

## The Utilization of Instagram and Tiktok as Promotion Media for Native Papuan Entrepreneurs in Jayapura

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Social media has become an effective marketing tool for Micro, Small, and Medium Enterprises (MSMEs). However, native Papuan entrepreneurs in Jayapura face challenges in promoting their local products due to limited digital literacy and internet access. This community service activity aimed to analyze and implement promotion strategies using Instagram and TikTok to increase the visibility of native Papuan businesses. The methods used included digital marketing training, creative content production based on local culture, and evaluation of social media engagement. The partners involved were "Roti Bakar Khas Nabire" in Jayapura City and "Sagu Bakar SAMARASTA" in Jayapura Regency. The results showed a significant increase in visibility; Roti Bakar Nabire achieved 247,582 views on Instagram and 229,414 on TikTok, while Sagu Bakar SAMARASTA reached 231,757 views on Instagram and 198,841 on TikTok. In conclusion, the utilization of short video content on social media effectively expands market reach and increases brand awareness for local Papuan products.

**Keywords:** Digital Marketing, Social Media, TikTok, Instagram, Native Papuan Entrepreneurs.

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### 1. Introduction

The development of digital technology has brought significant changes to business marketing strategies, where social media has become a primary tool for introducing products to a wider market. In Papua, specifically in Jayapura City and Jayapura Regency, many native Papuan entrepreneurs run potential businesses ranging from culinary arts to handicrafts. These businesses possess unique cultural values and products that have high market potential if promoted correctly.

However, native Papuan entrepreneurs face major challenges regarding the limitations in promoting their products widely. Uneven internet infrastructure and a lack of digital literacy have become obstacles in optimizing marketing efforts. Consequently, potential revenue and business expansion are hindered due to minimal access to larger markets. The specific problems faced by the target partners include difficulties in producing quality content and a lack of understanding regarding social media algorithms.

The urgency of this research lies in the need to bridge the digital divide faced by local entrepreneurs in Eastern Indonesia. Empowering these entrepreneurs with digital skills is crucial for the local economy. Without intervention, these businesses risk stagnation despite having high-quality commodities. This study focuses on the implementation of digital marketing specifically through short-form video platforms which are currently trending.

Therefore, this activity aims to analyze the utilization of Instagram and TikTok as promotional tools, as well as to increase the visibility and competitiveness of native Papuan entrepreneurial products through

content strategies based on local wisdom. This study seeks to identify how effectively these platforms can boost engagement and market reach for indigenous businesses in Jayapura.

## 2. Literature Review and Problem Statement

Social media is recognized as an interactive, real-time tool capable of reaching audiences across different regions [1]. Platforms such as Instagram and TikTok are growing rapidly with the advantage of viral content dissemination through creative short videos [2]. Studies indicate that the utilization of social media offers great opportunities for business owners to reach new markets and increase consumer engagement organically [3]. Furthermore, social media has transformed from a mere communication channel into a vital business building block [4].

Despite the proven effectiveness of social media marketing globally, there is a gap in research concerning its application in regions with limited digital infrastructure like Papua. Most previous studies focus on areas with established digital ecosystems [5], [6]. There is a lack of empirical data on how native entrepreneurs in developing digital regions adapt to these platforms. This research addresses the gap by focusing on the unique challenges and opportunities for Papuan entrepreneurs.

Based on this, the problem statement of this research is: How effective are Instagram and TikTok in increasing the visibility and engagement of products owned by native Papuan entrepreneurs in Jayapura, given the local constraints? This study posits that despite infrastructure challenges, content based on local wisdom (local culture) will generate significant engagement on these platforms.

## 3. Method

This community service activity was carried out during the period of February to March 2025, located in Jayapura City and Jayapura Regency. The method used was a participatory action research approach involving two native Papuan entrepreneurs: "Roti Bakar Khas Nabire" in Jayapura City and "Sagu Bakar SAMARASTA" in Jayapura Regency. The selection of partners was based on the potential of products that are unique but have not yet maximized digital promotion utilization.

The implementation was conducted through three main stages. First, the Preparation Stage involved conducting initial surveys, coordinating with partners, developing creative concepts (storylines), and preparing production equipment. Second, the Implementation Stage involved the team performing shooting at the partners' business locations and providing partners with training on how to upload content, use promotional features, and utilize relevant hashtags.

Third, the Evaluation Stage measured the success of the activity by comparing data on reach and interaction (views, likes, comments, shares) on content uploaded to Instagram and TikTok. Data collection was performed using the analytics tools provided by each platform. The analysis focused on quantitative metrics to determine visibility and qualitative observations regarding the partners' improved understanding of digital marketing.

## 4. Results And Discussion

The community service activity focused on the downstreaming of digital marketing knowledge. The team successfully produced professional promotional video content highlighting the cultural uniqueness of each partner, such as the traditional sagu bakar making process. After publication, monitoring was conducted on the digital performance.

Table 1. Reach Data of Native Papuan Entrepreneur Promotional Videos

Entrepreneur Partner	Platform	Number of Views	Total Interaction
Roti Bakar Nax (Jayapura City)	Instagram	247.582	31.408
	TikTok	229.414	24.084
Sagu Bakar SAMARASTA (Jayapura Regency)	Instagram	231.757	29.826
	TikTok	198.841	22.677

Based on Table 1, the results show a significant surge in interactions. Instagram provided a slightly higher visual reach compared to TikTok for both partners, although both generated hundreds of thousands of views. The total interactions reaching tens of thousands indicate that the applied content strategy succeeded in building engagement.

Comparing these results with previous studies, such as Saragih [7] and Wahyudi [8], this study confirms that digital marketing is effective for MSMEs. However, this research adds a new dimension by proving that content rich in "local wisdom" (Papuan culture) has a specific appeal that drives high engagement, even for businesses in regions with infrastructure challenges. The viral nature of the content [2] was evident in the rapid accumulation of views.

The phenomenon observed is that the audience appreciates authenticity. The limitations in infrastructure were mitigated by high-quality content production and strategic hashtag usage. However, technical challenges such as internet stability remain a barrier for consistent real-time engagement by the partners.

Preliminary conclusions suggest that while the tools (Instagram/TikTok) are effective, the sustainability of this impact depends on the partners' consistency and the improvement of internet infrastructure in the region.

## 5. Conclusion

The utilization of Instagram and TikTok for native Papuan entrepreneurs in Jayapura has successfully achieved its objectives. The results show a significant increase in business visibility, evidenced by hundreds of thousands of views and tens of thousands of interactions. This aligns with modern marketing theories [1], [3] but in a specific local context. The study concludes that creative short video content based on local wisdom is a powerful tool for overcoming geographical market limitations. The practical implication is that local entrepreneurs should focus on "storytelling" their cultural uniqueness. A limitation of this study is the short timeframe of monitoring; future research should look at the long-term conversion of these views into actual sales revenue.

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