



# Overview of Changes in Attitudes Towards the Importance of Creative Photography Content as an E-Promotion Media for MSMEs in Pasié Nan Tigo-Koto Tengah Padang City

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**Abstract.** This study aims to determine the level of change in attitudes towards the importance of creative photography content as an e-promotion medium for MSMEs. The population in this study were all MSMEs in the Pasié Nan Tigo-Koto Tengah-Padang City. The sampling technique in this study used total sampling so that the sample in this study was 35 SMEs. The source of data comes from primary data, namely questionnaires. The data processing technique used descriptive analysis and Paired T test to test the differences in respondents' attitudes. To see changes in respondents' attitudes, the questionnaire was given 2 times. The first questionnaires was given before there was information about creative photography content and the second questionnaire was given back to participants after were given information about creative photography content. From the results of data processing, it was found that there was a change in the attitude of the respondents, namely a change in the attitude of Good to a change in Very Good attitude towards the importance of creative photography content as an E-Promotion medium.

**Keywords:** Attitude Change · Creative Photography · E Promotion · MSMEs

## 1 Introduction

Visual content is content that has visual elements such as images and videos. In the business world, creating engaging visual content is very important. According to [1] 73% of content creators prioritize engaging and engaging content. So this is where visual content can play a role, especially in image content because images can provide something interesting and stunning compared to words.

Visual content in the form of photography product, which is the appearance of photos of a product that will be sold to consumers, has a very important role, especially in supporting online business. Some online promotional media such as social media (Instagram, Twitter and Facebook) also require attractive visual presentations of products so that many visitors are interested and interested in buying these products by [2].

In the use of product photography, photos product must also be a concern for micro, small and medium enterprises (MSMEs). For SMEs, photography has an important role

in supporting business progress. Consumers will judge a product starting from the visuals displayed, so for SMEs to know the science of photography is the same as improving their identity by [3].

To improve the ability of MSME actors to market their products online, photos product are needed to be published, especially in the current digital marketing era. This is also inseparable from MSMEs located in the Pasie Nan Tigo, Koto Tangah-Padang city.

Pasie Nan Tigo is one of the area in the Padang City which is located on the coast. Pasie Nan Tigo area is included in the form of a sloping beach (Sandy Beach) so that this area becomes one of the coastal tourist areas in the Padang City. Communities in the Pasie Nan Tigo generally have livelihoods that can be categorized as micro, small and medium enterprises (MSMEs) such as fishing, trading, culinary businesses and recycling used materials. So that makes the Pasie Nan Tigo area one of the attractions for tourists to come to visit.

In supporting the family's economy, this area has a women's household business group which is engaged in recycling used materials into handicrafts such as bags, wallets and flowers which are processed from used detergent, food and beverage packaging. In running this business, MSME actors in the Pasie Nan Tigo are still carried out in a familial and conventional manner. Marketing and promotions that are carried out are still simple and conventional, namely word of mouth (Word Of Mouth) or marketing which is only done when tourists come to visit this area by [4].

Promotional activities carried out by MSME Pasie Nan Tigo have been carried out through social media such as the use of Facebook by [4]. MSME actors in the Pasie Nan Tigo area generally upload photos of their products to Facebook but with a very simple appearance. Here are some photos of MSME products in Pasie Nan Tigo via social media.

Based on the results of interviews with MSME actors in Pasie Nan Tigo village, information was obtained that they had done photos for their products. However, the product photos displayed are still very simple, MSME actors do photos without the use of lighting, lightbox, product layout or color backgrounds that are good and according to the product.

Based on the field analysis that the team carried out, information was obtained that MSME actors were not very familiar with the importance of photography product in supporting the progress of a business. MSME actors are not familiar with lighting techniques, making lightboxes, structuring product layouts and backgrounds in photos product. According to [5] to take pictures of products, we can use a smartphone, we don't have to use an expensive camera. So that actually SMEs can do photography product with their respective smartphones.

In addition, MSME actors in this area also think that in photography product they must use the services of a professional photographer who requires an expensive price while their business products are still categorized as small businesses. So they feel that there will be a large additional cost for using this photography product.

Based on the above conditions, MSME actors in the Pasie Nan Tigo are considered to have no knowledge and skills of creative, feasible and attractive visual photography product content in promotional efforts. Therefore, it is deemed necessary to develop and

provide training on how to use visual photography content as an e-promotion medium in a digital-based market.

## 2 Methods

This type of research is a quantitative descriptive study that overview of changes in attitude toward the importance of creativity photography content as an e-promotion media for MSMEs in Pasie Nan Tigo-Koto Tengah-Padang City. The source of research data comes from primary data, namely questionnaires. The object of the research is 35 MSMEs in Pasie Nan Tigo Koto Tengah-Padang City.

This method of activity is carried out through 1) Training and discussion with MSME actors in Pasie Nan Tigo about the importance of creative graphic visual content as one of the efforts in promoting products, 2) Practice and direct guidance in creating creative graphic photography visual content such as practice in regulating lighting at the time of product photos, adjusting product effects/ backgrounds, adjusting the distance of photo objects with the camera and 3) spreading questionnaires carried out before and after activities are carried out.

## 3 Result and Discussion

### 3.1 Result

To see the change in attitude of activity participants, the implementation team conducted an evaluation. The evaluation was carried out through the distribution of questionnaires to pesetas that aimed to find out changes in participants' attitudes about product photography as a medium of e promotion. From the results of this evaluation, it is seen whether the change in the attitude of participants before the activity is carried out and after the activity is carried out.

In the measurement of the attitude of the participants of the activity, the implementation team gave 11 statements that will be answered based on the level of interest felt by the participants, the statement consists of 1) the need to have a photograpgy tool at least a mobile phone in business development, 2) using the photography tool, 3) product photography is a creative promotional media in the conditions of the Covid 19 pandemic, 4) attractive product photography will provide many conveniences in running a business, 5) product photography will expand the market/consumer network, 6) Product photography will make it easier for consumers to know the product, 7) have creativity in photograpgy, 8) activeness in the marketplace, 9) have additional funds for photography, 10) practice product photography skills obtained from the results of activities and 11) recommend the importance of product photography in other colleagues.

Based on the results of attitude measurements obtained from the results before the activity and after the activity, Table 1 results are obtained.

From the results of the participants' attitudes before and after the above training, the results were obtained that the average value before the activity was Good and the average value after the activity was Very Good, meaning that there was a change in the participant's attitude before the activity and after the activity was carried out.

**Table 1.** Results of the evaluation of activities

Measurement	Average Value Before Activity	Average Value After Activity	Conclusion
Attitude	Good	Very Good	There has been a change in attitude

Source: quissioner (2021)

### 3.2 Discussion

Based on the results of this evaluation, it can be concluded that with community service activities that provide knowledge and understanding to participants about the photography of creative products as an e-promotion media for MSME actors of Pasie Nan Tigo, Koto Tangah-Padang city has provided a change in attitude for the participants.

Participants who from before the activity still lack knowledge about product photography, at the time after being given the material and training give results that there has been a significant change in attitude. That is, the participants are considered to have had an awareness of the importance of photograph products as one of the e promotion media.

This is in accordance by [1] opinion which states that 73% of content creators in product photography should be able to prioritize alluring and interesting content because visual content can play a role especially in image content because images can provide something interesting and stunning compared to words. In the use of product photography, product photos should also be a concern for micro, small and medium enterprises (MSMEs). For MSMEs photography has an important role in supporting business progress.

In the early stages of this activity, the implementation team gave lectures, discussions and Q&A about product forography to participants. After giving lectures and discussions, the next activity is the practice of product photography. In this stage, all participants have brought their business products and directly practiced their product photos accompanied by speakers and instructors who have been provided by the implementation team.

In this practical activity, the speaker directly provides practice about 1) setting the distance of the camera with the photo object, 2) lighting settings 3) the use of a tripod in shooting and 4) the use of background in photography.

## 4 Conclusion

Based on the description that has been conveyed, it can be concluded that after the implementation of devotion and mentoring activities, it can be known that there has been a change in participants' attitudes about product forography as an e-promotion medium.

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