

# The Utilization of Smartphone Photography as a Means of Digital Marketing for MSME Players

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**ABSTRACT.** The development of information technology requires every business person to follow it. Especially in the field of sales which must be in harmony with these technological developments. In general, MSME sector business actors are still constrained in making sales globally. They tend to still market their products in their respective regions or only by word of mouth. Even though today, many businesses and businesses have used the sophistication of technology in marketing products to their business. One of the smartphone technologies, namely photography, which has been living side by side with today's society, must be used as well as possible for business advancement. The purpose of this study is to determine the important role of smartphone photography in attracting consumer attention and increasing sales through digital marketing. This study uses a qualitative method with a literature study approach. The results of this study state that photography on smartphones has an important and significant role in supporting digital business marketing. Therefore, it is hoped that MSME players will be able to use this technology as a means of increasing online sales with a wider target market. So it can be concluded, that the sophistication of smartphones in photography techniques is able to attract consumer attention and increase sales of MSMEs effectively and efficiently.

**Keywords:** *Smartphone, Photography, Digital Marketing, MSME Players.*

## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) is a trade sector that makes a significant contribution to spurring economic growth in Indonesia. When viewed from the business unit, there are quite a number of MSME sectors that have grown and developed with a variety of businesses and productions that have contributed greatly to the economic sector and to job creation. The existence of MSMEs has also become one of the driving forces for economic development for local communities.

According to data from the Office of Cooperatives, Micro Enterprises, Industry and Trade in Semarang Regency, 11,807 MSMEs have been registered. Then in 2018, it increased to 11,721 and in 2019 there were 11,428 MSMEs assisted. It can be ascertained that for 2020 the MSME assisted data will increase sharply along with the impact of the Covid 19 pandemic which has resulted in a large reduction of workers in various corporate sectors. As a result, they switched professions to become entrepreneurs and traders by establishing MSMEs. Based on these data, it can be concluded that MSME actors will continue to increase over time and the increasingly massive needs of the community.

In improving the ability of MSME players to market their products online, photos of products are

needed to be published so that potential consumers know the shape or appearance of the products being offered. Therefore, photo capabilities and photo editing are required so that the product images in photos look more attractive. Thus, it is hoped that these product photos will have commercial value as well as show the branding of the product being marketed.

The urgency of the existence of information and communication technology infrastructure is increasingly felt, especially in the midst of the implementation of social distancing & physical distancing policies in the era of the Covid 19 pandemic. Smartphones, for example, are not just personal communication tools but at the same time strengthen the hegemony of global communication media. As a technology product that converges a variety of other communication industry technologies. Radio, television, films, newspapers and magazines as well as various other game tools can be co-opted by a communication device called a smartphone. Departing from the phenomenon of smartphone use that is increasingly widespread across geographic, political, cultural and human age segments, this study will explain how we use smartphones as an alternative even as a substitute for professional photography cameras in the same class

as DSLR photo cameras for the benefit of shooting products for business people, especially businesses. Micro, Small and Medium Enterprises (UMKM). For MSME business people, smartphone photography is one solution to limited resources to support the marketing of their business products [13] [76] [43].

The use of a smartphone camera as a substitute for a professional photo camera is one of the right breakthroughs to support the marketing activities of the economic products of the small community. With this breakthrough, the marketing support for MSME products in online networks will further strengthen the image of products marketed in the online business corridor in cyberspace. Especially now that the quality of cameras on smartphones is not inferior to the quality of digital cameras, both DLSR and mirrorless. The quality of product appearance followed by the quality of the product itself will in turn attract consumers to try to understand, recognize products and buy products offered in cyberspace through an e-marketing mechanism where buying and selling transactions are not carried out face to face communication [75] [14].

Thus, this study focuses on the urgency of smartphone photography in supporting the sale of more massive MSME products efficiently and effectively. The goal is to know and understand how to use the sophistication of smartphone technology, especially the use of the camera to produce memorable product photos and attract consumers to buy these products.

**2. METHOD**

This study uses a qualitative method with a literature study approach (see [79]–[83]). The research method of literature review or literature study contains theoretical theories that are relevant to research problems. In this section, an assessment of the concepts and theories used is based on the available literature, especially from articles published in various scientific journals. Literature review serves to build a concept or theory that becomes the basis of study in research [47]. Literature review or literature study is an activity that is required in research, especially academic research whose main purpose is to develop theoretical aspects as well as aspects of practical benefits [60] [68]. So that by using this research method the writer can easily solve the problem to be studied.

**3. LITERATURE REVIEW**

*A. Photography Smartphone*

The camera has a function to capture images of what is seen in front of it, then note it onto a sheet of paper. Sir John Herschel revealed that the term photography comes from Greek: phos which means

light and graphein which means drawing, can be interpreted as drawing with light. Digital photography technology as a combination of optical mechanical technology and computers. The emergence of digital technology is able to reflect moments, identities, and photographic processes [62] [14].

Camera technology continues to evolve so that it can be integrated with a cellular telephone device, or more familiarly known as a smartphone, so that it is more practical and can be used anytime. Users can capture every moment without having to prepare photographic equipment to find the right moment. Smartphone photography lovers are spoiled by the development of camera technology that is contained therein.

The performance of the camera hardware embedded in smartphones is getting higher every day with the quality of the images that are able to be captured as well as spoiling the eyes of its users, as well as its effect on video recording. Video produced by smartphones has also increased the quality of the video produced, even some well-known vendors are competing to produce full High Definition quality videos with high pixel resolution [18] [17].

Thomas Munro, the art of photography can be said to be an activity of conveying messages visually from the experiences of the artist / photographer to others with the aim of other people following their thoughts [18]. In order to achieve this message delivery process, it must go through several good communication requirements, namely the concept of AIDA (Attention-Interest-Desire-Action) [24] [34] [35] [36].

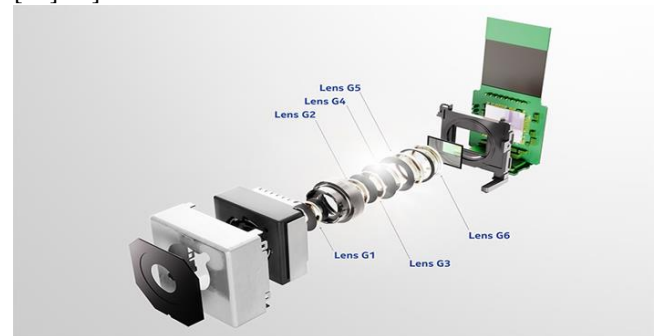


Fig.1 Smartphone Camera Parts

*B. Digital Marketing*

Digital technology has changed the way humans communicate, act and make decisions. Marketing activities cannot be separated from the influence of digital technology. The term digital-based marketing (digital marketing) has evolved from initially marketing goods and services using digital channels to a broader definition, namely the process of acquiring consumers, building consumer preferences, promoting brands, nurturing

consumers, and increasing sales. The concept of digital marketing originated from the internet and search engines on sites [35] [48]. When internet usage exploded in 2001, the market was dominated by Google and Yahoo for search engine optimization (SEO).

The use of searching through the internet developed in 2006 and in 2007 the use of mobile devices increased dramatically which also increased the use of the internet and people from all over the world began to connect with each other through social media [33].

The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes that are facilitated by digital technology in creating, communicating, and conveying values to consumers and other interested parties [27]. Chaffey defines digital marketing as the use of technology to help marketing activities that aim to increase consumer knowledge by adjusting it to their needs [11] [12]. Sawicky defines digital marketing as the exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs. Digital marketing is also defined as marketing activities that use internet-based media [73].

The socialization of digital marketing strategies in the form of the use of social media is very important because it can provide knowledge to MSME players about the ways and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase competitive advantage for MSMEs themselves.

#### *C. Micro, Small and Medium Enterprises (UMKM)*

In Chapter I article 1 of Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), what is meant by Micro, Small and Medium Enterprises are [72]:

1. Micro enterprises are productive businesses owned by individuals and / or individual business entities that meet the criteria for micro enterprises as regulated in this Law.
2. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not a subsidiary or branch of a company that is owned, controlled, or is a part, either directly or indirectly, of a medium or large business. criteria for small businesses as referred to in this Law.
3. Medium Enterprises are productive economic enterprises that are independent, carried out by individuals or business entities that are not

subsidiaries or branches of companies that are owned, controlled, or are part of, either directly or indirectly, with small businesses or large businesses with total assets. net or annual sales proceeds as regulated in this Law.

Based on the above definition, in essence, Micro, Small and Medium Enterprises (MSMEs) are a form of productive economic enterprises carried out by individuals or individual business entities that meet the criteria of Micro, Small and Medium Enterprises.

#### **4. DISCUSSION**

Based on previous studies, it is stated that photography on smartphones plays a major role in supporting product sales at MSMEs. Product sales have increased rapidly through online using photos that have been processed in such a way. The use of smartphone cameras can attract consumers' attention compared to sales without using product photos [71] [66].

One of the results of research that proves the successful use of smartphone photography in MSMEs [70]. These MSMEs are engaged in clothing such as Muslim clothing, foods such as fruit salad and seblak and tailoring. Among these MSMEs, there are those who have been marketing their products online, such as fruit salad businesses who have joined the GoFood and GrabFood applications and Muslim clothes who have just marketed their products through Instagram. Other business actors have not marketed their goods and services through digital media. For business actors who have not utilized digital media, they usually offer their products by simply placing a signboard in their house which is also a place of production. In addition, by providing word of mouth between residents, they can get customers. However, this method only reaches customers who are around the place where they live. In fact, when viewed from the quality of the products produced, they can be juxtaposed and compete with other products that are already known in the market [70] [71].

Photography using a cellphone is very beneficial for MSME players because almost everyone has and uses a smartphone, from teenagers, adults to the elderly. DSLR type cameras are not used because not everyone has this type of camera because the price is quite expensive. Ordinary digital cameras are also not used because not everyone has them even though in terms of price they are not as expensive as DSLR type cameras. If you look back, it turns out that smartphone types of mobile phones have special shooting settings features on their cameras. In this activity, business actors are given training on how to use the camera settings feature to get the photo object as desired [21] [13]. Most users don't realize that the camera on a smartphone has settings for simple professional photos (expert mode). By using

these settings, users can adjust the exposure, the color produced in still images, the level of color sharpness, the appearance of the photo, and much more [6].

Business actors are also given knowledge on how to take good angles when taking photos and position photo objects with simple but attractive decorations after being photographed. Second, the training provided is about digital marketing. Previously, SMEs in Samoja's family only waited for customers to come to buy their products without doing any promotions [65]. Likewise, MSME players who have joined the inter-food application, namely those that sell fruit salads, also do not carry out special promotions to market their products. He only attaches a photo and product name to the application and does not promote on other social media channels [65].

In this regard, provided training on how to make product promotions or advertisements using social media such as Facebook and Instagram. Advertising is a form of promotional media that is used by a company with the aim that the public can find out what the company wants to convey. The purpose of advertising is to direct consumer behavior or satisfy someone in doing something. In this case it is buying the advertised product. Product photos are uploaded to their respective Facebook and Instagram accounts in a special account to market the product [48]. The goal is not to get mixed up with personal accounts containing photos and news that are not related to product marketing. In addition to product photos, written product information must also be provided along with product ordering contacts [50] [53].

Another channel for marketing products apart from social media is online shops. These MSME entrepreneurs are given the knowledge to market their products through online stores such as Shopee, Bukalapak, Tokopedia and several other online stores [65] [54] [32] [27]. For food products that must be consumed directly, such as fruit salads, it is not appropriate to market them through the online shop because these foods must be sent fresh and must be consumed immediately. Therefore, the selection of online food ordering channels such as GoFood and GrabFood is right. However, there is nothing wrong with marketing it through social media with specific information only for within the city and sent via shipping services such as GoSend and Express [65].

For MSMEs who offer clothes sewing services, it is advisable to market their services through social media such as Facebook and Instagram by uploading photos of the clothes they have sewn. This is because promotion through online stores is not appropriate because what is marketed in online stores is a product in the form of goods, not a service where

consumers must come directly to measure their body size so that the clothes are sewn according to their bodies. Therefore, by marketing his services through social media, it is hoped that customers will come to his place of business to use his services to sew clothes.

## 5. CONCLUSION

Based on the literature review that researchers managed to gather from various digital marketing problems, it can be concluded that the use of smartphone photography has a major effect on increasing sales and consumer interest in MSME products. The reason why using a smartphone, not using a digital camera, is because besides being expensive digital cameras, the cameras on smartphones are now as sophisticated as digital cameras. Almost all people have used smartphones and are able to operate them, we only need to be able to maximize the media. The use of smartphone photography is proven to be a means of increasing sales and marketing of MSME products effectively and efficiently.

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