

Improving the Quality of MSME Marketing Via Social Media at the Hamed Kebab Business

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Article Information		Abstract
Submission date	06 December 2023	Research aim: For know how can Hamed Kebab MSMEs in the village of Kampung England Pare increase marketing through social media.
Revised date	01 January 2024	Design/Method/Approach: Study This is study purposive qualitative. For identify role social media in increase activity marketing owner of Hamed Kebab UMKM in English Village. Method data collection is carried out with technique interviews and observations.
Accepted date	31 March 2024	Research Finding: results from study This is can increase quality marketing via social media, you can help MSME owners in promotion manufacture content. Research limitation: The limitation of this research is that it exists lack of time is due owner difficult found. Keywords: Marketing, Social Media, MSMEs

1. Introduction

Information technology that is growing rapidly in this era marks that times are getting more advanced. Technology is basically present to facilitate humans in carrying out various activities more easily [1]. Technological advances in this digital era provide opportunities in all areas of life, especially in the entrepreneurial economy. According to [2] which became indicator business world when entering the digital world is exists increase expenditure digital advertising, people tend to use gadgets with intensity tall because exists convenience access various information in various internet content, system infrastructure telecommunication which is increasing good and present opportunity for individual For gather, processing, and mutual exchange information For make it easier activity business.

Developments in this digital era bring big opportunity for Micro, Small and Medium Enterprises (MSMEs). MSMEs are also proven to absorb a larger workforce in the national economy. With so many workers absorbed, the MSME sector is able to increase community income. Thus, MSMEs are considered to have a strategic role in reducing unemployment and poverty. The term MSMEs refers to business activities formed by citizens, either in the form of private businesses or business entities [3]. Micro, small, and medium enterprises (MSMEs) are a significant part of the country's economy, as they play a significant role in improving economy of society [4]. In addition, MSME owners are encouraged to have or understand marketing strategies so that the business being run can continue to run and by knowing the marketing strategy the owner may know who the target market is clearly and specifically. Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals [5]. In this digital era, a digital marketing strategy is also needed, focusing on the content to be disseminated, which consists of digital information about the products or services offered. This

content must be designed and developed with a high level of creativity and innovation. Content marketing is a marketing technique that aims to create and disseminate content that is relevant and valuable to the target audience, with the aim of encouraging the purchase of the product or service and generating profits [6]. The potential development of this digital era has made business people make social media a dominant option to help market products or services, so that they can increase business at a lower cost. Social media is a new set of communication and collaboration tools that allow for different types of interactions that were previously unavailable to ordinary people [7].

Kampung Inggris is a village area located in Pare District, Kediri Regency. Kampung Inggris Pare is one of the references for people who want to learn or hone their English skills. Kampung Inggris is like a student complex. Because the people who come and study there come from various regions and circles. This English village is also an educational destination. Many groups of students visit there to fill school vacation time. From the many new residents, it brings great opportunities for Hamed Kebab UMKM to take advantage of this moment, but in developing a business in order to improve the quality of marketing by using social media. Meanwhile, UMKM Kebab Hamed had previously carried out business promotion through Instagram but promotion through social media stopped because the owner of UMKM Kebab Hamed did not have time to be more diligent in promoting his business through social media. In the midst of digital development, MSME owners need to improvise offline and online sales (Instagram) with other social media that provide many advantages, namely the ability to introduce and promote products with wider broadcast engagement, effective payment and purchase methods, attract consumers with unique and creative hashtags, can create creative content so that audiences can be attracted to buy. The relationship with the research proposed with the research above, namely having similarities and differences. The similarity is that data analysis uses Qualitative methods. Meanwhile, the difference is that the previous research lies in the utilization of social media only through whatsapp and utilizes more conventional marketing, while this research continues to promote through social media in the form of Instagram.

By looking at the problems above, the purpose of this writing is to get an overview of how MSMEs Kebab Hamed in Kampung Inggris can utilize social media again and be more active in promoting the products sold and expanding marketing by using Instagram for business benefits and introducing these products to the wider community in order to get a wider potential market share.

1.1 Statement of Problem

From the description object study This . How Hamed Kebab MSME owners can more active and creative in increase quality marketing through social media so you can increase buyer?

1.2 Research Objectives

For know how can Hamed Kebab MSMEs in the village of Kampung England Pare increase creative marketing through social media.

2. Method

The method used in this research is qualitative research methods. Qualitative research methods are research methods used to research on natural object conditions with researchers

as key instruments, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization [13].

Data collection methods are carried out by interview and observation techniques. Interviews are data collection by asking questions directly. Observation is also called the observation method, which is collecting data directly by recording what is observed during the research.

This research activity was carried out by observing the owner of UMKM Kebab Hamed Kampung Inggris, In this interview the researcher intends to find out and analyze the marketing activities of MSME owners in the current digital era. After conducting these observations and interviews, researchers provide guidance and assist in making promotions through Instagram content, and hope to improve the quality of the Kebab Hamed business in English Village.

3. Results and Discussion

In activity interview conducted on December 5 2023, Mr. Miftahul Farid explain beginning start his business running, opportunities and obstacles experienced, digital marketing in his business.

The establishment of Kebab Hamed UMKM on May 18 2018. At first Mr Miftahul Farid This working at one business her brother that is toast seller, hose quite a long time sir Farid This want to open business Alone But he Still Confused Want to open business what, after thought with ripe finally Mr Farid decide For open business with selling kebabs. First open This kebab business is Mr Farid opens on Jl. The flamboyance of the English village of Pare, with the right capital, finally Mr. Farid decide For sell his motorbike. Already quite a long time of effort This walk Finally he decide For open branch located on Jl . Dahlia and Jl. Brawijaya. Opportunities to be had from owner of UMKM Kebab Hamed because he think if selling at the English Village location Certain Can walk Keep going Because see from great place strategic Because lots of new people coming in study/course in English Village automatic bring impact Good for MSMEs Kebab Hamed. English village like place objective for other MSMEs too, because the majority of the courses people from outside city So Lots consumers who like it culinary. with utilise opportunity Kebab Hamed is currently open in the English Village area.

However, on the other hand, the owner of Kebab Hamed MSMEs also feels obstacles. The more many people know if it's the English Village is very place strategic in open effort, from that's it Lots popping up competitor new. Although the place No side by side However still just Can become obstacle for Hamed Kebabs. In the increasingly modern era progress, social media really required in promote business. From emergence Hamatan the Kebab Hamed MSME owner carries out digital marketing with promote his business through Instagram and Facebook However with walking time owner business the No There is time in do digital marketing through IG and FB. He feel confusion in look for innovation manufacture content and also the current time congested so that No Can running digital marketing. Form activity in solve problem that is with help owner of UMKM Kebab Hamed Dalam increase quality marketing through social media, helps For publication product through Instagram and Facebook.

3.1. Increase Quality Marketing Through Social Media

Nowadays, social media has become an integral part of life in the digital era. Through social media, one can connect with many people from everywhere. This is why many people use social media for socialization and interaction. Via social media, anyone can easily get diverse information and interesting entertainment. If so, wouldn't it? This can be so interesting for marketing business.

1. Choose a Social Media Platform and Focus

Actually, there is no prohibition on using social media for business. Both Facebook, Instagram, TikTok, and other social media platforms can help with digital marketing strategy. One should choose one social media platform first and make it the main focus. Why? The reason is that it makes management easier in terms of time, settings, source power, provision of costs, and so on.

2. Understand Business Target Market Audience

You know the characteristics or behaviors of the audience that is the business's target market? At least, you need to know some related data about the audience targeted in business. Start from range of age, gender, language used, and so on. For an audience with a young age range, language association is relaxed and flexible in everyday life. Of course, this will be more easily accepted.

3. Earn Unique and Interesting Content

The next step is to create unique, interesting, and consistent content in accordance with the business. Use a combination of text and images in a way that is proportional to the audience's interest in five seconds. First, don't forget to embed the purchase link in the content. No, there is no need to occasionally make content advertisements in video form, provided they are interesting and informative.

4. Create Post Content By Routine

Not only notice the appearance of advertising, but also the hours and frequency of posting advertising. At the very least, post content advertisements twice a day at the right time. Perfect posting time is not always at a time with moderate traffic. In fact, when traffic is increasing, the ad you created will be covered by other content.

5. Create a Structured Management Agenda

Not only just intention or great determination at the moment of getting started, marketing business via social media needs lots of support. Especially from consistent and durable management. Because there are many things that must be noticed in managing social media marketing. Like providing special time to compile various strategies for increasing quality advertisements. Including doing analysis, creating drafts, doing trials, and so on.

Marketing business via social media should be one of the mandatory strategies understood by business owners. This is not only by large-scale businesses, but also by small and medium-sized businesses (MSMEs). This is because social media has now become a means of socialization and interaction in modern society, and don't forget to always be consistent in implementing it.

3.2. How to Publish Through Instagram and Facebook

In content publication activities here, business owners are given help through the teaching process of promoting products with the platforms Instagram, Twitter. Content publication on social

media Besides useful For add outlook owner effort, step this is also expected For increase income, more open with development of the digital era. Social media as a promotional medium Lots give impact positive, user can with easy look for information, mutual participate and share with consumer. Objective from activity teach use Instagram and Facebook is For give information online from facet producers and consumers. Owner businesses and consumers can exchange information with easy, and share support opinion by online.

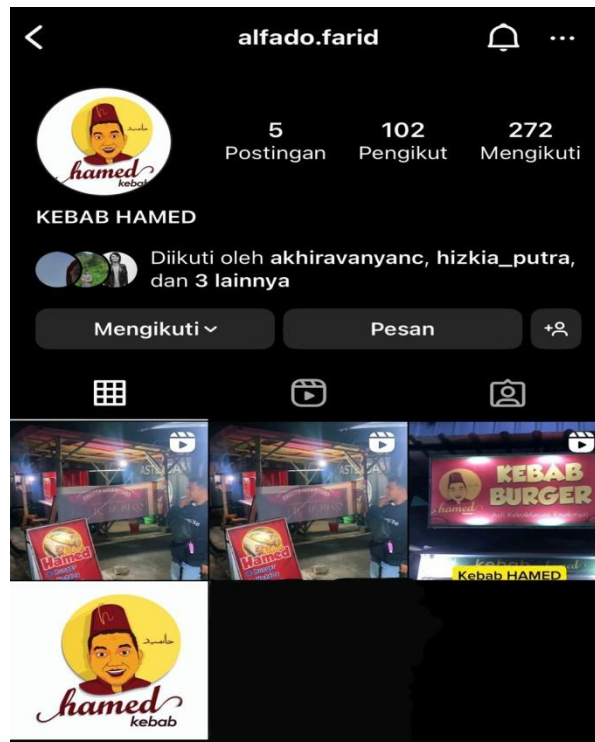


Figure 1. Online Promotion With Publication Products On Instagram

4. Conclusion

All activity man from various aspect No Can Far from use digital technology. His height level Internet use generates impact in the field economy, internet is useful For get consumer, promote goods, giving review product, build trust, and increase profits. One of effort For maximizing communication with customer For sustainability business in period long that is implement social media marketing. There is social media marketing for monitor and fulfill needs and desires consumer without constrained time. The owners business can do all business processes start from activity sell buy, upgrade request as well as serve consumer by online.

Use technology information in do business Still limited, owner business only accept order online using Facebook and WhatsApp. After that assistance with the learning process make account and manage social media, owner business become interested For use Instagram and Facebook in help activity marketing, owner business So have plan For develop business in the future because social media marketing is more prospective For reach more Lots consumer than promotion conventional. Perpetrator business give positive response in activity This. The use of Instagram and Twitter media is considered capable reach consumer in a way direct.

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