUNITIES IN SUB-DISTRICT RT 01/RW 08, TEGAL GUNDIL, BOGOR CITY

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Abstract

Information technology is currently developing very rapidly. These developments affect the way we live and the way we carry out our daily activities. With the ever-increasing use of the Internet, people can easily and quickly access almost any information they need. Many people use various social media platforms to interact and communicate with others for business purposes, to share daily activities and to socialise with each other online. In addition to being a communication tool, social media also has a business function. This training was conducted to provide the training participants with the insight that opportunities for entrepreneurship can be discovered using social media, especially Instagram and WhatsApp, if these social media platforms are used extensively and actively in the daily lives of the participants. The training was conducted using the lecture method with participants from RT 01/RW 08 Kelurahan Tegal Gundil Kecamatan Bogor Utara Kota Bogor. The training aimed to create new awareness so that the participants would be able to apply the training materials in their daily lives.

Keywords: Social Media, Entrepreneurial Opportunities, Information Technology

Introduction

The use of information technology is an inevitable part of human life in this era. Information technology is used in almost all areas of human activity and endeavour. In addition, information technology makes it easier for people to access a variety of information.

Based on the latest survey by the Indonesian Association of Internet Service Providers (APJII), the number of internet users in 2021 will be 210,026,769 people out of the total population of Indonesia in 2021, namely 272,682,600 people. People use the internet, including instant messaging and social media, by 98.02 percent. The rapid development of information technology affects the lifestyle of the community. People use the Internet for everything from socialising to doing business.

The current digital era allows people to start and develop businesses that can be marketed through social media. Social media is a two-way activity in providing information that can spread automatically (Kusumadewi, 2020). Social media is dynamic, not bound by distance and time. Social media can be used to market business products online. With social media, communication between sellers and buyers regarding the products and services being promoted becomes easier and faster. Social media can reach more people to know about the products and services offered.

Based on the results of observations and interviews, the residents of RT 1 / RW 8 Tegal Gundil Kelurahan, North Bogor Subdistrict currently use social media more to upload status, document memories, learn and explore things, make friends, and fill leisure time. In fact, social media provides entrepreneurial opportunities that can bring financial benefits to the residents to improve their standard of living.

Methods

Research methods

Scientific research has two types of approaches, namely qualitative and quantitative research methods. This research uses qualitative research methods. Qualitative research is descriptive and tends to use analysis. Theoretical foundations are used to guide research according to facts in the field.

Qualitative research aims to explain phenomena by collecting data in as much depth as possible. Data in the form of narratives, expressions, stories and original language from the construction of respondents or informants were collected using in-depth interview and observation techniques.

Researchers use descriptive data in the form of written or spoken words from the people observed. Researchers analyse events, phenomena, attitudes, beliefs, social dynamics and perceptions of a person or group about a matter.

The data collection stage is carried out using observation and in-depth interview techniques. Observation techniques not only measure the attitudes of respondents but are also used to record various phenomena that occur. This technique is very appropriate for research purposes that study human behaviour and work processes. The observation technique is very appropriate when the number of respondents is not too large. Researchers can use participant observation, which involves being directly involved in the daily activities of the respondents or situations that are being observed as a source of data. Observation was carried out on the residents of RT 01/RW 08 Tegal Gundil Village, North Bogor Subdistrict. Observations were conducted to obtain information on the use of social media by residents in their daily lives.

The interview technique is carried out by collecting data face to face and through direct question and answer between researchers and respondents. The unstructured interview technique was used by the researchers using a free interview guide, which contains only important points that the interviewer wants to get from the respondent. The interview was conducted to explore the purpose of citizens' use of social media in their lives.

Based on the data collection, it can be concluded that the training method is the most appropriate to provide insight and increase knowledge for residents to use social media not only for socialising but also as an entrepreneurial opportunity.

The stages of this training are as follows:

1. Data collection through observation and interview methods.
2. Delivery of training using lecture method
3. Evaluation of training activities

2. Place and time of the activity

a. Place of Activity

The social media training was conducted at Cinta Baca Library, Complex Bogor Baru Blok A3/8 RT 01/RW 08, Tegal Gundil Village, North Bogor Subdistrict.

b. Activity Time

Day: Friday, 26th August 2022
Time: 15:00 -18:00

3. Training materials

a. Social media

Social media is a medium on the Internet that allows users to present themselves and engage in various interactions, collaborate, share information, communicate with other users and form virtual social ties (Nasrullah, 2020).0

One of the main categories of social media is social networking, where social media is used as a means that can be used for interaction. The main feature of social networking is that users can form new friendship networks based on their interests, similarities or interest in the same things, such as similar hobbies. The benefits of social media for business are

1. Find potential customers quickly.
2. You can analyse potential customers because you can find a lot of data about your target customers.

3. Give feedback more quickly and easily. The faster the response, the higher the level of customer confidence.
4. Attract customers because social media can generate interest in other potential customers.
5. Branding, because social media is a place for consumers to review products.
6. Competitive intelligence by analysing the tactics used by competitors.
7. Share information faster by using the sharing feature to post information to multiple social media sites at once.
8. The easiest and cheapest way of promotion, but can reach a wider and faster potential customer base.

Instagram social media is a medium for taking photos and sending them quickly. Activities carried out on Instagram include:

1. Following, where users can follow each other or make friends.
2. Liking, where users can like uploaded videos and photos.
3. Comment, which is an activity of expressing opinions through sentences.
4. Mention, which allows users to tag other users.

WhatsApp is a category of social media that allows users to send and receive messages using an internet connection.

The features of WhatsApp are:

1. Personal or group chat.
2. Users can send messages containing text, audio, document files, photos and videos to other users. Group chat usually consists of multiple users.
3. Share information and messages.
4. Community media.
5. Video and voice calls
6. Business media.

WhatsApp as a business medium is used for business activities such as promotions, information and reservations.

Business opportunity is a process of identifying opportunities to start a new business.

The objectives of business opportunities include the fulfilment of desires, which can be in the form of profit, money, wealth, inner satisfaction, popularity, social status and so on. Therefore, resources such as money, capital, knowledge, skills, extensive relationships and experience are needed to support business activities.

DISCUSSION

Developing an entrepreneurial spirit and looking for business opportunities is something that is done by various groups of people today. This is in line with the development of information technology, which is able to support the development of entrepreneurial efforts. Starting your own business is a promising way for the community. However, people need to understand the situation around them, starting with the state of the community, the country's economy and, most importantly, the opportunities for entrepreneurship.

The training will be conducted to provide insight and knowledge on the benefits of using social media, especially Instagram and other social media platforms.

WhatsApp as an entrepreneurial opportunity for residents.

The training was conducted not only through the presentation of materials, but also through an example of a home-based business owned by one of the residents in the same housing complex.

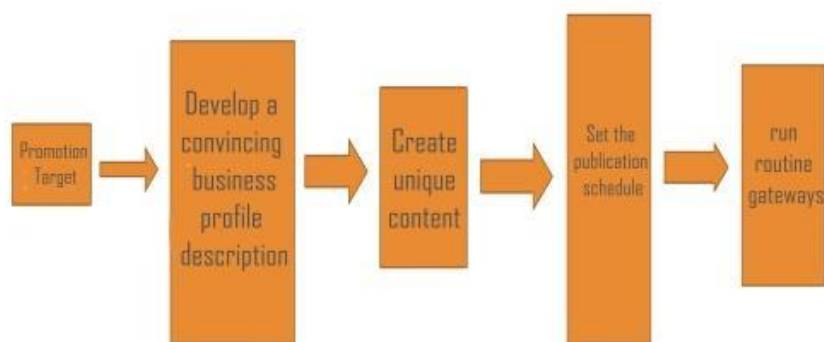
The type of business is a home-based business with the brand HolindoPasteria. In the Instagram display, online promotion consists of advertising and personal selling. Advertising is displayed in the form of Instagram ads by offering discounts or reductions, and giveaways in the form of free products.

Residents practise becoming followers of the bakery's IG and can immediately comment or ask questions about the product. Residents can see that the bakery's choice of Instagram as an active promotional medium, with photo and video uploads, encourages consumers to buy.

Residents were also given an insight into the Instagram business, which makes it easy to set up ads, such as setting demographics, setting budgets and analysing whether ads are on target. The first step is to create a post, then use an attractive image, compelling wording, the right placement of the area and the use of hashtags. Feedback can be seen from various comments in the comments section or by DM (direct message).

The residents were also given knowledge on how to create a flow to optimise the use of Instagram with the following diagram:

How to improve a business with help of Instagram



The use of Instagram applications through videos by showing or explaining in detail the products being promoted. Residents can see a video of the bakery's production process, increasing confidence in the products offered and reducing doubts. Residents can react immediately to the product details shown in the video.

The use of Instagram can also add links to large e-commerce accounts such as Tokopedia by tapping on Add New Link. This method increases sales of residents' products. Residents can also read reviews from customers of the bakery. Positive reviews are a form of free advertising and will influence the decision of other potential customers to buy the product. Each review can be responded to as a form of appreciation from the business owner.

The importance of responding to reviews is that if there are negative reviews, it will affect the business's sales. For this reason, business owners must explain why negative reviews occur and try to resolve them with good communication so that the image of the business remains good. In addition, having a large number of followers who are active in providing comments can help a business to get a high level of engagement on its Instagram account.

Ways to do this include providing quality content, improving the feed, using hashtags, considering the time of upload, promoting on other social media platforms and using the follow unfollow technique.

For example, for the community-owned bread business used as an example in this training, promotional posts are made at weekends to attract the attention of potential customers to consume the product with the family over the weekend. In addition, potential customers are interested in becoming followers of the business's Instagram account to request detailed product information, place orders, and so on.

Residents were given an insight into the use of WhatsApp, specifically WhatsApp Business, to facilitate their business activities. The bakery listed the WhatsApp number to contact them on its Instagram page. This allows interactions to easily take the form of conversations about detailed information, prices, payment methods and delivery of the products being advertised. WhatsApp makes it very easy for both parties to follow up on business transactions.

Material on different ways of posting on WhatsApp was also provided, considering the importance of the appearance of product photos in attracting the attention of potential customers. The colour scheme, image design and phrases

posted on WhatsApp must have a sales message. Residents can see the appearance of product advertisements posted on WhatsApp from the bread shop owned by the residents used as an example in this training, followed by requests for detailed product information, to which the seller responds quickly.

Based on the above description, it can be concluded that social media, especially Instagram and WhatsApp, play an important role in creating entrepreneurial opportunities among the residents of RT 01/RW 08 Tegal Gundil North Bogor. This training activity was conducted for the residents because there are still many residents who only use social media for socialising. Social media commonly used by the residents are Instagram and WhatsApp. The use of these two social media can be done by promoting residents' businesses. The benefits obtained by residents are economic benefits, namely additional income for them.

Evaluation of Training Activities

1. The use of social media such as Instagram and WhatsApp has not been maximised by residents for entrepreneurship, so it is hoped that the training will provide new insights into entrepreneurship opportunities by using social media that are used in residents' daily lives.
2. Training with the lecture method makes it easier for residents to understand the training material. The presence of discussions, direct practice of using social media for business, as well as providing direct examples of the efforts of residents who have successfully run a business using social media, it is hoped that residents will be interested in starting a business from home.
3. There is a high level of enthusiasm among residents to run a business using social media, particularly Instagram and WhatsApp.

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