



JURNAL PENGABDIAN MASYARAKAT DALAM KESEHATAN

Vol. 5 No. 1, April 2023

<https://e-journal.unair.ac.id/JPMK>

This is an Open Access article distribute under the terms of the [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)



INCREASE "HIDAYAH" GINGER PRODUCTION THROUGH INSTAGRAM BRANDING AT DLANGGU MOJOKERTO HIGH SCHOOL

Ah Yusuf, Esti Yunitasari, Verantika Setya Putri and Dita Fajrianti

Faculty of Nursing, Universitas Airlangga, Surabaya, Indonesia

ARTICLE HISTORY

Received: August 19, 2022

Accepted: January 12, 2023

CONTACT

Ah Yusuf

ah-yusuf@fkn.unair.ac.id

Faculty of Nursing, Universitas
Airlangga, Surabaya, Indonesia

ABSTRACT

Introduction: "Hidayah" ginger production during the Covid pandemic era has decreased. Instagram is currently a social media that influences product sales. The purpose of this community service is to increase the production of "Hidayah" ginger through Instagram branding with feed and reel updates about Hidayah ginger production and products.

Methods: This community service uses pre and post-tests with a one-group design. The variable that is measured is knowledge which is measured through pre and post-tests. This community service training activity is aimed at students of SMA AL Hidayah Dlanggu Mojokerto. The population in this study amounted to 20 people. data analysis using SPSS 20 to see the frequency distribution.

Results: The results achieved in this community service are that Dlanggu High School students can do product branding through Instagram, by creating product feeds and reels and production activities that can promote products so that product sales increase. In building ginger product branding, the ability that must be acquired and developed by students using Instagram is being able to create accounts, and interesting content about the production process and ginger products to increase product sales.

Conclusion: Branding ginger Hidayah products through Instagram social media can increase sales of ginger Hidayah products and introduce ginger Hidayah to the wider community by creating an Instagram account as a media branding.

KEYWORDS

community; ginger "hidayah"; branding; Instagram; dlanggu high school

Cite this as:

Yusuf, A., Yunitasari, E., Putri, V. S., & Fajrianti, D. (2023). Increase "HIDAYAH" Ginger Production through Instagram Branding at Dlanggu Mojokerto High School. *J. Pengabdian Masyarakat dalam Kesehatan*. 5(1). 1-7. Doi: [10.20473/jpmk.v5i1.29248](https://doi.org/10.20473/jpmk.v5i1.29248)

1. INTRODUCTION

The Covid-19 Pandemic period has affected all aspects of life (Pujiningsih & Muryanto, 2021), especially at AL Hidayah High School, this high school is one of the high schools that already have a production business, namely "HIDAYAH" ginger. In the era of the covid pandemic, this high school must be able to maintain the amount of production and continue to increase its productivity. As a result of the Covid 19 pandemic, there have been many negative impacts on business, therefore for AL Hidayah High

School it is important to maintain Hidayah Ginger production activities.

This instant ginger drink product has received PIRT No: 2123516010817-22 from the Mojokerto District Health Office. During trials in the last three years, developments have been made in terms of production, packaging, and marketing to waste management of instant ginger drink products. After being observed for the last 2 years, it was found that there were problems in the marketing of GINGER products, plus the impact of the covid 19 pandemic which caused sales of ginger products to continue to

decline. Based on these problems, observations have been made, so that several factors can be found that cause a decrease in sales such as Hidayah's ginger products being only marketed in shops closest to schools, markets, and school cooperatives. There is no special marketing management carried out by students and schools in marketing GINGER products, this has caused Hidayah's ginger to not be widely known in the herbal beverage production market, it is less desirable, and the amount of Hidayah's ginger production continues to decline every year. Consumer interest in a product can be increased with social media (Enny Istanti1, 2022). One of the keys to increasing the amount of production is the high consumer demand for these products so social media will affect the increase in the amount of production (Hastiningsih et al., 2021). In this case, Instagram as a social media that affects increasing product sales is one of the targets that will be used in this community service to help increase sales of Hidayah ginger products.

Social media is a marketing communication activity that uses electronic media (online) to attract consumers or companies in various forms to increase awareness, and corporate image, and to increase sales (Isa Mulyadi & Zuhri, 2020). Advertising through social media helps marketers to attract consumers at lower prices and in a faster time, coupled with consumer reviews that help attract consumers (Artaya & Purworusmiardi, 2019). The use of electronic media for a brand is communication that conveys information about suppliers and product usage to consumers through online shopping using internet-based technologies such as Facebook, Twitter, Instagram, and various other social media (Yuniarti et al., 2020). Instagram social media is a technology network that is used to create news through internet users and communicate and disseminate information, while social media marketing is a type of internet marketing model to achieve marketing goals by participating in the scope

of social media networks (Mulitawati & Retnasary, 2020). Instagram is an application that almost every teenager has, so this media is considered appropriate for promoting through it.

Based on the problem of decreasing the amount of production, it is necessary to develop a strategy to increase sales of Hidayah ginger drink production through promotion on Instagram social media. This is of course through several activities such as counseling, training, and continued coaching. Counseling is a process of changing behavior in the community so that they know, are willing, and able to make changes to achieve increased production, income, or profits and improve their welfare (Santoso, 2020). Training is a process of teaching skills needed by new employees to do their jobs (Pratomo et al., 2021). While coaching is According to (Tamtelahitu et al., 2021) Coaching is an effort, action, and activity that is carried out efficiently and effectively to obtain better results. This community service activity is aimed at improving students' skills in creating content on Instagram in the form of feeds and reels through direct counseling and training as well as follow-up action in the form of Instagram social media coaching in making product feeds and reels and Hidayah ginger production activities. The team intends to carry out community service activities, specifically fostering Instagram social media management to increase product sales so that Student Empowerment can be developed to show the real role of Al-Hidayah Dlanggu Mojokerto high school students in entrepreneurship development.

2. MATERIAL AND METHODS

This study used pre and post-tests with one group design. (Hastjarjo, 2019) says that one group pretest-posttest design is a research activity that provides an initial test (pretest) before being given treatment, after being given treatment then gives a final test (posttest). The object of this community service is the students of SMA AL Hidayah Dlanggu Mojokerto. The

population is 20 people. This activity is in the form of counseling and training. Data analysis uses SPSS 20 to see the frequency distribution. Through these training activities and community service training, a solution will be offered to the problem of decreasing the amount of Hidayah ginger production. Activities offered to community service partners at SMA Al Hidayah Dlanggu Mojokerto are in the form of counseling and training on product branding using Instagram social media with the following steps:

Preparation

In the preparatory stage, an analysis of the partner's situation and problems is carried out to find out exactly what obstacles are faced in running their business. In the preparatory stage, the community service team conducted simple interviews with ginger product manufacturers. In this step, it was found that the obstacle experienced during the covid pandemic was the decrease in the number of sales of ginger products which had an impact on the decrease in the amount of Hidayah ginger production.

Planning

At the planning stage, discussions were held with the community service team and school principals as well as several Al Hidayah Dlanggu Mojokerto High School students regarding the problem of decreasing the number of sales of Hidayah's ginger products so at this stage a topic was produced that would be delivered during counseling and training that would be given, namely regarding factors that influence product sales and strategies to increase the number of product sales.

Implementation

At the implementation stage of the activity, counseling was carried out by Prof. Dr. Ah Yusuf, S.Kp.M.Kes as the head of the community service team who provided material related to factors that influence product sales, one of which was by utilizing product branding using Instagram social media. The second material was delivered by Dr. Esti Yunitasari,

S.Kp.M.Kes regarding interesting content creation materials and tips for updating content to be consistent and maintain the existence of Instagram social media. Then go directly to the content creation training process accompanied by members of the community service team. This activity was accompanied by the Principal of SMA Al Hidayah Dlanggu Mojokerto. Counseling and training were carried out in one day meeting with three sessions namely material delivery (benefits of product branding using Instagram social media), second material (tips and tricks for creating interesting content), and finally implementation directly on how to create an account on Instagram social media and create interesting content then upload it on Ginger Hidayah's Instagram.

Evaluation stage

The evaluation stage of the training material has been given by giving a post-test based on the material that has been previously presented. What is measured in this post-test is the knowledge and skills of Dlanggu Mojokerto High School students in creating feed and reel content on Instagram. Making final service reports and writing articles for journals to be published.

3. RESULTS

Participants in the counseling and training on branding of Jahe Hidayah products are students of Al Hidayah High School, Dlanggu, Mojokerto. The number of participants in the activity is 20 people. The number of counseling and training participants was mostly female as much as 70%, and most of the participants were aged 16-18 years (45%). Most of the participants were in grade 12 (45%) (Table 1).

The evaluation process for the pre-test and post-test was carried out using question sheets given by the community service team to Al Hidayah Dlanggu Mojokerto High School students, these sheets had to be filled out by the participants. The pre-test and post-test were carried out to find out the knowledge

Table 1. Demographic Characteristic of Respondents

Variable	n	%
Gender		
Woman	14	70
Man	6	30
Age		
12-13 years	4	20
14-15 years	7	35
16-18 years	9	45
Class		
X	4	20
XI	7	35
XII	9	45

Table 2. Knowledge and Skills Score Pre and Post Test of Respondents

Variable	Pre test N (%)	Post test N (%)
The benefits of product branding through Instagram		
Good	4 (20%)	15 (75%)
Enough	3 (15%)	5 (25%)
Poor	13 (65%)	0 (0)
Interesting content creation		
Good	5 (25%)	12 (60%)
Enough	1 (5%)	5 (25%)
Poor	14 (70%)	3 (15%)
Benefits of content updates		
Good	1 (5%)	16 (80%)
Enough	4 (20%)	3 (15%)
Poor	15 (75%)	1 (5%)

and skills of the students. Questions were given to Al Hidayah Dlanggu Mojokerto High School students regarding the benefits of product branding through Instagram, creating interesting content, and the benefits of updating content.

In table 2 it can be seen that most of the participants did not understand the low score on the benefits of product branding through Instagram as many as 13 people or 65%, for creating interesting content as many as 14 people, or 70%, and the benefits of updating content as many as 15 people or 75%. After the counseling and training activities were carried out, the knowledge and skill scores of the participants increased completely in terms of the benefits of product branding via Instagram by 75%, interesting content creation materials by 60%, and the benefits of updating content by 80%.

4. DISCUSSION

In this community service, the problem of decreasing sales of ginger products in the era of the Covid-19 pandemic has been identified. Several factors causing

this decline in sales were marketing techniques that were less creative, this can be known based on observations and interviews conducted with students of SMA AL Hidayah Dlanggu Mojokerto. Factors that cause a product to experience a decline in sales include declining product quality, less affordable product prices, less following product trends, less creative marketing techniques, underestimating competitors, and poor customer service (Oktaviani et al., 2022). Based on the results of community service that has been done, the knowledge and skills of students in increasing sales of Hidayah ginger products still need to be further developed. Given that students are the objects that carry out Hidayah Ginger production, it is important to increase students' knowledge and skills in terms of increasing the number of product sales. Several things need to be improved, namely knowing the benefits of product branding, creating interesting content on Instagram, and updating consistent content (Rahayu, 2019). This is in line with research on the benefits of product branding through Instagram social media which

states that through Instagram the number of product sales can increase because in the current industrial era, people can easily access all information including information on various products (Tong & Subagio, 2020).

The branding done by Dlanggu High School students through Instagram has helped improve the economy of the Dlanggu High School cooperative. Increasing the amount of production will increase the amount of Dlanggu Mojokerto's cooperative income. In the process of making this ginger product, it does not interfere with students' learning activities, making this ginger product becomes a kind of entrepreneurial extracurricular activity. So it's not every day that these students produce Hidayah Ginger. Hidayah Ginger is made twice a week, namely every Wednesday and Saturday after students complete their academic assignments at school. Seeing the increase in Hidayah Ginger production through product branding is in line with research (Isa Mulyadi & Zuhri, 2020) brand is an important element of a business or company, to be able to build a good brand, an appropriate and effective branding strategy is needed. The branding process must be carried out by the company if it wants its business to survive and be able to compete in the market (Rahmadanti et al., 2021). This branding process includes designing a clear corporate identity by the company's image and vision and mission to the right media and promotional strategies to be able to reach and attract the attention of the target audience and to create brand awareness in the minds of consumers (Nova Muhani & Nurhalina Sari, 2019). Brand according to (Dana, 2021) is a name, word, sign, symbol, design, or a combination thereof that identifies the goods or services of a seller or group of sellers and differentiates them from competitors. Branding is the most important aspect of a business because it is the strength of the brand that will determine the success or failure of a business (Rusdi, 2019). Brand success also means business success.

The main thing in branding is to make a product or business look different from its competitors (Dunan et al., 2020). Thus, branding is the process of building brand awareness and developing customer loyalty. Building a product brand is characterized by adding value to the core functional benefits of the product to form uniqueness from competitors, including brand image, brand positioning, and brand identity (Artaya & Purworusmiardi, 2019).

In the context of digital business there are several branding functions, namely; First, as a differentiator, products that already have a strong brand will be easily distinguished from other brands. Second, as a medium of promotion and attraction. Products that have a strong brand will have high appeal to consumers and will be easier to promote. Third, as an effort to build image, trust, quality assurance, and prestige (Tamtelahitu et al., 2021). In other words, the function of branding is to form an image to make a product easily remembered by others. Fourth, as a tool to dominate the market, a strong brand will more easily dominate the market because people already know, trust and remember the brand. Thus it can be concluded that the main purpose of branding is to shape public perception, build trust and build people's love for the brand (Enny Istanti, 2022).

Social media, especially Instagram, has now become a channel that greatly influences all sectors of people's lives (Mulitawati & Retnasary, 2020). In this context, social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content. Thus, Instagram is a technological sophistication-based media that is classified into various forms such as internet forums, weblogs, social blogs, microblogging, wikis, photos or pictures, video ratings, and social bookmarking (Rahmadanti et al., 2021). This study shows that using existing Instagram platforms is an effective means of advertising existing information. Further research is needed to determine

the effect of promotion through social media and Instagram as a whole in society. The limitation of this community service is that monitoring is limited for 7 days due to an increase in Covid cases so monitoring is also carried out online.

5. CONCLUSION

Instagram social media technology is interesting technology because it can facilitate all human activities, especially in terms of advertising something. In an all-digital era, digital innovation is also needed so that our products are known to the wider community. This community service shows that knowledge and skills regarding product branding through Instagram, creating interesting content and consistent content updates can help increase sales of Ginger Hidayah products. It is hoped that Hidayah's ginger production will continue to increase and production stability will occur.

6. REFERENCES

Artaya, I. P., & Purworusmiardi, T. (2019). Efektifitas Marketplace Dalam Meningkatkan Konsentrasi. *Ekonomi Dan Bisnis, Universitas Narotama Surabaya, April*, 1–10.

Dana, I. G. & N. M. S. (2021). Analisis Faktor-Faktor yang Menjelaskan Penurunan Penjualan Produk BUMdes di Kabupaten Karangasem. *Jurnal Ilmiah Akuntansi Dan Humanika, Vol. 11 No(3)*, 396–402.

Dunan, H., Antoni, M. R., Redaputri, A. P., & Jayasinga, H. I. (2020). Analisis Faktor-Faktor yang Mempengaruhi Penjualan “Waleu” Kaos Lampung di Bandar Lampung. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 17(2), 167–185. <https://doi.org/10.26487/jbmi.v17i2.10626>

Enny Istanti1, A. M. (2022). Optimalisasi Penggunaan Medsos Branding. *Jurnal Pengabdian Masyarakat, 01(01)*, 01–07.

Hastiningsih, W. T., Sari, A. A., Junaedi, J., & Prastowo, I. (2021). Pendampingan Re-Branding Umkm Gitar Sebagai Bentuk Peningkatan Kinerja Pemasaran. *RESWARA: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 131–139. <https://doi.org/10.46576/rjpkm.v2i1.939>

Hastjarjo, T. D. (2019). Rancangan Eksperimen-Kuasi. *Buletin Psikologi*, 27(2), 187. <https://doi.org/10.22146/buletinpsikologi.38619>

Isa Mulyadi, A., & Zuhri, S. (2020). Analisis Strategi Brand Image Kedai Kopi “MOENG KOPI” Melalui Media Sosial Instagram. *Jurnal Ilmu Komunikasi*, 10(2), 109–124. <https://doi.org/10.15642/jik.2020.10.2.109-124>

Mulitawati, I. M., & Retnasary, M. (2020). Strategi Komunikasi Pemasaran dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi kasus deskriptif komunikasi pemasaran prodak polycrol forte melalui akun instagram @ahlinyaobatmaag). *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(1), 23. <https://doi.org/10.30829/komunikologi.v4i1.7616>

Nova Muhani, & Nurhalina Sari. (2019). 220 Jurnal Dunia Kesmas Volume 8 . Nomor 4 . Oktober 2019 (Edisi Khusus). *Jurnal Dunia Kesmas*, 8, 219–225.

Oktaviani, L., Suaidah, Aldino, A. A., & Lestari, Y. T. (2022). Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning. *Jurnal Pengabdian Pada Masyarakat*, 379–385.

Pratomo, L. A., Lavlimatria Esya, Ayu Ekasari, Rahmawati, U. N., & Ameliana, W. C. (2021). Pelatihan Dalam Menetapkan Strategi Komunikasi Pemasaran Yang Tepat Untuk Produk Dan Jasa dari UKM. *Jurnal Pengabdian Masyarakat Madani (JPMM)*, 1(2), 165–171. <https://doi.org/10.51805/jpmm.v1i2.34>

Pujiningsih, R., & Muryanto, S. (2021). Peran Media Sosial Sebagai Media Pemasaran dan Branding Bisnis UMKM di Era Pandemi Covid-19 di Dusun Ngloran RT 01 RW 02, Desa Pilangpayung, Kecamatan Toroh, Kabupaten Grobogan. *Senyum Boyolali*, 2(1), 21–25. <https://doi.org/10.36596/sb.v2i1.526>

Rahayu, D. W. S. (2019). EFEKTIFITAS PROMOSI DALAM PENINGKATAN PENJUALAN PRODUK KOSMETIK DI KOTA BLITAR Denok Wahyudi Setyo Rahayu. *Ilmu-Ilmu Ekonomi*, 12, 28–40.

Rahmadanti, A. R., Aditasari, K., & Wibawa, B. M. (2021). Efektivitas Strategi Iklan dengan Menggunakan Instagram Ads untuk Meningkatkan Penjualan dan Branding Produk: Studi Kasus Privet.id. *Jurnal Sains Dan Seni ITS*, 10(1), 112–117. <https://doi.org/10.12962/j23373520.v10i1.60335>

Rusdi, M. (2019). Strategi Pemasaran untuk Meningkatkan Volume Penjualan pada Perusahaan Genting UD. Berkah Jaya. *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 83–88. <https://doi.org/10.21107/jsmb.v6i2.6686>

- Santoso, A. (2020). Pelatihan Manajemen Usaha Dan Pembuatan Merk. *Journal of Appropriate Technology for Community Services*, 1(1), 14–20. <https://doi.org/10.20885/jattec.vol1.iss1.art3>
- Tamtelahitu, T. M., Luturmas, A. J., Batlajery, B. V., Augustyn, A. N. A., Komputer, I., Kristen, U., Maluku, I., Kristen, U., & Maluku, I. (2021). Pelatihan Teknik Desain Logo Kemasan, Pengemasan dan Pemasaran Produk di Kelompok Mama Romi. *Jurnal Pengabdian Kepada Masyarakat*, 4(3), 6–13.
- Tong, T. K. P. B., & Subagio, H. (2020). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 10.
- Yuniarti, N., Ismawati, A., & Aini, A. N. (2020). Pengaruh Promosi Online Melalui Tiktok Terhadap Peningkatan Penjualan Produk Usaha di Masa Pandemi Covid-19. *Proceedings The 1st UMYGrace 2020 (Universitas Muhammadiyah Yogyakarta Undergraduate Conference)*, 2020, 500–509.