



Product Photography Assistance - Utilizing Product Photos as Online Promotional Media for Micro, Small, and Medium Enterprises (MSMEs) in the Nanggalan Hamlet, Babadan Village, Paron Sub-District, Ngawi

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ABSTRACT

This research aims to enhance visibility, attract potential customers' attention, and expand market share through digital platforms. The introduction of this mentoring activity encompasses the creation of high-quality MSME product photos, product photography training, and editing using Canva to promote MSME products. The methods employed in executing these activities include socialization and training methods for MSME business practitioners. KKN students provide foundational training in capturing good product photos and assist in enhancing the photo outcomes through basic editing using Canva. Furthermore, evaluations and follow-ups are also conducted to ensure the success of these mentoring activities. The anticipated outcomes include an increase in MSME product sales in the Nanggalan Hamlet, Babadan Village, Paron, Ngawi, heightened community awareness regarding local MSMEs, as well as an improvement in the skills and knowledge of MSME business practitioners in marketing strategies product marketed online. Additionally, this activity can also foster better relationships between micro, small, and medium enterprise (MSME) entrepreneurs and the community, thereby creating a healthier and more productive business environment.

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Keywords: Product photos, online promotional media, MSMEs.

INTRODUCTION

The development of micro, small, and medium enterprises (MSMEs) is an urgent matter for Indonesia's economy (Awali, 2020). MSMEs constitute a crucial pillar of Indonesia's economy; in addition to making significant contributions to job creation, they also play a pivotal role in driving local economic growth (Febrianti et al., 2018). However, not all MSMEs in Indonesia are able to reach their optimal potential due to various challenges they face, including those encountered by the MSMEs in Nanggalan Hamlet, Babadan Village, Paron, Ngawi.

Nanggalan Hamlet is situated within the territory of Babadan Village, Paron Sub-district, Ngawi Regency. Nanggalan Hamlet holds considerable potential for MSMEs, yet entrepreneurs in the area encounter obstacles. One of the challenges they face is the limited access to accurate and effective information about online marketing for MSME products (Harefa, 2021; Ramadhanti & Slamet, 2020; Sri & Ahmad, 2017). Consequently, MSMEs in Nanggalan Hamlet find it challenging to thrive and compete in the increasingly competitive online market.

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The majority of MSME entrepreneurs in Nanggalan Hamlet are already familiar with the basics of online marketing through platforms such as WhatsApp and several digital E-Commerce platforms like Shopee and Tokopedia (Aini & Zahara, 2022; Kustina, 2017). Unfortunately, not all MSME entrepreneurs are able to effectively utilize these platforms. Many still find it more comfortable to sell products directly, in person, through local shops, or by waiting for orders from the nearby areas within the hamlet (Bernarto et al., 2019; Supiyati et al., 2021). Suboptimal media utilization and low-quality product images hinder the competitiveness of these MSME products, especially on a local and international scale (Supiyati et al., 2021).

In this advancing digital era, Micro, Small, and Medium Enterprises (MSMEs) need to adopt effective branding strategies to remain competitive and to reach a broader market. One promising solution is training in utilizing online media, with a specific focus on product photography (Awali, 2020; Harefa, 2021; Ramadhanti & Slamet, 2020).

Branding plays a crucial role in shaping customers' perception and identity of a business. For MSMEs, a strong branding strategy can help differentiate them from competitors, build customer trust, and remind consumers about the products or services offered. However, MSMEs often face challenges due to limited resources and knowledge to develop effective branding strategies. Online media has become a powerful platform for business promotion, particularly through social media, websites, and e-commerce platforms. In this context, product photography plays a key role in helping MSMEs communicate with their audience. High-quality product photos can depict products clearly, inspire interest, and establish an emotional connection with potential customers (Rahmayanti, 2021).

Assistance in product photography for online promotion of MSME products has been implemented in various regions, as mentioned in the research Rahmayanti, (2021) By providing proper guidance on photographing their products, entrepreneurs in Nanggalan Hamlet can enhance consumer awareness

about their brand's quality. This will lead to increased recognition of the MSME brands in Nanggalan Hamlet and boost consumer confidence in their products. Well-photographed products instill confidence in consumers to purchase those items (Ramadhanti & Slamet, 2020; Wahyuni et al., 2020). Beautifully captured product images create a more serious impression in marketing. Therefore, product photography assistance for online promotion can aid entrepreneurs in Nanggalan Hamlet in improving the appearance and attractiveness of their products, enhancing trust, quality, and at least local competitiveness.

METHODS OF EXECUTION

Based on the description of the issues faced by MSME products on social media, particularly regarding the need for attractive product photos that can captivate consumers' interest for shopping, a solution is required for the challenges faced by MSMEs in Nanggalan Hamlet. The solution involves providing product photography assistance to the MSME members regarding proper techniques for capturing product photos that suit their marketing needs on social media. This can be achieved through the following steps:

1. Conducting a survey and gathering data from MSMEs to understand the products they offer and identify potential business opportunities for innovation (Rizal & Maryam, 2020).
2. Identifying the MSMEs in Nanggalan Hamlet and the products that need to be photographed.
3. Conducting a socialization of the product photography assistance program to MSME partners, following these steps:
 - a) Providing insights to MSME members about product marketing on social media.
 - b) Emphasizing the importance of high-quality product photos for effective social media promotion.
 - c) Introducing photography techniques.
 - d) Providing training on capturing product photos with proper photography techniques.

- e) Evaluating the results of the practical product photography sessions with MSME members.
- 4. After collecting the photographed product images, conducting editing using applications like Canva to create product catalogs (Sunarjanto et al., 2021).
- 5. Creating a consolidated e-catalog of all products from the MSME partners in Nanggalan Hamlet.

- 6. Distributing the e-catalog to the MSME members in Nanggalan Hamlet.

RESULT AND DISCUSSION

Preparation Phase

- 1. The survey phase involves gathering data from MSME entrepreneurs and the products that will have their product photos taken.



(a)



(b)

Figure 1. (a) Gathering with the Village Head; (b) PKM statement letter

The survey phase is conducted by the researchers prior to commencing the intervention, involving interactions such as meetings with the Village Head to ascertain the UMKM subjects and to submit a letter of intent for the Community Service Program (PKM) partnership. This process

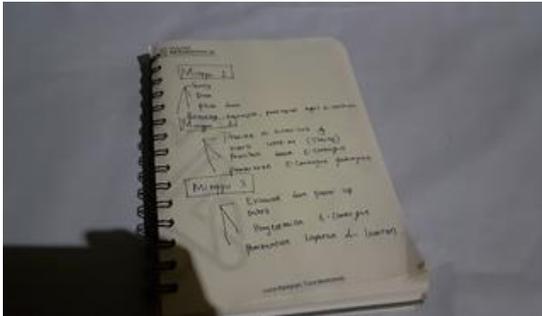
leads to the identification and selection of MSME entrepreneurs in Nanggalan Hamlet and the products to be photographed. The data on MSME entrepreneurs are presented in the form of the neighborhood groups (Rukun Warga) present in Nanggalan Hamlet, which include:

Table 1 Rukun Warga Group

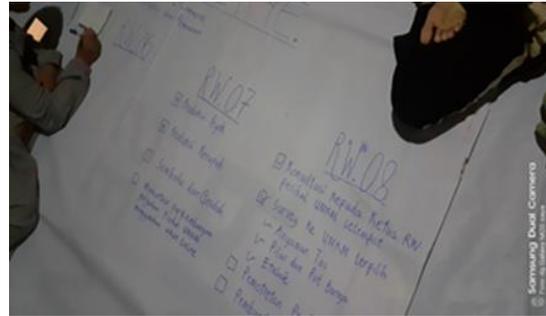
RW 6				
No	Name	Address	Bussiness Fields	Information
1	Siti Kalimah	Nanggalan 01/06	Egg Seller & Peanut Sauce Production	Can join the program
2	Yuli Andriani	Nanggalan 03/06	Coffee & Bread Powder Production	Can join the program
3	Pita	Nanggalan 02/06	Production of Sempolan and Vegetable Makers	Cannot join the program, not yet interested in marketing online
RW 7				
1	Samini	Nanggalan 03/07	Project production & flower seller	Cannot join the program due to old age
2	Watiyem	Nanggalan 03/07	Production of Seasoning Seller/ Empon-Empon	Cannot join the program due to old age
3	Sudarni	Nanggalan 02/07	Tempe / Angsul-angsul chips	Cannot join the program due to old age
4	Katiah	Nanggalan 01/07	Pottery Shop	Cannot join the program because pottery production has stopped
RW8				
1	Patikin Nuryanto	Nanggalan 01/08	Making Concrete & Flower Pots	Can join the program

2	Sutinah	Nanggalan 04/08	Woven Bag	Can join the program
3	Amin	Nanggalan 02\08	Stores & Soy Milk	Cannot join the program because the production of soy milk has stopped

2. Preparation of activity agenda and division of tasks



(a)



(b)

Figure 2. (a) Preparation of the activity agenda and (b) Distribution of tasks in UMKM places

In order for the research to be more focused and directed, an activity agenda was prepared and the division of tasks was carried out at the MSME places in each Community Unit which was divided into; the first week (preface and survey of MSME locations), the second week (implementation of treatment), and the third week (evaluation).

3. Group preparation and briefing regarding taking product photos using professional tools in the form of; (1) Canon EOS 4000D

DSLR Camera, (2) Canon EOS 1200D DSLR Camera, (3) Canon EOS M100 Mirrorless Camera, (4) Portable Standard Light Box, (5) Portable Light USB Dormitory Magic, and (6) Smartphone Camera Redmi Note 8 and Samsung M20

Stage of socialization and practice with partners

1. The socialization stage for MSMEs related to the process of product shooting and editing using Canva to Nanggalan Hamlet MSME actors simultaneously.



Figure 3. Outreach to SMEs

The socialization begins with a series of questions about participants' proficiency in product creation and editing using Canva, as well as their previous experience with the Canva application. The outcome of the socialization is that each MSME entrepreneur acknowledges a lack of expertise in both product creation and editing, particularly using the Canva application,

due to age-related barriers and technological constraints. Consequently, a solution is formulated for the implementation of further socialization, involving mentoring and training sessions conducted together with younger, technologically savvy facilitators from each MSME.

2. Partner assistance in shooting training for MSME products

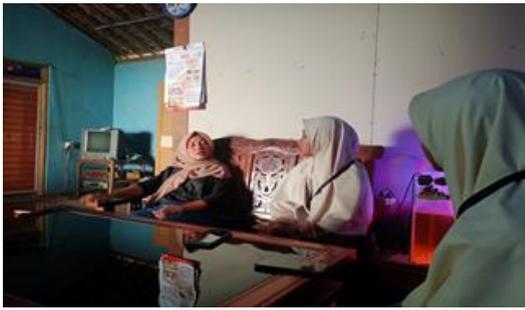


Figure 4 Outreach and interviews

After conducting in-depth interviews with business owners, our group identified a marketing challenge. The issue faced by business owners is that the product photos used for social media promotions are relatively simple and not very appealing to consumers. This is a significant concern as product photos are one of the key elements in marketing. They are often the first aspect that catches a consumer's eye when considering the purchase of a product or service. Nonetheless, capturing compelling product photos is a task that requires skills, capabilities, knowledge, and proficient photography equipment to create superior and aesthetically pleasing product images. Considering the challenges faced by business owners, our next course of action in the work plan involves conducting product photography activities utilizing photographic media such as a camera.

The next activity involves conducting training on photography techniques, including teaching participants about zooming, panning, freezing, macro shots, silhouettes, bulb mode, field of view composition, and angles for capturing images. Documentation of the photography training is illustrated in **Figure 6**.

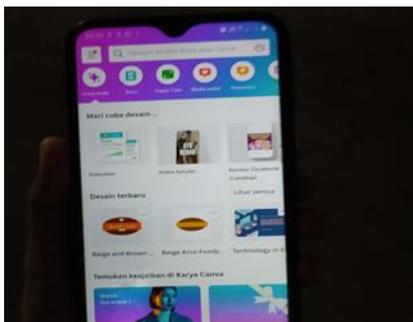


Figure 7. Editing Practice



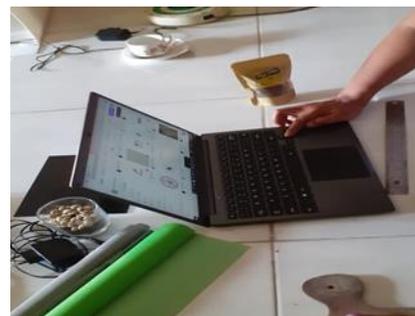
Figure 5. Shooting training

The training was quite successful, as evidenced by the enthusiasm of the MSME participants and the production of several excellent product images. Some of the photographic outcomes from the MSME participants are displayed in **Figure 6**. Overall, the series of photography training sessions proceeded smoothly and effectively, despite a few challenges such as inadequate lighting conditions at the venue.



Figure 6. Some products of MSME partners participating in shooting training

3. Editing practice using the Canva application for product catalogs. In the subsequent visits, the KKN team members will assist partners in editing images using the Canva platform, which is accessible publicly online through www.canva.com. For partners who do not possess laptops, they will be provided with equipment by the KKN participants or guided to access the platform via smartphones.



During the socialization and joint practice phase with partners, the researchers commenced by conducting an orientation for the MSME entrepreneurs in Nanggalan Hamlet. They explained the process of product photography and the utilization of the Canva application for editing simultaneously. In **Figure 7**, it can be observed how the researchers communicated with the MSME entrepreneurs, outlining the necessary steps and providing relevant examples.

Following the socialization phase, the researchers proceeded with assisting the partners during the training session on capturing MSME product images. In **Figure 6**, the researchers are seen intensively aiding the partners in image capture. The aim of this guidance is to ensure that the partners possess a thorough understanding of effective photography techniques to enhance the quality of their products.

Subsequently, the researchers engaged in hands-on editing practice using the Canva application for product catalogs. In **Figure 10**, the researchers visited the partners and provided direct guidance on utilizing Canva to edit product images. In certain instances, the researchers also provided laptops to partners who lacked access to Canva through their smartphones.

By conducting these socialization and joint practice sessions with the partners, the researchers ensured that the MSME entrepreneurs in Nanggalan Hamlet had a solid understanding of both the product photography process and the use of Canva for editing. These steps aided in enhancing the partners' skills and abilities to create compelling and professional product images. Furthermore, the collaboration between the researchers and partners strengthened their relationship and fostered mutual trust.

As the final stages of this research, the researchers conducted follow-ups and non-routine visits to monitor the progress of the partners, both through physical visits and via WhatsApp groups to discuss their developments. Additionally, a consolidated product catalog was created for all MSME partners in Nanggalan Hamlet.

Through all the preceding stages, the anticipated outcomes and deliverables encompass: (1) Proper and effective product photos from each MSME in Nanggalan Hamlet, Babadan Village, (2) A sound understanding of effective product photography techniques for the

MSME entrepreneurs, and (3) An E-Catalog of products from MSMEs in Nanggalan Hamlet, Babadan Village. These outcomes can ultimately be utilized to compile the final report and a Community Engagement Journal.

CONCLUSION

Based on the Real Work Group (KKN) program conducted in Nanggalan Hamlet, Babadan Village, Paron Sub-district, Ngawi, the community has warmly welcomed the initiatives carried out by our group. One of these initiatives is "Product Photography Assistance as an Online Promotion Media for MSMEs in Nanggalan Hamlet, Babadan Village, Paron Sub-district, Ngawi". As part of our efforts, one of the activities conducted by our group involves providing socialization and training on innovative product photography techniques as a means to enhance product value through promotion on online social media platforms.

This activity is regarded as providing a positive engagement and a solution for MSME entrepreneurs to enhance their marketing processes. The strengths of the program lie in business owners gaining an understanding of the significance of high-quality and appealing product photos. However, a weakness is that our group didn't have access to fully proficient photography equipment, resulting in slightly suboptimal photo outcomes. Through this initiative, it is anticipated that business owners can expand their market reach for the betterment of MSMEs in Nanggalan Hamlet, Babadan Village, and consequently contribute to their prosperity.

Author's declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

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