

FOOD PHOTOGRAPHY AS A PROMOTIONAL MEDIA IN INCREASING THE SALES VALUE OF MSME PRODUCTS

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ABSTRACT The community has a role related to national development, especially in building the economic order, namely in establishing micro, small and medium enterprises (MSMEs). The aim of the research is to find out implementation *Food Photography* as a Promotional Media in increasing the selling value of Pekon Suka Maju MSME products, Kec. Ngaras, Kab. West Coast, Prov. Lampung. This research method uses descriptive qualitative. This research was carried out in Pekon Suka Maju sub-district. Ngaras district. West Coast of Lampung. This research used 2 data collection techniques, namely: Interviews, Interview techniques and Observation. The research results show that Pekon Sukamaju MSMEs previously did not know about product photography techniques, and some of them thought that product photos were not that important for their business, on average consumers found out about their products by word of mouth. However, after they were introduced to product photos and explained that product photos were very important in their business, especially now in the digital era, product photos are the most important thing for introducing MSME products to consumers. Food photography or also known as *Food Photography* and commercial ads. This product photo can increase the selling value of the product, this is because product photos are the main thing that every MSME must have in order to increase consumer appeal.

Keywords: Food Photography, MSMEs, Promotion

I. INTRODUCTION

1.1. Background

The increasingly rapid development of digital technology has an impact on all social order systems in various sectors, one of which is the economic sector. Indonesia has entered the era of the industrial revolution 4.0, where industry 4.0 is very

oriented towards the availability of digital technology innovation. A situation like this must be utilized properly by all sectors including MSMEs, MSMEs must be able to adapt to the ever-developing industrial environment and MSMEs must also be able to use this *digital marketing trend* as an opportunity to welcome the industrial era 4.0, (Irfani et al. , 2020).

In social life, the economy is the most important part. The community has a role related to national development, especially in building the economic order, namely in establishing micro, small and medium enterprises (MSMEs). On the other hand, MSMEs are the sector driving the growth of economic activity and the allocation of expansion results in Indonesia. In facing global competition, MSMEs are required to be able to maintain their existence. In this case, we must be able to create various creative and innovative products that can be accepted by society and are able to compete.

Current product marketing activities require product photos to be published so that potential consumers know the shape or appearance of the product being offered. Therefore, photo and photo editing skills are needed so that product images in photos look more attractive. In this way, it is hoped that the product photos will have commercial value as well as display the branding of the product being marketed. The presentation of food photography is very important because of the aesthetic elements in the visuals. A photo can act as an effective message delivery medium to gain consumer confidence in the product. Product photography is a branch of photographic art which aims to capture all

kinds of forms of food which are arranged in such a way that the deliciousness of the food can be depicted without telling a story and only the picture does the talking.

Product photos are a type of still life photography which also includes *commercial photography*.

The types of food produced are varied, so product photography has also become a new business venture that really supports culinary businesses. The ability to photograph products is a product marketing technique for a better promotional process, which is also determined by the elements of play of light, *food style*, *point of interest*, elements of attracting attention, aspects of entrepreneur motivation, aspects of business elements and marketing techniques. Seeing this, it is necessary to provide training to increase knowledge about product photos and the training itself for MSMEs in the culinary sector in Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung. Product photos are very important in increasing product sales and purchases, this is because on average everyone evaluates products from the photos provided by the seller.

Based on the background above, the research problem formulation was obtained as follows: How is knowledge of *Food*

Photography as a Promotional Media in increasing the selling value of MSME products in Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung. The aim of the research is to find out knowledge *Food Photography* as a Promotional Media in increasing the selling value of Pekon Suka Maju MSME products, Kec. Ngaras, Kab. West Coast, Prov. Lampung.

1.2. Literature review

This previous research was carried out to obtain comparative material so as to avoid similarities with previous research. Previous research was also carried out to be used as reference material for writing research. Previous research in this research is:

1. Research from Muhammad Reza Agasi.

Research entitled "Aesthetics of Still Life Photography in Online Shop Folk Store Products" from Yogyakarta State University in 2018, this research uses qualitative research methods with an approach to aesthetic elements according to AAM Djelantik's theory, namely appearance, content, and presentation. The research results show that:

- 1) Form or appearance includes lines, planes, space, color. Meanwhile, structure includes wholeness,

prominence and balance in Folk Store online shop product photos, each of which has different characteristics that add to the beauty of the arrangement.

- 2) The content or weight contained in the Folk Store online shop product photos consists of the atmosphere, idea or ideas, and the message to be conveyed. The idea or idea for the photo uses a single concept which uses one photo object in taking the picture. The atmosphere created is a simple impression in accordance with the characteristics of the product photos. The message you want to convey in the photo varies, according to the characteristics of each product,
- 3) Presentation of photos uploaded via Instagram account with brightest/contrast editing and cropping.

2. Research from DIVA AYOE VERONICA AZWAN.

Research entitled "The Effectiveness of Using Photos on Instagram on the Interest of Visitors to Kedai Boogie" from the Muhammadiyah University of North Sumatra in 2016, this research uses qualitative research methods. The theories used in this research are communication

theory, communication technology, media communication, marketing communication, media social, instagram, communication effectiveness, aidda theory. The aim of this research is to find out how effective the use of photos on Instagram is on visitor interest in boogie shops. The research results show that Instagram's role in conveying messages/information to customers is good. This is proven by the answers of the three informants, namely visitors/buyers of boogie shops who stated that Instagram was a Facilitator, Mediator and Communicator.

3. Research from Kariana Fitriana Irawan and Asep Ramdhan.

Research entitled "The Influence of Celebrity Outfit of the Day Photo Visualization as a promotion strategy for fashion products on women's perceptions" from the Bandung Institute of Technology in 2018, this research was conducted to find out how much influence the visualization of a celebgram's OOTD photo has on the effectiveness of building perceptions of female consumers as part of an online promotion strategy for a fashion product. The analysis process was carried out using descriptive qualitative methods. With a social media theory approach, according to Rulli Nasrullah, as well as the male gaze

theory according to John Berger which is part of visual culture studies.

1.2.1 Media Convergence

Media convergence is the combination of media. Media convergence usually refers to the development of digital communication technology which is made possible by network convergence.

Convergence according to John Pavlik and Shawn McIntosh, new media experts defines it as fusing telecommunications, computers and media digital scope. Convergence is a cultural shift in which consumers access information from the same content on various media platforms (Andi Alimuddin Unde, 2014).

Basically a media company that wants to expand its business reach through various media platforms, media convergence is not only designed topdown, but also bottom-up. Consumers also play an important role, especially when they want to use media anywhere, anytime, and in any format. According to Terry Flew in his work *An introduction to New Media*, revealed that media convergence is part of the three media elements new, including communication networks, information technology and media content. Third These

elements unite together in compiling information for consumers.

In media convergence, mass communication media such as: print media, television, radio and new media (internet) with various technologies portable and interactive via various digital platforms. Thus, it is known that media convergence is a process of combining media mass communication in a digital scope aimed at audiences.

1.2.2 Marketing Communications

Marketing communications plays a very important role in product marketing because marketing communications has the ability to capture everyone's interests become a target that is moved to make a purchase. Marketing communication is an effort to convey messages to the public, especially target consumers, regarding the existence of products on the market (Sutisna, 2002). Company building communication through marketing communication strategies is expected to create effective communication relationships in order to promote products to consumers.

Kotler and Armstrong (2004) state that marketing communication is a means which companies use in an effort to inform, persuade, remind consumers either

directly or indirectly about the products or brands they sell. The facilities used can be in the form of brochures, banners (*banners*), flamflet, and other things in essence contains messages about all the products or brands they sell. Marketing communications is an important aspect in the overall marketing mission as well determinant of marketing success. In the last decade, marketing communications components in the marketing mix is becoming increasingly important.

1.2.3 Photography

Photography is a very interesting medium to use in product promotion activities, where in promoting products the thing that is really focused on is attractive product photos. Photography is a field of visual communication that has many enthusiasts in Indonesia. Basically, the purpose and essence of photography is communication. The communication in question is communication between the photographer and the audience, namely the photographer as a presenter or recorder of events to be presented to the general public through photo media.

Photography is an activity that begins with the formation of a photo concept or idea, then the activity of photographing itself until the resulting photo work

becomes a phenomenon that is currently present everywhere (*Omnipresence*) and even in every element of society's life which is entering the information era. Many photographers' photography activities and photo works appear in various places and corners of the city. Hans Carl (1911) said, *today only creative and technically perfect images will survive* : this quote explains that photographers who have creativity and good technique will survive. Good photography is created from a good photographer too.

1.3 RESEARCH METHODS

This research method uses descriptive qualitative. Bogdan and Taylor in Moleong (2010:4) state that qualitative research is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior". Qualitative research relies on a holistic natural background, positions humans as research tools, carries out inductive data analysis, prioritizes the process rather than the results of the research carried out agreed upon by the researcher and research subjects.

1.3.1 Location of Research Implementation

This research activity was carried out in Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung. This location was

chosen as the focus of the research so that the author could carry out this research more carefully, focused and easily obtain the data and information that the researcher needed.

1.3.2.Data collection technique

Data collection techniques are methods used by researchers to collect research data from data sources (subjects and research samples). Data collection techniques are an obligation, because these data collection techniques will later be used as a basis for compiling research instruments. Research instruments are a set of equipment that will be used by researchers to collect research data (Kristanto, 2018). This research used 2 data collection techniques, namely:

1. Interview

The interview technique used was an *indepth interview* . Interviews are a very important data collection tool in qualitative communication research that involves humans as subjects. (Pawito, 2007:132) Meanwhile, according to Elvinaro, in-depth interviews are a technique where a respondent or group of respondents communicates material and encourages it to be discussed freely. 2. Observation

The observations that the author made in this research were unstructured observations. Sugiyono (2005:67) says that unstructured observation is

observation that is not systematically prepared about what will be observed. In this observation the author only pays attention to the symptoms or phenomena that occur in the field and then records them in an observation notebook.

II. RESEARCH RESULTS AND DISCUSSION

MSMEs are an extension of Micro, Small and Medium Enterprises. MSMEs stand as a bridge to the community's economy, MSMEs also function as drivers of a country's economy. Each region has its own MSMEs, Pekon Sukamaju has MSMEs that operate in the culinary sector, this is in line with the abundance of plantation and livestock products there. Of the many MSMEs in Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung, so in this research the author chose several MSMEs for this research. The selected MSMEs were the MSMEs Banana Chips and Bu Karimi Coffee, Bakso Dua Saudara and also Pecel Fauzan. These MSME actors run their businesses by opening stalls at home, opening stalls on the side of the road, or entrusting their merchandise to stalls around them, for the price they market for their business according to the price of their products.

UMKM Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung has been left behind a lot with the development of marketing in the current era of digital technology. In running their businesses, these MSMEs never take product photos to promote or introduce their business, even though in the current digital era, product photos are one way to convince consumers to be interested in the product for sale. Consumers now prefer this because with pictures they have an idea of the product they are buying.

The MSMEs of Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung, they also don't know how important product photos are in the products they sell, these MSMEs also don't know the methods or techniques for taking product photos, there are also those who think that taking product photos requires quite a lot of money and also quite a lot of equipment for them. This is very complicated, even though in reality by using their smartphone, they can take good and attractive pictures of their products.

In this research, integrated marketing communication theory (*Integrated Marketing Communication*) is used. Tuckwell states that *Integrated Marketing Communication (IMC)* is a coordination of

all forms of marketing communication carried out through an integrated program to maximize the target impact on the audience (Tuckwell, 2008). This definition emphasizes integrated marketing communications that utilize all forms of promotion to create maximum results. *Integrated Marketing Communication (IMC)* has emerged as a tool that guides marketing practitioners in developing and implementing more consistent and effective marketing communications (Rismayanti, 2017).

In this research, the MSMEs of Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung previously did not know about product photography techniques, and some of them thought that product photography was not that important for their business, UMKM Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. In Lampung, the average consumer also knows about their products by word of mouth. However, after they were introduced to product photos and explained that product photos were very important in their business, especially now in the digital era, product photos were the most important thing for introducing MSME products to consumers. Food photography or also known as *food photography* and *commercial ads*. This

genre is one of the photography genres that is popular in Indonesia (Gunawan, 2014).

From the results of research conducted by Wulan Purma Sari and Lydia Irena in 2021, the resulting photos are included in the commercial ads category because photos of these food products will be used for promotional purposes in the form of menu books and promotions. Food photography is a visual communication in the form of attractive images with food photo objects. Product photos are also a form of visual branding. Visual branding is a variety of visual elements used by a business brand to build the character and identity of the business (Nurlaili, et al. 2021).

Food photography is usually used by business people to introduce their products to consumers, as we know that in the digital era, photos are part of the evidence to trust the products they sell. Until now, Pekon Sukamaju MSMEs have never taken product photos to attract the interest of their customers. Based on the results of their interviews, the MSMEs agreed that they have never taken photos of the products they sell because they think that product photos are not very important, as stated by Mrs. Novianti. , he said "the photo of this product

is not very important because I only sell it around here",

According to Harsoputro (2003), photography is one of the appropriate media to use in carrying out product promotional activities, where in the promotion the product image is most highlighted. However, 2 other sources said that product photos are actually important. The photo taking technique is a technique used so that the large area of the image or photo frame can be covered well by the camera and makes the appearance of the object more focused and sharp. In a product photo, this data collection technique is very important in order to produce an interesting photo. If MSMEs have never taken product photos, they don't know the technique of taking photos, they only know how to take photos but don't know how to take interesting pictures, that's why They think that taking product photos is difficult and requires a lot of equipment, even though just using a cellphone and the correct image capturing technique they can take product photos.

Promotional media is a media that is used to provide offers or inform consumers about the products we sell, according to Swastha (2002:255) promotional media is a media facility or tool to display information visually or audio-visually which we often

encounter in life. daily. In the smartphone era, there are many types of promotional media, one of which is photos, photos can be used to promote the products we sell. With photos, consumers can be confident in the products we sell. UMKM Pekon Suka Maju, Kec. Ngaras, Kab. West Coast, Prov. Lampung never uses media to promote the products they sell, this is because they prefer the word of mouth marketing system, even for product photos they have never done it.

Each product has its own selling value, this selling value depends on the appearance of the product packaging and also in terms of taste, this product value is in line with the definition of a product according to William J. Stanton, an American politician who is also a businessman. According to him, a product is a set of attributes that have a form or not, including packaging, price, color and service that can be received by buyers as a form of fulfillment of wants and needs . However, it does not rule out the possibility that product photos can increase the selling value of the product, this is because product photos are the main thing that every MSME must have in order to increase consumer appeal. In general, the product value of Pekon Sukamaju MSMEs already has a

selling value, but they have not developed this selling value by using product photo media, this is because they do not understand product photos which can increase the selling value of their products. When MSMEs were interviewed whether they wanted to learn how to take product photos, on average they were enthusiastic about learning product photo techniques, this was because they realized that product photos could later be useful for their business and also to keep up with technological developments.

III. CONCLUSION

This research shows that Pekon Sukamaju MSMEs previously did not know about product photography techniques, and some of them thought that product photos were not that important for their business, on average consumers found out about their products by word of mouth. However, after they were introduced to product photos and explained that product photos were very important in their business, especially now in the digital era, product photos were the most important thing for introducing MSME products to consumers. Food photography or also known as *Food Photography* and commercial ads. This product photo can increase the selling value of the product, this is because product photos are the main thing that every MSME must have in order to increase consumer appeal.

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