

Design of Education and Training for Instagram Mobile Application to Facilitate Digital Marketing for SMEs

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Abstract

The rapid growth of social media and mobile applications, such as Instagram, has created significant opportunities for facilitating digital marketing for SMEs. The purpose of this research is to design and implement a specialized education and training program focusing on the use of the Instagram mobile application to facilitate digital marketing for SMEs. This study employs a qualitative descriptive approach to provide a comprehensive description of the design of education and training for the Instagram mobile application. Data collection techniques include observation and interviews with a sample of 10 respondents. The interview results indicate that with the appropriate resources, it is possible to expand marketing efforts and reach a larger number of potential customers. Active interaction and constructive feedback enhance the success of training and business growth through Instagram. The observations have resulted in an effective training design, where the training activities involve visual presentations, group discussions, and direct demonstrations. Participants practice using Instagram and then participate in a test followed by a group discussion. This research concludes that the training program successfully achieves its objectives, as participants engage in visual presentations, group discussions, and hands-on exercises using Instagram, while gaining the understanding and skills required for utilizing the platform.

Keywords: Education and Training, Social Media, Learning Media, Digital Marketing

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INTRODUCTION

Education is one of the efforts to enhance the welfare of society. Therefore, education plays a crucial role in nation-building by producing human resources. High competitiveness can be achieved through education (Norhikmah Sya Baniah & Richart Singal, 2021). Essentially, education is a deliberate effort to shape one's personality (Triwinarti, 2020).

Flippo stated that "education" is a plan to enhance a person's fundamental knowledge, including the growth of philosophical understanding and a person's capacity to act. The standard of human resources can be improved through education to meet industry demands (Manaf, 2012). Through education, a worker gains information, systematic problem-solving skills, and the perseverance needed to achieve specific goals. The performance standards of each student or teacher can be enhanced through training. A person's daily life can become more active in their work after receiving instruction..

Training often refers to the steps taken by a business plan to assist employees in acquiring job-related competencies. In shaping the character of workers within a company, education and training are crucial (Fahri, 2019). This is seen as a primary tool that can transform someone's mentality and thinking to tackle more important and challenging tasks. Furthermore, training has advantages including rapid turnover to enhance resource performance and capabilities, low costs, and various ways that can be tailored to resource needs. As a result of the acceptance and application of the required knowledge post-training, providing training influences employees' motivation.

It is considered a primary tool that can transform a person's mentality and thinking to perform more important and challenging tasks. Furthermore, training has advantages, including rapid turnover to improve resource performance and capabilities, low costs, and various ways to tailor to resource needs. As a result of the acceptance and application of the knowledge acquired during training, providing training has an impact on employees' motivation. Training is a task intended to improve performance in a particular profession or in a job related to that profession (Naa, 2017). Training is a systematic process used to develop the skills, information, and behaviors required by an organization to carry out its tasks. Leaders play a crucial role in motivating their employees to work well after receiving education and training.

Therefore, (Alfajri et al., 2019) the design of education and training for the mobile application Instagram in digital marketing for Micro, Small, and Medium Enterprises (MSMEs) is based on the general issues that occur in Human Resources. In the corporate world, it is crucial for a product to be sold in line with current trends using digital technology, particularly digital marketing tactics. Utilizing the mobile application Instagram has proven to be one of the most efficient ways to build an online presence and reach a larger target demographic in the face of these challenges. One of the most widely used social media platforms, Instagram, has a range of features that allow MSMEs to advertise their products and services in an engaging and dynamic manner. Digital marketing, specifically, or digital marketing tactics, (Calvin et al., 2023) assert that all marketing activities using digital platforms, including the internet, social media, email, mobile applications, and online platforms, are considered digital marketing. Online platforms such as the internet, social media, email, mobile applications, and other digital media are used for research purposes and different web channels.

Instagram is one of the most widely used social media platforms. Instagram is a microblogging tool primarily designed to allow users to share photos (Nainggolan et al., 2018). Instagram was founded by Systrom and Mike Kringer, which was later integrated into Burbn Inc. before being acquired by Facebook in 2012. In addition to its main role as a photo uploader, Instagram has 16 photo editing effects and the ability to share short videos. Instagram allows users to collaborate on images and videos, which can then be shared on websites such as Facebook, Twitter, Flickr, and Foursquare

(Permata, 2017). The use of social media is one of the latest innovations in digital marketing. TikTok, Facebook, Twitter, Instagram, LinkedIn, and other social media sites have become significant places for businesses to develop their brands and promote their products online. Furthermore, digital technology has enabled businesses to use analytics and data to enhance the effectiveness of their marketing initiatives (Azhari & Ardiansah, 2022).

The aim of this research is to provide appropriate education, training, and mentoring to MSMEs so that they can harness the potential of Instagram to reach more customers and enhance their business growth. MSMEs need to overcome these challenges by improving their analytical capabilities and safeguarding customer data security, as well as enhancing the understanding and skills of MSMEs, especially young entrepreneurs, in digital marketing by utilizing digital technologies such as mobile applications, social media, websites, and other digital platforms.

Moreover, this training aims to provide participants with a comprehensive understanding of the training material through visual presentations and group discussions. Additionally, the training aims to deliver detailed material through presentations and direct demonstrations. Participants will be given examples of effective Instagram usage and opportunities to practice creating posts, managing content, and interacting with followers. Participants' understanding will be assessed through written tests, and feedback will be provided through group discussions. Additionally, participants will receive information about the next steps after the training.

METHODS

This research utilizes a qualitative approach to design education and training for the Instagram mobile application to facilitate digital marketing for SMEs. The research employs a descriptive research design involving 10 respondents from a total of 27 micro, small, and medium enterprises (MSMEs) as the focus is to provide a comprehensive description of the implementation of education and training for the Instagram mobile application. In this study, the author will prepare a needs design to carry out education and training for the Instagram mobile application to facilitate digital marketing for SMEs. The data collection techniques used are observation and interviews (Rafiah & Kirana, 2019). Qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perception, motivation, or actions (Gibran & Ramadani, 2021). On the other hand, the descriptive method describes the condition of a specific object or event based on observable facts, followed by an effort to draw general conclusions based on historical facts.

RESULTS AND DISCUSSIONS

Non-formal education, including training, is a form of education that offers flexibility and learning opportunities that can be tailored to the needs and schedules of learners (Mustangin et al., 2021). In the implementation of learning, decisions must be made to determine the timing and location of the learning process for effective organization (Said et al., 2022). The educational and training aspects in marketing play a crucial role in the development of SMEs.

The initial stage of education and training for the Instagram mobile application involved interviewing a total of 10 respondents. The interview results are presented in the following table:

Table 1. Interview Results Table

No.	Instagram Status	Quantity	Description
1	Already Have Instagram	4	Active
2	Already Have Instagram	2	Has an account but inactive

3	Do Not Have Instagram Yet	3	Does not have an Instagram account
4	Do Not Have Instagram Yet	1	In the process of registering for Instagram

Based on the conducted interviews, there are 4 respondents who already have an active Instagram account. This indicates that these respondents have successfully adopted Instagram as a tool for digital marketing and actively manage their accounts. Their presence on Instagram can provide competitive advantages and enhance their business exposure. 2 respondents have Instagram accounts but are not active in using them. This suggests untapped potential that needs to be fully utilized. In this case, a more intensive approach and training are needed to help these SMEs understand and optimize the use of Instagram in their digital marketing efforts. By actively using their Instagram accounts, they can increase visibility and engage potential customers.

There are 3 respondents who do not have Instagram and do not have an account at all. This indicates that there are SMEs that have not yet tapped into the potential of digital marketing through Instagram. It is important to provide education and training to these respondents about the benefits and usage of Instagram as an effective digital marketing tool. By introducing them to Instagram, these SMEs can expand their marketing reach and reach more potential customers.

There is 1 respondent who does not have Instagram but is in the process of registering. This shows that this respondent is aware of the importance of being present on Instagram and is taking steps to leverage it. In this case, further education and training can provide them with the knowledge and skills needed to start digital marketing using Instagram once the registration process is completed.

These findings indicate that there is still a significant opportunity to enhance the use of Instagram as a digital marketing tool for SMEs who do not have it or are not actively using it. By providing appropriate education, training, and mentoring, SMEs can leverage the potential of Instagram to reach more customers and enhance their business growth. Active and collaborative interactions will facilitate the exchange of ideas and better understanding among participants. Adequate resources will assist participants in understanding and applying digital marketing concepts through Instagram more effectively. Proper evaluation and constructive feedback will aid in the improvement and development of training in the future. The positive impact will demonstrate the success of the training in providing direct benefits to the participants.

Observation Data on the Design of Education and Training for Mobile Instagram Application

In addition to the interview phase, the researcher also conducted observations by directly observing in the field.

Table 2. Observation Table related to the design of education and training for the Instagram mobile application to facilitate digital marketing

Training Theme : Instagram Social Media Training					
Instructional Objective:					
Participants will be able to understand and master the effective use of Instagram social media for personal and business purposes.					
Sequence of Learning	Activities Outline (Activity Steps)	Content	Method	Media and Tools	Durati on
1	2		3	4	5
Introduction Phase					
Brief Descriptio	Provide a brief overview of the		Visual presentat	Slide presentati	20 minute

n of Training Content	content that will be taught in this training, such as Instagram introduction, marketing strategies, and creative tools usage	ion	on, projector	s
Relevance of Content and Benefits	Explain why this training is important and relevant for participants, both for personal development and their business needs	Group discussion, question and answer session	Whiteboard, markers	15 minutes
Presentation Phase				
Brief Description of Content	Provide detailed explanations about the features of Instagram, creating an attractive profile, content management, and optimizing follower engagement	Presentation, live demonstration	Slide presentation, computer or laptop, projector	30 minutes
Giving Examples	Show effective examples of Instagram usage in personal and business contexts, such as case studies and successful strategies implemented by other Instagram users	Case studies, visual presentation	Slide presentation, Instagram content examples, projector	30 minutes
Exercises	Provide participants with the opportunity to directly try using Instagram, creating posts, managing content, and interacting with followers. Participants can also be given creative exercises, such as creating visually appealing content	Hands-on practice, Q&A, small group discussions	Computer or laptop with internet access, smartphone with installed Instagram app	90 minutes, depending on the complexity of the exercises and participant interaction.

Closing Phase

Formative/ Summative Test and Feedback	Conducting a test to measure participants' understanding of Instagram usage and providing feedback on the test results. The feedback can include explanations of correct answers, key points to consider, and recommendations for improvement.	Written test, group discussion for feedback	Test papers, pencils, whiteboard, markers	30 minutes for the test, followed by 20 minutes for discussion and feedback
Follow-up	Providing information about the next steps that participants can take after completing the training, such as additional resources, community groups, or relevant further training	Discussion, question and answer session	Slide presentation, projector, whiteboard, markers	20 minutes

Total duration: 4 hours and 25 minutes

The results of the conducted observation indicate that the training design provides a learning process that begins with a brief description of the training content. This is done through visual presentations displayed via slide presentations using a projector, and participants engage in group discussions through question and answer sessions. The training content is delivered in detail through presentations that involve live demonstrations. In the presentation phase, there are also activities that provide effective examples of Instagram usage in personal and business contexts. This is done through case studies presented using visual presentations, and participants are given the opportunity to practice using Instagram directly. They create posts, manage content, and interact with followers. Additionally, participants can engage in creative exercises such as creating visually appealing content. A test is conducted to measure participants' understanding of Instagram usage. The test is administered using test papers and pencils as the media and tools. After the test, a group discussion is conducted to provide feedback on the test results. Discussions and question and answer sessions are held to provide information about the next steps that participants can take after completing the training.

Education and Training

The results of the research show that education and training can provide direct benefits to the participants. Previous studies have indicated that "Higher education can support the operations of growing micro clothing manufacturing businesses" (Elshifa et al., 2023), supported by several related research. According to this research, growing micro-business owners require sustainable general business support as well as specific support in areas relevant to their industry. Collaboration between higher

education institutions and business incubators can offer this assistance. (Mulyadi et al., 2020) Researching how graduates from non-formal adult education and training facilities are motivated and provided with the tools they need to launch their own micro-enterprises, either individually or in groups. This study found that the key variables driving this are the "learning-by-doing" training style and the formation of entrepreneurship groups during the program. High-quality education and training can play a role in building the capacity of small industries, thus enabling them to access financing and business management.

Mobile Application Instagram to Facilitate Digital Marketing

Based on the data obtained, it can be concluded that the training material provided in the education of the Instagram mobile application for digital marketing is highly relevant to the needs of SMEs, which often have resource limitations and may lack in-depth understanding of digital marketing. Therefore, training material that covers basic understanding of Instagram, digital marketing strategies, and creating engaging content is crucial. With a strong understanding of the Instagram platform, SMEs can maximize the potential of digital marketing, reach a wider audience, and strengthen their brand presence online. The level of understanding of digital marketing among SMEs may vary. Therefore, well-designed training material that caters to these diverse needs is highly important. Well-structured training material will accommodate varying levels of understanding, ranging from beginners to advanced levels. With this approach, the training can provide significant benefits to all SMEs, strengthen their knowledge foundation, and help them advance to the next level in digital marketing.

According to previous research (Rate, 2023), the importance of using social media as a promotional tool has surpassed traditional methods. Social media platforms allow for broader interaction with users in need of such information. Instagram, as one of the social media platforms, has changed users' perspective when using the internet. (Widyastuti et al., 2016) Users are more inclined to engage socially, and from an Instagram user's perspective, interactive and social marketing becomes more crucial in targeting consumers. Supporting research on marketing campaigns also shows that social media usage is not limited to traditional means but also provides better access to all consumers in need. In this context, social media plays a significant role in transforming users' behavior when using the internet, with a focus on using social marketing techniques to reach consumers (Indriyani & Suri, 2020).

CONCLUSION

This research demonstrates that education and training on the Instagram mobile application play a crucial role in facilitating digital marketing for the success of SMEs. To enhance the accessibility of education, it is important for policymakers and stakeholders to provide practical and easily accessible training programs, as well as create a positive institutional environment. In this context, Jakarta can promote the expansion, competitiveness, and long-term sustainability of the micro-business sector. These holistic measures can support overall economic growth and reduce poverty rates. The training has successfully achieved its objectives. Participants engaged in visual presentations and group discussions, ensuring a deep understanding of the training material. Effective examples of Instagram usage through case studies and visual presentations provided additional inspiration. Participants also had hands-on practice using Instagram, creating posts, managing content, and interacting with followers. Written tests and group discussions provided valuable feedback. The training provided information on the next steps after the training. Overall, the training successfully provided understanding and skills related to the use of Instagram.

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