Improving Product Photo Understanding for Product Marketing Performance

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Abstract
The continuing social media and trends provide entrepreneurs, including students who want to start their business. The large number of users and ease of access to social media and incentives are a great opportunity for entrepreneurs to do their product marketing online. One of the major issues that are important to note in online marketing is the feasibility of a product photo because a photo of the product is one of the factors that influence consumer purchase decisions. In order to increase their understanding of the product photo in performing online marketing, Department of Business Administration will be performing training activities to Improving Understanding of the Product Photo for the Product Marketing Performance on Faculty of Social and Political Science Diponegoro University. Students of Faculty of Social and Political Science Diponegoro University needs digital coaching to improve marketing performance.
Keywords: improving, photo product, marketing, performance

INTRODUCTION

Every university provides compulsory entrepreneurship courses to stimulate entrepreneurial growth because each university is expected to be a machine that produces graduates who are able to create and absorb labor. Efforts from universities to create new entrepreneurs in Indonesia have also received support from the government. The government provides several programs that aim to support this effort, including the Student Creativity Program for Entrepreneurship (PKM-K), the Indonesian Student Management Business Activities Program (KBMI), the Indonesian Student Stratup Acceleration Program (ASMI), and the Indonesian Entrepreneurial Mentoring Program (https http://www.kemdikbud.go.id/, 2020).

The purpose of giving entrepreneurship courses is so that students have an entrepreneurial spirit and characteristics so that students are expected to become entrepreneurs who can create jobs. The influence of entrepreneurship education has been considered as one of the important factors for growing and developing entrepreneurial passion, spirit and behavior among the younger generation (Kourilsky and Walstad, 1998). It is important to produce a work by thinking creatively to produce innovative works. a good product is important to be creative with creative photo results so that it will attract people to buy (Istarani, 2014). students or youth who have great potential to produce ideas in the form of extraordinary works (Adisurya, S.I. et. Al, 2021). It is important for students to think creatively to produce innovative works. students can think of their ideas independently and it is important to provide motivation to encourage

students' enthusiasm in producing a creative work (Yohana, 2021, Zamhuri, 2017, Pinem, R.J. 2019).

Social media and marketplaces that develop continuously provide great opportunities for entrepreneurs, including students who want to market their business through social media. The large number of users, ease of access from social media and marketplaces as well as the advancement of internet infrastructure in Indonesia are favorable conditions that have great opportunities for entrepreneurs to market their products online. The use of digital media for promotion is very important and requires an attractive appearance to attract potential consumers to buy products (Pinem, R.J. 2019).

In doing marketing online, entrepreneurs certainly face various problems. One of the main problems in marketing products online is in product photos. Product photos are one of the factors that influence potential consumers to make purchasing decisions, so entrepreneurs must be able to have an understanding to present product photos that can attract potential consumers. Therefore, we need activities that can increase awareness, knowledge, and interest of entrepreneurs, including students about the importance of attractive product photos for consumers.

METHOD

The first semester service of the Diponegoro University Business Administration community service team aims to provide students with an understanding of the importance of preparing appropriate product photos in order to attract interest from consumers of products or services offered in marketing through social media and marketplaces. In order to increase knowledge about product photos to students who carry out online marketing activities, the community service team applies several social engineering which is divided into three stages, namely:

Stage 1
Provision of basic knowledge by the team regarding product photos and their relation to be displayed on social media and marketplaces which aims to measure students' abilities regarding product photos and how to make good photos.

Stage 2
Providing training that aims to provide knowledge about product photos to students by cooperating with resource persons who have carried out previous marketing activities. The training is held through the Microsoft Teams platform as a means to communicate with participants in order to convey information and knowledge.

Stage 3
Students are asked to provide ideas or share experiences in running social media and product photos so that the resource persons can provide input.
The entire series of activities mentioned above will be carried out online using the Microsoft Teams platform due to the Covid-19 pandemic.

RESULTS AND DISCUSSION

The form of service activities carried out is training in the form of material exposure and question and answer sessions to Improve Understanding of Product Photos for Product Marketing Performance in Student Business of the Faculty of Social and Political Sciences, Diponegoro University, with Hasna Humaira, a first semester student of the Department of Business Administration, Faculty of Social and Diponegoro University Political Science. The target of this service activity is students of the Faculty of Social and Political Sciences, Diponegoro University. This activity lasts for 1 (one) semester or 6 (six) months and is attended by around 40 participants. This service is carried out online through the Microsoft Teams platform due to the pandemic conditions that do not allow activities to be held face to face.

The purpose of this activity by the community service team is to raise awareness to students about the importance of product photos to attract customers, increase student knowledge about product photos and increase student interest in product photo activities. With this activity, it is hoped that there will be a development of enthusiasm to market products for students, an increase in students' abilities, knowledge, and interest in product photo activities.

The material for this service was delivered by Hasna Humaira, a first semester student majoring in Business Administration FISIP Undip who brought material with the title "Improving Understanding of Product Photos for Product Marketing Performance in Student Business of the Faculty of Social and Political Sciences, Diponegoro University". The main points of the material presented included small tips on running an online business, online and offline marketing strategies, important points that must be considered in posting, the main selling points in online sales, and simple tricks so that the resulting product photos are photoable. It is hoped that the material presented can increase students' knowledge and understanding of product photos so that they can help students who run businesses to do online marketing through social media and marketplaces.

CONCLUSION

Based on the evaluation of the implementation of community service activities with the theme Improving Understanding of Product Photos for Product Marketing Performance in Student Business of the Faculty of Social and Political Sciences, Diponegoro University, it can be concluded as follows,
1. Activities to Improve Understanding of Product Photos for Product Marketing Performance in Student Business of the Faculty of Social and Political Sciences, Diponegoro University have been going well.
2. There is a need for digital product development for students of the Faculty of Social and Political Sciences, Diponegoro University to enrich and improve product marketing performance.

SUGGESTIONS

Based on the conclusions above, several suggestions are proposed as follows:
1. The Department of Business Administration carries out continuous service activities for digital product training to increase the role of academic staff in implementing the Tri Dharma of Higher Education, especially in the dharma of Community Service.

2. The department and stakeholders continue to continue the results of service activities that have been carried out in the previous period with further programs so that they have a more significant impact.
3. The target of the training should reach more and more various business fields

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