

Creating Social Media as a Marketing Tool for Small and Medium-Sized Laundry Businesses in Sanggrahan Village

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ABSTRACT

This internship program (Praktik Kerja Lapangan/PKL) is based on the condition that the utilization of social media by Micro, Small, and Medium Enterprises (MSMEs), particularly laundry businesses, remains relatively low as an effective promotional tool. The purpose of this program is to enhance the capability of MSME actors in using social media as a digital marketing tool in order to expand market reach and improve business competitiveness. The approach employed includes interviews, socialization, and direct assistance to business actors. The program was carried out in several stages during April 2026, with a focus on optimizing the use of social media platforms such as Instagram and TikTok. The results indicate an improvement in the ability of MSME actors to create and manage promotional content independently, accompanied by increased customer engagement.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the structure of the Indonesian economy. Conceptually, MSMEs are defined as productive business units owned by individuals or individual business entities that meet certain criteria related to net worth and annual turnover as stipulated in laws and regulations. MSMEs not only function as economic drivers at the local level, but also play a role as a support for national economic stability in facing global market dynamics. This is supported by its ability to absorb large numbers of workers and its flexibility in adapting to changing economic environments.

One of the MSME sectors that is developing in Sanggrahan village is the laundry service business. This business is the choice of many people because it is an area surrounded by universities so that many students are inhabited, which opens up opportunities for the development of MSMEs. However, this market potential has not been utilized optimally due to limitations in marketing, especially in the use of digital technology. Some business actors still use conventional promotion methods and are limited to a hundred so that market reach is limited.

In the digital era, social media is one of the effective and efficient marketing strategies for MSMEs. Platforms such as Instagram and TikTok play a role in expanding market reach, increasing interaction with customers, and strengthening brand awareness. The use of social media as a means of promotion has been proven to have a positive impact on increasing sales and competitiveness of MSMEs in the digital era, especially because of the relatively low cost compared to conventional marketing methods.

This activity aims to provide education and assistance to laundry MSME actors in making and utilizing social media as a means of business promotion. Through this activity, it is hoped that MSME actors will be able to improve their competence in compiling promotional content, managing social media accounts, and utilizing various digital features to attract consumer interest. In addition, this activity is also expected to increase the competitiveness of MSMEs in the digital era while supporting government programs in encouraging the digital transformation of MSMEs in Indonesia.

IMPLEMENTATION AND METHODS

In conducting socialization and assistance for the use of social media as a promotional tool for laundry service MSMEs, a number of service methods that can be used are as follows:

Survey



Figure 1. Survey And Interview Activities

The survey method is one of the research approaches used to collect data from samples through instruments such as questionnaires or interviews to comprehensively describe the condition of a population. At this stage, a survey is conducted to identify the location of the service as well as obtain permits from business actors as activity partners. The survey also aims to examine the initial conditions related to the use of social media as a means of promotion for laundry MSMEs.

The survey was carried out on a number of laundry businesses located on Jalan Nangka III. This activity is focused on obtaining information about the extent to which business actors have used social media as a promotional medium in running their businesses. The results of the survey are the basis for designing the right socialization and mentoring program in increasing the use of social media as a marketing strategy for MSMEs.

Interview

The interview method used in this study is unstructured interviews, which are data collection techniques that are flexible and allow researchers to tailor questions to the participants' thought flow and responses. In this approach, researchers have the freedom to ask questions without a rigid sequence, so they can dig deeper into the information. The implementation of interviews was carried out on several laundry business actors with a relatively similar focus on questions, namely related to the use of social media as a means of business promotion.

This interview aims to obtain data on the extent to which business actors have implemented and optimized the use of social media in marketing activities. In addition, this method was chosen because most of the laundry businesses in the region are managed by housewives and teenagers, so a flexible approach is considered more effective in digging up information related to the practice of using social media in their business activities.

Socialization



Figure 2. Socialization and Interviews

Socialization is a social learning process that allows individuals to understand and adjust to norms, values, and behavior patterns in their group so that they can function effectively in the social environment. This process not only takes place naturally, but can also be structured through activities aimed at improving the individual's knowledge and skills in a particular field. Socialization was carried out for laundry business actors on Jalan Nangka III, Sanggrahan Village. Socialization and mentoring activities were carried out on April 6, 2026 and for , interviews were conducted on April 13, 2026. The subject of this study consists of 2 laundry business units, each in Berbinar laundry and Pawenang laundry. This aims to increase the understanding and skills of business actors in utilizing social media as an effective and efficient marketing tool. Through this activity, it is hoped that MSME actors will be able to optimize the use of digital media in supporting their business development.

Mentoring

Mentorship, which is often referred to as mentorship, comes from the term "mentor" which in the Great Dictionary of the Indonesian Language (2016) is defined as a mentor or caregiver. Conceptually, mentoring is a process of providing guidance by individuals who have certain competencies or expertise to those in need. Mentoring is an activity of sharing knowledge and experience from an expert to another individual to improve skills and understanding. In the context of problem solving, the role of mentoring focuses more on providing alternative solutions that can be considered and implemented by the parties being assisted.

At the mentoring stage, the researcher provided direct assistance to two laundry business partners in creating business social media accounts that were separated from personal accounts. This separation aims to improve professionalism and strengthen the identity and brand image of the business in a more focused manner. The account creation process is carried out on several social media platforms that are commonly used as a means of digital promotion, such as Instagram, and Tiktok, to support the effectiveness of social media-based marketing strategies.

Evaluation

The survey results showed that the implementation of socialization and mentoring activities had a positive impact and was considered effective by two laundry business partners. The participants showed an increased understanding of the importance of using social media as a means of promotion, as well as being able to create and manage business accounts separate from personal accounts on platforms such as Instagram, and TikTok. After the mentoring activities, partners began to independently manage digital content, such as service photo publications, customer testimonials, and periodic promotions. This implementation has an impact on increasing the visibility of online businesses and the emergence of interactions from new customers. Thus, this activity not only improves the technical capabilities of business actors, but also encourages partners' commitment to continue to develop digital marketing strategies in a sustainable manner.

RESULTS AND DISCUSSION

One of the indicators of the success of this program is the increasing ability of MSMEs to create and manage digital content independently. The content produced includes laundry service documentation, such as the washing process, service finishes, and the appearance of the place of business. In addition, develop simple educational content related to clothing care, as well as compile periodic promotions to increase customer engagement.

The diversity and consistency of content plays an important role in building a positive image of the business in the eyes of consumers and strengthening two-way interaction between business actors and consumers. This is in line with findings in the digital marketing literature that relevant, authentic content can increase consumer trust and drive customer loyalty. In addition, the use of testimonials as social proof has also been proven to be effective in influencing purchase decisions, especially in the service-based MSME sector.

One of the indicators of the success of this program can be seen from the increasing capacity of MSMEs to create and manage digital content independently. The content developed includes laundry service documentation such as visualization of the washing process, service final results, and the display of the place of business accompanied by customer testimonials as a form of social proof. In addition, participants were also able to compile simple educational content related to clothing care and periodic promotions to increase customer engagement levels. The existence of diverse and consistent content contributes to building a positive image of the business in the eyes of consumers and strengthens two-way communication between business actors and customers. These findings are in line with the literature that states that relevant and authentic content can increase customer trust and loyalty in the context of digital marketing.

In addition, changes in digital behavior have also begun to be identified after mentoring activities. Participants showed an increase in active participation in the use of social media, which was characterized by consistency in uploading content, the use of interactive features such as stories and polls, and faster responses to comments and direct messages from customers. This indicates an increase in digital literacy and skills, not only from the technical operational aspect, but also in understanding the dynamics of communication and customer service in the digital space. This condition is in line with research findings that emphasize the importance of interactivity and responsiveness in improving the quality of customer relationships and the performance of digital marketing of MSMEs.

CONCLUSIONS AND RECOMMENDATIONS

Socialization and assistance activities in the use of social media for laundry service MSMEs in Sanggrahan Village showed effective results in improving the literacy and digital skills of business actors. The program encourages partners to be able to independently create, manage, and optimize promotional content through digital platforms such as Instagram and TikTok. The increase in these capabilities has an impact on expanding market reach, increasing interaction with customers, and strengthening business image. Therefore, the use of social media can be seen as a relevant and sustainable strategy in increasing the competitiveness of MSMEs in the digital era.

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