Photography as a Branding process on MSME Products

Imam Budi Sumarna[1]([✉]), Ira Wirasari[2], and Dandi Yunidar[3]

Faculty of Creative Industry, Master of Design Telkom University, Bandung, Indonesia
imambudi@student.telkomuniversity.ac.id

Abstract. Photography is becoming a trend in the branding process with ease, smartphone technology that supports and good results to be displayed on social media in increasing sales value to convey the right information. How to create the right photo work to increase sales value and the right product branding. The research was conducted on red ginger MSME products using qualitative methods using NVIVO. By creating good photo work, the process of branding and increasing product sales can be done simultaneously through social media. This research can be applied to MSME players in the city of Bandung in the process of increasing branding and sales using photo work.

Keywords: Branding, Photography, social media.

1   Introduction

Dr. M. Saravanakumar and Dr.T.SuganthaLakshmi [1] said The explosive growth of the smartphone and mobile computing market is influencing strategy, as social media connectivity becomes easier and helps social media shine faster. Technology is an innovation that has become a trend with the presence of social media that makes it easier for people to inform all activities through photo works and even used by MSME actors that social media can promote their products so that information can reach all levels of society by using photo media as an attraction to the message conveyed and attract attention. Dian and Maya Cendana [2] conveyed that if social media is put to good use, this can help economic growth for MSME players, with the existence of different features and services, of course, strategies are needed to market the products we sell and win market competitions there.

However, there are still many photo media carried out by MSME actors that do not have the appeal of branding improvement, lack of knowledge and information about photo works that are good for social media and without realizing the impact of attractive photo works can improve the branding process of a product itself.

Various studies have been carried out related to promotion and marketing strategies through social media in order to reach all areas of society, but the research only discusses a marketing and marketing strategy as conveyed by Dewi Kurniawati and Nugraha Arifin the [3] strategy of online marketing communication on Instagram is to provide attractive images and detailed descriptions about products that accompany photos (captions) such as product materials, Colors and prices are easy to understand. While Astari [4] in communication and social media said that the presence of social

media even has an impact on how to communicate in all fields, the presence of social media turns out to have an impact on changing the way of communicating from conventional to modern and all-digital, but also causes communication that takes place to be more effective. With the existence of social media, communication becomes easier and faster and more transparent in conveying information. And according to Elda Franzia[5] social media is used for various purposes, namely (a) Social, including communication purposes, sending messages, posting statuses, photos, and news, (b) Recreational, including for pranks and entertainment, (c) Business, including for the promotion of products and services, and building relationships, (d) Others. And according to Sualiaman, Wirasari and Syafikarani The emergence of many culinary SMEs has made the culinary business competition even more intense. Creative bureaus can be a solution to create interesting content so that it can increase sales of culinary Sensually the services offered by creative agencies are creative photography, video content, social media management [6].

However, from the research conducted, there is no discussion about how the right photo taking process to increase the value of promotion and branding through social media is carried out, especially for MSME actors on information and knowledge of photo works that can provide information to become the center of attention on social media, so this discussion will be discussed about photo works that can provide information and attention to consumers or the public for the perpetrators MSMEs to increase the value of promotion and proper branding in accordance with previous research.

As stated by Sulaiman, Wirasari and Syafikarani [6] One of the sectors that benefit from the development of social media is SMEs, especially culinary SMEs which currently rely heavily on social media for their promotional media. On social media, photos are information that can provide two-way communication. And according to Silverster and Maya [2] that every photo published on social media has a caption or photo caption that can describe the photo posted, this is certainly very useful for MSME Businesspeople in marketing their merchandise. This is supported by Nining Kurniasih [7] statement social media refers to the use of new media platforms that require a component and public communication channel marked by online activity. Social media includes a social structure in which people can interact and collaborate with each other.

In this study, we will explain the importance of using photos with photographic methods and theories that can provide interesting information on social media that is easy and can make the center of attention through photo works. As done by red ginger MSMEs with promotions through social media using photos that do not attract attention so that branding awareness cannot be built properly, they must provide information and use methods to produce information that is easy to understand to create brand awareness.

2   Method

With the problems that have been conveyed, this research focuses on photo objects as a medium of communication in optimizing social media, as a result of branding and promotion in achieving brand awareness can be achieved according to Gustafson and

Chabot [8] The ultimate goal of most businesses is to increase sales and revenue. Ideally, want to attract new customers to the product and encourage repeat purchases. Brand awareness refers to how conscious customers and potential customers are of the business. In the stages of increasing brand awareness, Gustafson and Chabot presented a consistent message to consumers including [8].

a. The message of what the brand offers to consumers should be consistent Red Ginger for example offering fresh and high-quality drink to buy and advertising its advantages.
b. The images you present should also be consistent to increase brand awareness. It is important for MSMEs to be consistent in the use of images so that you maximize recognition and positive impressions.
c. Slogans and taglines must be consistent across media and materials. Consistency is important in delivering messages that promote brand awareness in an organized and recognizable manner.

According to (O,Flynn, 2017) in Belgin 2018 [9] it conveys the influence of social media marketing activities on brand awareness, brand image and brand loyalty at a very low cost, informing customers is highly functional in terms of familiarity and brand awareness that business products and brands appear on social networks where millions of users enter. So in this study the AISAS method was used to increase brand awareness

According to (Sugiyama, 2011) in Febiana, 2019 [10] AISAS is the process of a consumer who pays attention to a product, service, or advertisement (Attention) and causes interest (Intertest) so that a desire arises to collect information (Search) about the item. Until the decision to make a purchase (Action). After purchase, consumers become word of mouth, by talking to others or by posting comments and impressions on the Internet (Sharing) (Fig 1).
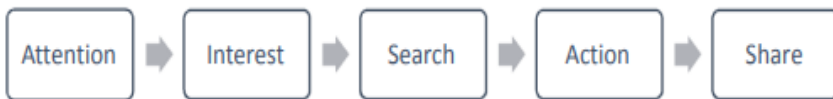

Fig. 1.   AISAS Model Source: Sugiyama (2011)

3   Result and Discussion

In this study, MSME actors still do not understand a photography concept that can improve product branding that can provide the right information, so that branding awareness is not achieved properly, photos or images displayed on social media need to be increased to get attention (Attention) with photos or images that can attract attention (Interest) as well as inconsistent captions, taglines and messages so that there is no action from consumers to spread information (Share) on the product. The need for improvement and information as well as easy methods to understand so that MSME actors can create attractive photos to form brand awareness. So, in this research process, the data generated will be processed by making data angulation using Nvivo software

where the results of the resulting data processing can be tested for validity to determine the results of this study.

3.1 Presenting the Results

Based on the results of the study by making direct observations on the social media accounts of red ginger MSME actors, it was produced as follows:

1. In the product photo, the type of product does not represent the explanation and type of product

2. The brand displayed as a brand identity is not clearly visible to show the identity of the product

3. products that are displayed as brand identities are stored separately as well as clarifying from Point 2

4. Product affirmation is written repeatedly with a larger size than the MSME brand

Fig. 2. Discussion of MSME Photos Source: Author

Fig. 3. Photos on Buns food social media Source: Instagram bunsfood_bdg

Based on fig 2 and 3, a descriptive analysis is produced in Table 1 as follows:

Table 1. AISAS Analysis Source: Author

Attention	Interest	Search	Actioin	Share
Attention to photos conveyed on social media does not become the center of attention (Attention)	Consumer interest does not get clear information so considering two brands that are points of interest so that consumer focus is divided into two parts between brand and product	The tagline conveyed does not reach the target of the information so that search is difficult to do	The number of people taking action only reaches the closest people so that the branding of the product is still not focused on increasing branding awareness	There is no dissemination of information that can be done so that the share stage does not occur in this process

3.2   Create a Discussion

From the results of the research produced, it is necessary to understand the work of photos to support the increase in product promotion owned by MSMEs, photos are the main media in social media where promotions are carried out have strong attention so that consumers get cognitive value from the message conveyed.by using an attractive photo is a photo that shows beauty without losing the intention of the goal to be conveyed, by paying attention to what objects, identities, techniques, actions and media will be used to convey promotions in increasing branding.

As stated by Gustafon T, 2007 [8], which is to present a consistent message starting with messages, images and tagline, and according to Febiana, 2019 [10] AISAS is the process of a consumer paying attention to products, services, or advertisements. So, this research produces a stage of the process that can be carried out to achieve the branding goals which can be described below:

Object is the most important element that can provide messages to consumers objects are divided into two, namely the main object and supporting objects, the main object is a product of goods or services that provide important information from a product while the supporting object is an additional element that supports the main object to complete a message and provide cognitive value to the main object for consumers, then with the existence of objects, the imagination of information can be formed by pay attention to the Identity of the object itself in order to be of concern (Attention).

Identity is a strength of a product that is formed from several elements in the form of brand, shape, type and color so that the resulting photo provides in-depth information to form an interest.

Technik is the most important in carrying out the previous process where MSME actors must be able to create information through which they must be able to provide information and promotions on social media so that the branding of the product is achieved at the cognitive level of consumers.

Of the three stages, action can be carried out in processing a photo work for a social media, with different formats and compositions in this stage, MSME actors must have determined the social media to be used so that the photo creation process can be carried out optimally.

The last stage of this branding process is to share each photo process that has been carried out in the previous stage will be conveyed through social media that has been determined with photos that can be informed and a consistent tagline so that attention will be drawn to information from the photo work first.

4   Conclusion

From the results of the research conducted, a stage was produced to support the branding and promotion process using the AISAS method, through social media photos are the main element in achieving branding so it is necessary to carry out the stages that have been conveyed in this study, namely understanding Object, Identity, Technik, Action and Share. To create photos that can provide cognitive value using an OITAS method. By using this OITAS method, MSME actors can understand how to do branding and the process of creating a consistent photo. This research is a process of searching for existing problems with the problems found but can still dig deeper to find the latest solutions for the next research.

References

1. M. Journal, "Hu Xiaohui1, Zheng Zhenzhen2, Yao Changjiang1," vol. 27, no. 3, pp. 459–462, 2012
2. S. D. H. Permana and M. Cendana, "Utilization of Social Media as a Promotion Strategy for MSME Business Sustainability," ETHOS (Journal of Research. and Service), vol. 7, no. 2, pp. 163–169, 2019, doi: 10.29313/ethos.v7i2.4382.
3. E. S. Alghifari, R. Hurriyati, P. D. Dirgantari, and R. Sarman, "Promotion Strategies through Social Media and Electronic Word of Mouth for Consumer Communication," Jkbm (Journal of Business and Management Concepts), vol. 8, no. 2, pp. 114–127, 2022, doi: 10.31289/jkbm.v8i2.6267.
4. A. C. Sari, R. Hartina, R. Awalia, H. Irianti, and N. Ainun, "Communication and Social Media," J. Messenger, vol. 3, no. 2, p. 69, 2018.

5. E. Franzia, "Personal Branding Through Social Media," Semin. Nas. 1st Expert 2018, pp. 15–20, 2018, [Online]. Available: www.the-marketeers.com.

6. F. A. Sulaiman, I. Wirasari, and A. Syafikarani, "Designing Promotional Strategies for Increasing Brand Awareness Creativision Promotional Strategy Design for Increasing Brand Awareness Creativision," vol. 9, no. 3, pp. 1841–1855, 2022.

7. N. Kurniasih, "Optimizing the Use of Social Media for Libraries," Pros. Makal. Lemonmen. Nas. "Communication, Inf. and Perpust. in the Glob Era. , pp. 1–9, 2016.

8. T. Gustafon and B. Chabot, "Brand Awareness in: Cornell Maple Bulletin 105," 2007, vol. 105, p. 5, 2007, [Online]. Available: http://faculty.mu.edu.sa/public/uploads/1358439894.9656brand40.pdf.

9. Fabiana Meijon Fadul, "No Title No Title No Title," vol. 2, no. 3, pp. 2488–2495, 2019.