

## Everything is Possible on Social Media: Using Instagram as an Eco-print Marketing Media in Serang Village, Purbalingga Regency

<sup>1</sup>Reni Shinta Dewi, <sup>1</sup>Agung Budiarmo, <sup>1</sup>Dinalestari Purbawati, <sup>1</sup>Soraya Chairina

<sup>1</sup>Universitas Diponegoro, Indonesia

\*Corresponding author

E-mail: [renidinza@gmail.com](mailto:renidinza@gmail.com)

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### Abstract

**Purpose:** The study aims to address the impact of the COVID-19 pandemic on sectors including eco-print products produced by Gallery Yupa Eco-print in Purbalingga. The shift in consumer behavior from offline to online has posed challenges such as the halt of exhibition activities, preventing the introduction of products to potential consumers.

**Method:** The service activities carried out by the Undip PKUM (Strengthening Community Leading Commodities) Team involve providing Digital Marketing training and assistance, particularly on Instagram social media. The Participatory Rural Appraisal (PRA) approach is used in this activity, which is a method for studying rural conditions and life from, with, and by village communities.

**Practical Applications:** The training and assistance aim to increase consumer awareness, especially introducing Eco-print as a unique and environmentally friendly contemporary handicraft. This approach is considered appropriate as it empowers the community to independently solve the problems they face.

**Conclusion:** As a result of the PKUM service activities, Gallery Yupa Eco-print was able to promote their products via social media, specifically Instagram, and began to gain awareness from consumers or potential customers. This indicates the effectiveness of the implemented methods in addressing the challenges posed by the pandemic.



## Introduction

The development of information technology has changed the scope of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated throughout the world-digital (Ascharisa, 2018). Marketing activities that utilize sophisticated digital technology are often called digital marketing. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries, and potential consumers (Purwana et al, 2017). The increasingly rapid progress in science and technology currently aims to provide assistance to humans in reducing the burden of daily activities and providing information that is faster, more accurate, and precise. Especially in Indonesia, the development of information technology has experienced a significant increase over time. This is influenced by various factors, such as an expansion of the internet network, increase in internet capacity, adoption of the latest more efficient internet and communications technology, growth of smart devices, the emergence of various social media and electronic commerce platforms, as well as an increase in the number of people who are proficient and active in using the internet (Lipsus, 2019). As a country located in the Asia Pacific region, Indonesia is part of a total population of around 4.3 billion people in the region. More than half of the population, around 56% or around 2.42 billion individuals have access to the internet, and almost half, namely around 2.14 billion people, actively use social media (Ramadan, 2020).

Utilizing social media as a marketing tool has become a very important and effective strategy for many businesses in today's digital era. Social media allows companies to communicate directly with their audiences, promote products or services, and build strong relationships with customers. Social media as a marketing medium has become a key element in business marketing strategies in the digital era. The emergence of social media platforms such as Facebook, Instagram, Twitter, TikTok, and others has changed the way companies interact with their audience and promote products or services. Using social media as a marketing medium can provide great benefits for businesses, both large and small. However, it is important to have a clear strategy, understand the target audience, and carry out social media activities with consistency. Additionally, businesses also need to adapt to changes in social media and technology trends to remain effective in their marketing efforts.

The digital era forces MSMEs to adapt to these conditions, while not all MSMEs understand and can carry out digital marketing as a tool that can be used to reach a wider market. For this reason, training and assistance with activities on social media for MSMEs is needed. The training is intended so that MSME players know and understand what social media can help them in introducing their products. Assistance is provided so that MSME actors can directly operate social media as an effective marketing tool so that MSME actors can take advantage of technological advances so that they can enlarge their market not only within the country. Based on McKinsey research results, only around 30% of companies in Indonesia use digital tools to develop their business (Woelandari & Setyawati, 2019). Therefore, it can be concluded that the potential for digital marketing in Indonesia is still very large. The use of digital-based marketing concepts gives hope for Micro, Small, and Medium Enterprises (MSMEs) to develop in marketing their products online and carrying out transactions through online banking systems (Sulaksono, 2020). One technique that makes it easier to access and publish information is through social interaction, especially through social media (Sulaksono, 2020; Woelandari & Setyawati, 2019). One application that accommodates sales promotions is the TikTok application. TikTok is an application from China which was able to become one of the favorite downloads in 2020. It was recorded that during 2020 in June 2020 TikTok was the number 1 favorite non-gaming application most popularly downloaded by internet citizens (CNN, 2020). This situation then made Tiktok become one of the promotional media which was then looked at by content creators in the world and even online traders to market their products.

One industry that utilizes the Instagram application is Yupa Eco-print. Eco-print comes

from the word "eco" which comes from the words "ecosystem," which refers to nature, and "print" which means to print. This eco-print coloring technique was first introduced by India Flint. The process of making eco-print batik involves transferring colors and shapes directly onto the fabric. The eco-print technique is a process for transferring the color and shape of plant leaves onto fabric directly. The application technique involves attaching colored plant leaves to the fabric and then boiling the fabric to test the color resistance of the plant. This eco-print technique is part of the development of eco-fashion, which aims to create environmentally friendly fashion products. Eco-print is a printing technique that uses natural dyes. This is a simple technique and does not involve machines or chemicals. This technique can be applied to materials that have natural fibers such as cloth, paper, canvas, and cotton, which can absorb color effectively. The uniqueness of eco-print lies in the fact that this process can only be used once and cannot be repeated. The dyes used, such as leaves or flowers, will differ from one place to another. It cannot be guaranteed that the two sides of the leaf used will be the same. which can absorb color effectively. The uniqueness of eco-print lies in the fact that this process can only be used once and cannot be repeated. The dyes used, such as leaves or flowers, will differ from one place to another. It cannot be guaranteed that the two sides of the leaf used will be the same. which can absorb color effectively. The uniqueness of eco-print lies in the fact that this process can only be used once and cannot be repeated. The dyes used, such as leaves or flowers, will differ from one place to another. It cannot be guaranteed that the two sides of the leaf used will be the same.

This service activity was carried out in Serang Village, Karangreja Purbalingga District. This area is one of the areas producing eco-print crafts. In this village, there are around 25 eco-print craftsmen who are members of the Purbalingga Eco-print Forum which is facilitated by the Purbalingga Regency Government. In this service, an eco-print business actor was taken, namely Yupa Gallery, which was founded in 2019. Yupa Gallery processes natural materials into crafts such as bags, cloth, scarves, clothes, shirts, t-shirts, sitting lamps, and products made from eco-print paper such as lampshades, hanging, book covers, etc., before COVID-19, Yupa Collection products had penetrated the American market and even started exploring the Malaysian and Bangladeshi markets. The pandemic has caused market demand to stop (Santosa, 2020). In marketing ecoprint crafts, Yupa Galery uses Instagram @galleryyupaijem to reach a wider market. The use of Instagram media is considered the most effective considering that most of Yupa Collection's target market is the millennial generation. Gallery Yupa will be a partner in service activities to strengthen superior community commodities (PKUM). The problems faced by eco-print business actors in this village are 1) Decreasing sales demand, causing problems in business development, 2) Cessation of various exhibition activities so that the products produced cannot be introduced to potential consumers, and 3) changes in consumer behavior patterns from offline to online. Based on the problems experienced by eco-print business actors in Serang Village, Karangreja District, Purbalingga, the Undip PKUM Service Team provides Digital Marketing Training solutions, especially the use of Instagram as a marketing medium to reach a wider eco-print market.

## **Method**

The partner in the service is Ecoprint SME - Yupa Galery located in the Serang area, Purbalingga Regency. Yupa Galery is one of the activists of eco-print crafts. The method used in this activity is through the Participatory Rural Appraisal (PRA) approach. This method is an approach method used to study rural conditions and life from, with, and by village communities, in other words, it is called an approach method of sharing, increasing, and analyzing their knowledge about village conditions and life, creating and acting (Mardiana et al., 2020). This activity includes preparation, counseling, and mentoring activities. Preparatory activities are joint activities between the team and the target group to determine the types of activities that have been prepared by the team based on the results of the initial situation

analysis and will be adjusted to actual needs and conditions. The activities continued with counseling, training, and mentoring by lecturers and accompanying teams to improve human resource capabilities, eco-efficiency, and application activities, which in this case were more focused on digital marketing training activities. Mentoring activities are carried out by the student support team (S-1) as a means of monitoring and evaluating activities, as well as a means of improving student skills and providing provision before entering the world of work. Evaluation is carried out in stages according to the work stages by paying attention to the achievement of success indicators at each stage. In general, the evaluation plan is as shown in the following table 1.

*Table 1. Activity Plan and Work Indicators*

No	Activity	DescriptionActivity	Success Indicators	Outputs
1	Preparation	Program improvement, recruitment of undergraduate students as assistants and coordination with partners	Prospective accompanying team (students), program and working draft	1. Students involved in community service (3 students) 2. Digital Marketing Training
2	Provision	Module preparation, counseling/training, improving schedules and distributing tasks	Modules, accompanying team and list and work schedule	1. Preparation of Digital Marketing Materials 2. Preparation of Digital Marketing Modules 3. Training Implementation Plan
3	Counseling/Implementation	Assistance in organizing galleries and eco-print products, training and managing Instagram accounts, content creation.	Participants, Modules and Teams	1. There were 10 training participants 2. Making videos for Instagram content needs 3. Instagram Account Creation
4	Monitoring & evaluation	Monitoring and evaluation	Monitoring and evaluation report	1. Evaluate Instagram content material 2. Number of Followers/Followers 3. Number of Posts

Source: Private Documentation, 2023.

## Result

The training and management activities focused on the use of Instagram as a marketing medium to increase awareness of Eco-print, particularly for Yupa Eco-print. This training was not exclusive to Yupa Eco-print but extended to all eco-printers in Purbalingga. The PKUM team carried out several stages in preparing for the training and managing social media. The first stage involved repairing and managing the Yupa Eco-print Gallery. This step was crucial, especially for future live sales. The gallery served as a platform to display and promote eco-print products. It also served as content for Instagram to increase user awareness, and popularity of eco-print products, and attract more visitors.

*Figure 1. Yupa Eco-print Gallery*

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Source: Private Documentation, 2021.

The second stage involved creating booklets that serve as guidelines for making Eco-print Batik. This process involved recording activities during the batik-making process at the Yupa eco-print batik gallery in Serang, Purbalingga, on June 10, 2021. The data collected was then processed into a booklet, which will be used in future eco-print batik training.

*Figure 2. Batik Eco-Print Booklet*



Source: Private Documentation, 2021.

Figure 3. Eco-Print Manufacturing Process



Source: Private Documentation, 2021.

The third stage involved creating a digital marketing module for eco-print batik craftsmen in Serang, Purbalingga. This module guided using digital marketing, including creating engaging content, building a website, and marketing products on e-commerce platforms. This module, prepared in August 2021, will be used in future digital marketing training.

Figure 4. Social Media Marketing Module



Source: Private Documentation, 2021.



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Figure 4. Creation Registration Letter

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Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00202379963, 12 September 2023

**Pencipta**  
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Alamat : Nagari Tani Kertanuban Nagari Tani, Kecamatan Sileu Kabem, Sileu Kabem, Srambangan, Surabera Utara, 21157  
Kewarganegaraan : Indonesia

**Pemegang Hak Cipta**  
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Jenis Ciptaan : **Modul**  
Judul Ciptaan : **SEMUA BISA DI SOSIAL MEDIA**  
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Jangka waktu perlindungan : Berlangsung selama 50 (lima puluh) tahun sejak Ciptaan tersebut pertama kali dilakukan Pengumuman  
Nomor pencatatan : 000512916

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Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.

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NIP. 199412061991031002



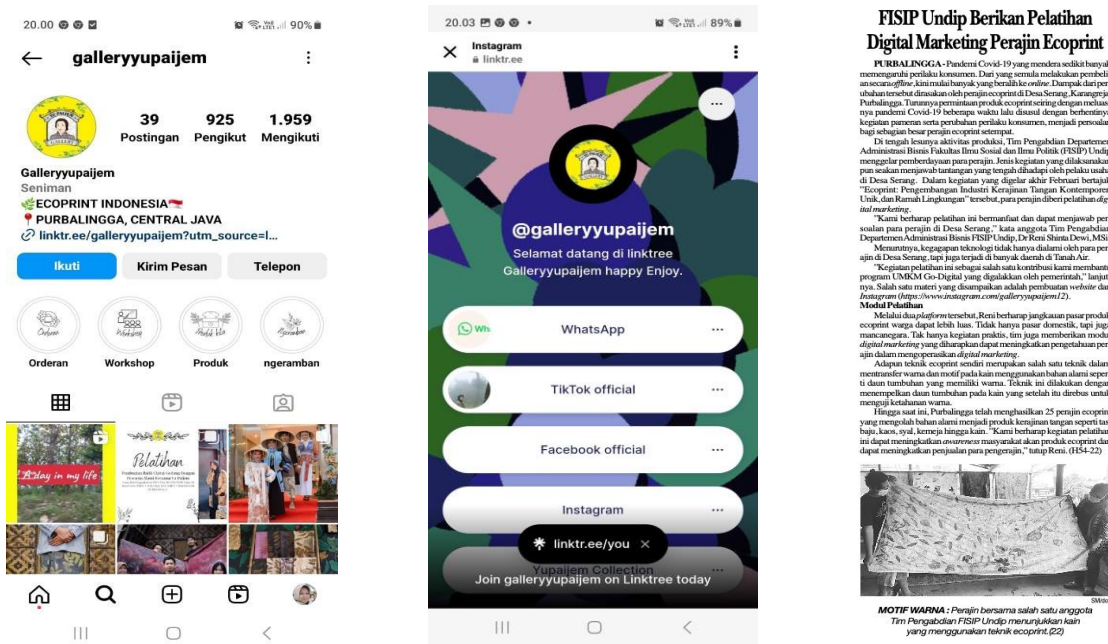
Source: Private Documentation, 2021.

The training aimed to guide marketing via social media, increase sales of eco-print batik through social media marketing, and increase brand awareness about eco-print batik, especially on Instagram. The digital marketing training was conducted at Gallery Yupa on July 2, 2022, and was attended by around 10 people, including eco-print batik craftsmen. The training covered marketing via Instagram and creating a link tree as contact information on social media. As a result, Yupa Eco-print was able to create an Instagram account and Link Tree to market their products.

Figure 5. Digital Marketing Training and The Resulting Output



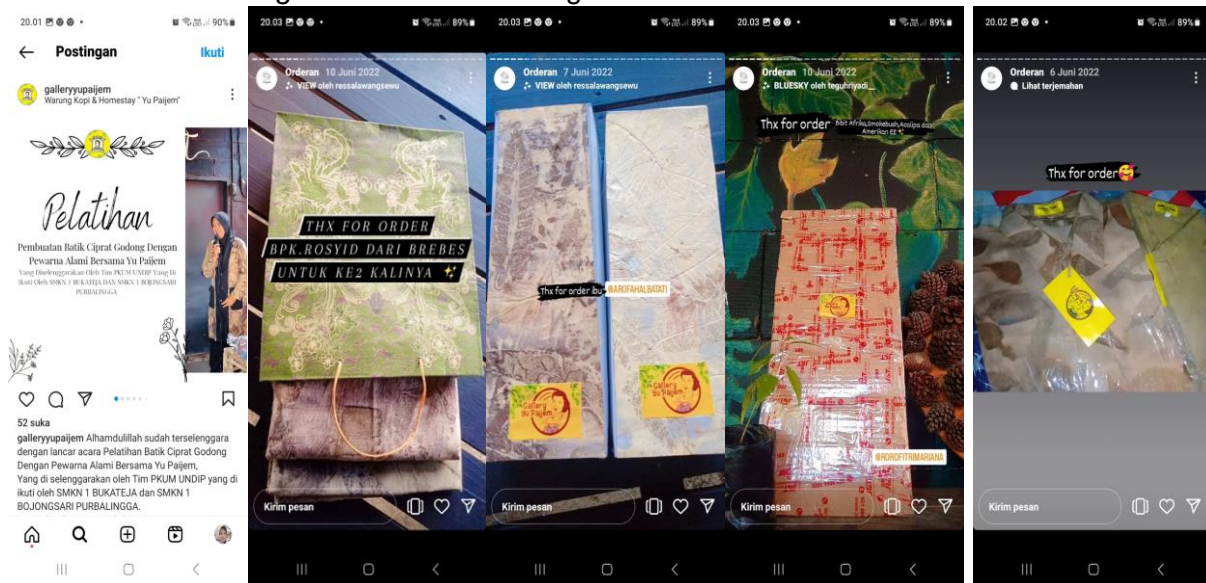
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Source: Private Documentation, 2021.

The fourth stage involved evaluating and monitoring the management of Instagram accounts, especially for Yupa Eco-print. The results showed positive outcomes with a total of 925 followers and 39 posts, as well as an influx of orders from several customers.

Figure 5. Form of Postings and Orders from Customers



Source: Private Documentation, 2021.

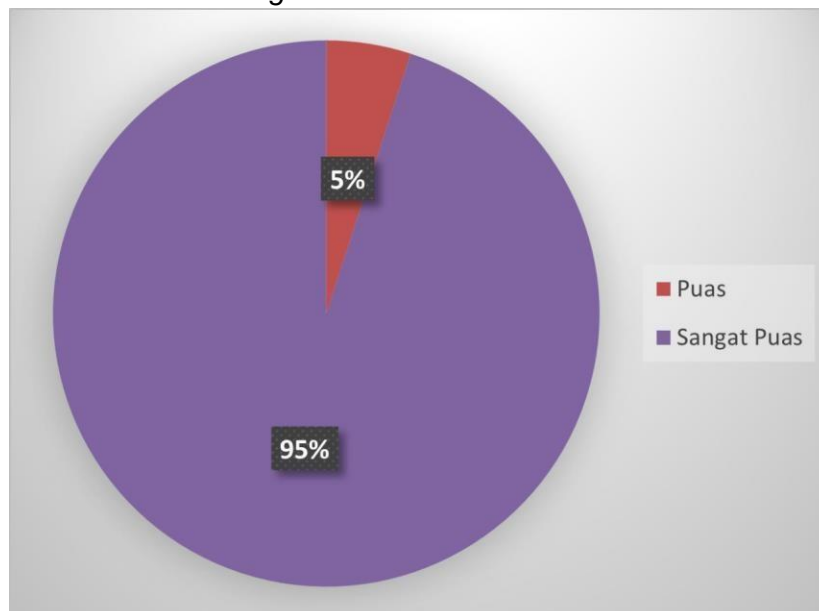
The final stage involved monitoring and evaluating the results of the activities carried out by the PKUM team. Monitoring was done after the service activity by distributing questionnaires to the participants to measure the effectiveness of the service implementation activities. The evaluation results showed that the service recipients were satisfied and had received the necessary training.



Table 1. Results of Partner Satisfaction Survey with the Undip PKUM 2022 Program and Implementation Team

Question	Units	Score
Team CompetencyImplementing PKUM Undip collaboration activities in carrying out work	Category 1	4.68
ResponsibilityImplementation Team for Undip PKUM Collaboration activities in completing the work	Category 2	4.80
Discipline in the time to complete work by the Implementing Team for PKUM Undip collaboration activities	Category 3	4.80
Effectiveness of implementing collaboration activities with PKUM Undip	Category 4	4.65
Suitabilitybetween TOR/KAK and the results of cooperation	Category 5	4.40
Average		4,666

Figure 6. Satisfaction Level



Source: Private Documentation, 2021.

## Discussion

Digital marketing strategy is often chosen by SMEs because it is a strategy to increase business at a low cost and is effective. This is because digital marketing can be accessed by anyone and anywhere as long as they are connected to the internet. Business people can more easily and quickly get information about their products and can communicate directly with contacts to increase their network. In addition, the advantage of digital marketing is that it is easier, cheaper or faster to communicate (Ryan & Jones, 2009; Chaffey and Smith, 2002). This is in line with the use of digital marketing used by Yupa Eco-print via Instagram, posts made by Yupa Eco-print get an average of 30 likes, with an average number of comments of 5 comments. The posts made by Yupa Eco-print itself are quite varied and do not always contain sales. In the world of digital marketing, audiences prefer types of posts that are entertaining and educational. So the audience doesn't feel bombarded with sales. However, sales are also something that needs to be done. To grow customer trust, Yupa Eco-print always shows orders from customers. This is one way to improve the shopping experience for

eco-print enthusiasts, especially if they have no previous experience. However, sales are also something that needs to be done. To grow customer trust, Yupa Eco-print always shows orders from customers. This is one way to improve the shopping experience for eco-print enthusiasts, especially if they have no previous experience. However, sales are also something that needs to be done. To grow customer trust, Yupa Eco-print always shows orders from customers.

The strategy to achieve results from digital marketing must be pursued by business actors well. As research by Yasmin, et al (2015) and Gibson (2018) says marketers must have a business strategy in digital marketing to achieve maximum results. Yasmin et al (2015) also stated that effort, trial, and error are required. With these various processes, marketers or business actors certainly gain various useful experiences to continue improving their sales strategies. Such is the case with Yupa Eco-print. The audience reached is mostly in the age range 25 – 34 years and above, then in the 18 – 24 year range, with Semarang and Jakarta being the areas most reached. The results of the post turned out to get quite good feedback, This is proven by the increasing sales trend after the introduction of Instagram. The existence of a link tree is also a backlink that is quite effective because it integrates all sales channels both online and offline. Although Instagram has various benefits for Yupa Ecoprint, the use of omni channels needs to be considered considering that the integration of online and offline sales is very supportive and will even support each other, especially in reaching a wider market.

## **Conclusion**

The conclusions of this service activity are as follows: (1) This training activity received enthusiasm and attention from local community leaders, namely eco-print business partners, especially in improving social media knowledge; (2) All training and mentoring activities ran smoothly because of the digital marketing module; (3) Social media utilization activities for eco-print craft actors have a positive impact both in terms of knowledge and skills, where craftsmen know how to use Instagram as a marketing medium, increasing sales of eco-print batik from Purbalingga. Although the service activities went well, there are still some obstacles, including assistance that is still not optimal due to distance constraints, so in the future, it is necessary to pay attention to a better timeline.

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