



## Comparison of Social Media Marketing Engagement Rates on My Rise (MSMEs) Salatiga

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### ABSTRACT

The development of technology affects all aspects or fields, one of which is the field of business marketing which is often referred to as digital marketing. Digital marketing is currently the focus of business people, including MSMEs. They must quickly adapt to changes because it can help disseminate products to the public and increase sales. Business actors are facilitated by digital marketing platforms, such as social media, with various derivatives. This study aims to analyze the comparison of the level of engagement in social media marketing to the increase in sales and productivity of My Rise (MSMEs). The research method used in this study is qualitative. This research focuses on the level of engagement of each social media marketing used by My Rise. Through the data collection method through interviews and social media observations, the results of the research showed that the social media marketing used by My Rise is Instagram, Facebook, and TikTok, where each social media has its advantages in its use. However, the social media with the highest engagement is Instagram because more people use Instagram social media, so the target market is more targeted.

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### 1. INTRODUCTION

The development of digital technology has affected marketing activities in recent years; this is better known as digital marketing due to the use of digital technology in marketing activities (Jannatin et al., 2020). The existence of digital marketing facilitates interaction between producers, market intermediaries, and potential consumers (Purwana et al., 2017). The movement and change in the way of doing business that is increasingly fast towards digitalization have forced business people to adapt to follow these changes (Idah & Pinilih, 2019).

The presence of digital marketing makes it easier for business actors to interact with potential consumers so that they can monitor and provide for the needs and desires of potential consumers (Sulaksono & Zakaria, 2020). In addition, the emergence of digitalization can help the government increase the ease of access and technology

transfer to MSMEs to survive in business competition (Slamet et al., 2016). Because MSMEs are one type of small business that also plays a role in helping growth and improvement in aspects of a country's economy (Kadeni & Srijani, 2020). However, this opportunity has not been untapped by MSMEs, where marketing media to get closer to consumers has not been carried out optimally compared to the growth in internet users (Purwana et al., 2017).

Based on research by Bappenas (2020) that in carrying out marketing transformation, the majority of MSMEs use online marketing policies for all business scales, then use marketing policies such as giving discounts or gifts, making specific product packages, and selling smaller packages.

According to Hadi & Zakiah (2021) that social media is one of the most accessible digital marketing tools to use as an online marketing medium because social media is easy to learn, low cost, and does not require special skills. In addition, social media is considered to facilitate interaction between sellers and consumers. The research is in line with research by Kelly et al (2010) that social media helps provide opportunities for sellers to reach consumers and build interactions between sellers – buyers. In addition, promoting and marketing through social media makes many people more aware of their products (brand awareness), where posts on social media will help attract the attention of potential consumers so that when potential consumers need the product (Veranita et al., 2022). The existence of a brand can help reduce misunderstandings and prejudices against the brand; besides that, the brand can increase brand value by creating a platform to exchange ideas and information with the public (Kim & Ko, 2012).

We Are Social (2022) conducted research related to frequently used social media platforms, and based on the results of this research, WhatsApp is a more often-used social media platform. Still, WhatsApp is a social media messenger, not a medium for sharing content. At the same time, Instagram is a social media that is more often used to share content, then continued by Facebook and TikTok. Business people can market their products (Diyatma & Rahayu, 2017). This opportunity encourages the proliferation of online shop accounts so that sellers and buyers cannot do face-to-face, so efforts are needed for business actors to build the trust of potential consumers with customer engagement (Rohadian & Amir, 2019). Customer engagement is a stage of consumer loyalty because, at this stage, there is two-way communication between business actors and customers, so an emotional connection between business actors and customers begins to be established (Limandono & Daharmayanti, 2018). Just like the application of customer engagement, consumers can influence a brand or product to be better known, and this has an impact on increasing sales, besides that customer engagement can help business actors in exploring information about consumers' wants and needs for a brand (Rohadian & Amir, 2019).

Based on the above background, the formulation of the problem in this study can be drawn: (1) What social media marketing to use? (2) How is the implementation of the use of My Rise social media marketing? (3) What is the engagement rate of My Rise social media marketing? The purpose of this study is to compare the level of engagement in social media marketing to the increase in sales and productivity of My Rise (MSMEs). In addition, this research provides benefits for My Rise to be more optimal in increasing the use of social media marketing so that the target can be more comprehensive and get an increasing income. Add a qualitative approach to social media marketing literature MSMEs for academics.

## 2. RESEARCH METHOD

This research uses a descriptive qualitative approach in one of the MSMEs in Salatiga. The object of this study was My Rise, selected by purposive sampling with criteria 1) MSMEs that use social media marketing, 2) MSMEs that have implemented social media marketing, and 3) MSMEs that build engagement with customers. The reason for

choosing the application of social media marketing. The data collection method in this study used primary data obtained through interviews with MSME owners and observations of social media users. Researchers used data analysis techniques to answer this research problem with qualitative analysis.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 My Rise Background

My Rise is one of the MSMEs in Salatiga, engaged in men's and women's fashion and established in 2014. Starting from becoming a reseller by selling products using the WhatsApp application, more and more enthusiasts opened their first store in Jalan Kemiri I Salatiga. Because it grew in 2018, My Rise opened a second store on Jalan Kalinongko Salatiga and began to use Instagram social media. In addition to My Rise buying products from suppliers' resale, My Rise also expands its business by launching products with its brand. The sewing skills of clothes owned by the owner are an added value in business development. The owner can design and sew new products with the Yash up Label brand (a subsidiary) and My Rise hijab, specifically for hijab products.

My Rise can develop until now because it is supported by the development of digital technology in its business activities. My Rise owners often attend digital marketing training held by the Cooperatives and MSMEs Office and training institutions. For My Rise, technological developments significantly impact business activities and increase sales.



Figure 1. My Rise Store (Kemiri I, Salatiga)

#### 3.2 Social Media Marketing Used by My Rise

The social media that my Rise initially used was Instagram and then Facebook because it was to promote and advertise optimally. So that Facebook became a social media used after Instagram; however, due to the increasing number of Instagram users, the intense social media users are Instagram and TikTok. With the development of new applications, such as TikTok, which currently has tools to support the promotional activities of business actors, My Rise began to use the application.

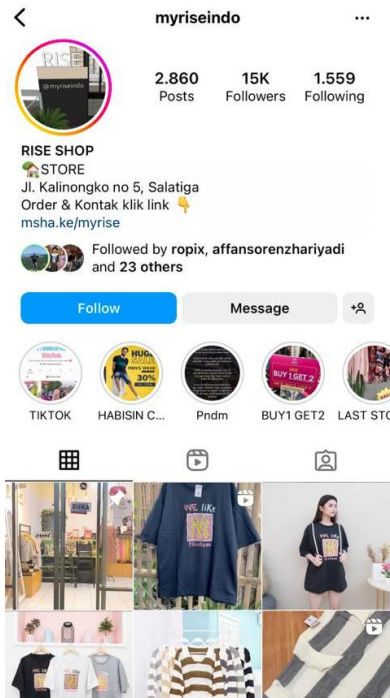


Figure 2. Social Media My Rise (Instagram)



Figure 3. Social Media My Rise (TikTok)

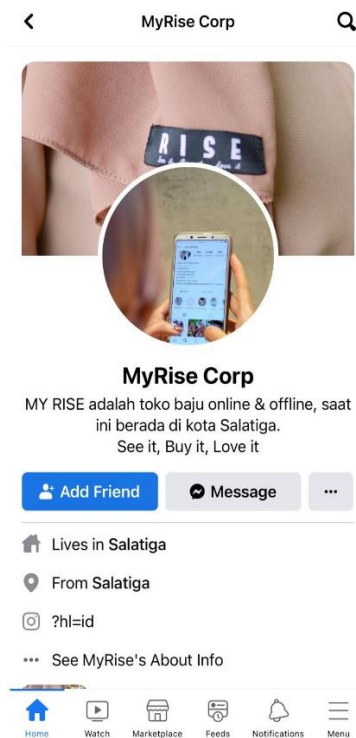


Figure 4. Social Media My Rise (Facebook)

### 3.3 Implementation of the Use of Social Media Marketing

My Rise is one of the MSMEs that has implemented social media as a sales platform, where social media can help introduce My Rise products and create the branding of My Rise products to the public or potential consumers. Based on 3 (three) social media platforms used by My Rise, each platform has advantages. Still, Instagram has a more significant impact on increasing product sales because, in terms of its many users, My Rise uses Instagram longer so that my rise product promotional activities reach more precisely on target. In addition, many Instagram features support business actors in marketing their products, such as the ease of uploading products, Instagram stories, Instagram ads, product highlights, Instagram bio, the availability of business Instagram accounts, and so on. Instagram provides convenience for business actors and makes it easier for potential consumers to receive information from them. In addition to Instagram, the TikTok platform significantly impacts the sale of My Rise products. Because TikTok has tools that are helpful for business actors, such as content with audio and visual support going viral. Still, with limited human resources, the use of TikTok has not been able to run optimally.

### 3.4 Engagement Rate of Social Media Marketing

Social media positively influences the marketing and sales of My Rise products, making it easier to determine targets and a wider reach. In addition, social media is a platform for My Rise that helps make it easy to interact directly with consumers so that it can quickly receive feedback from consumers on products that have been purchased. The level of interaction between My Rise and consumers and social media is found in the following table.

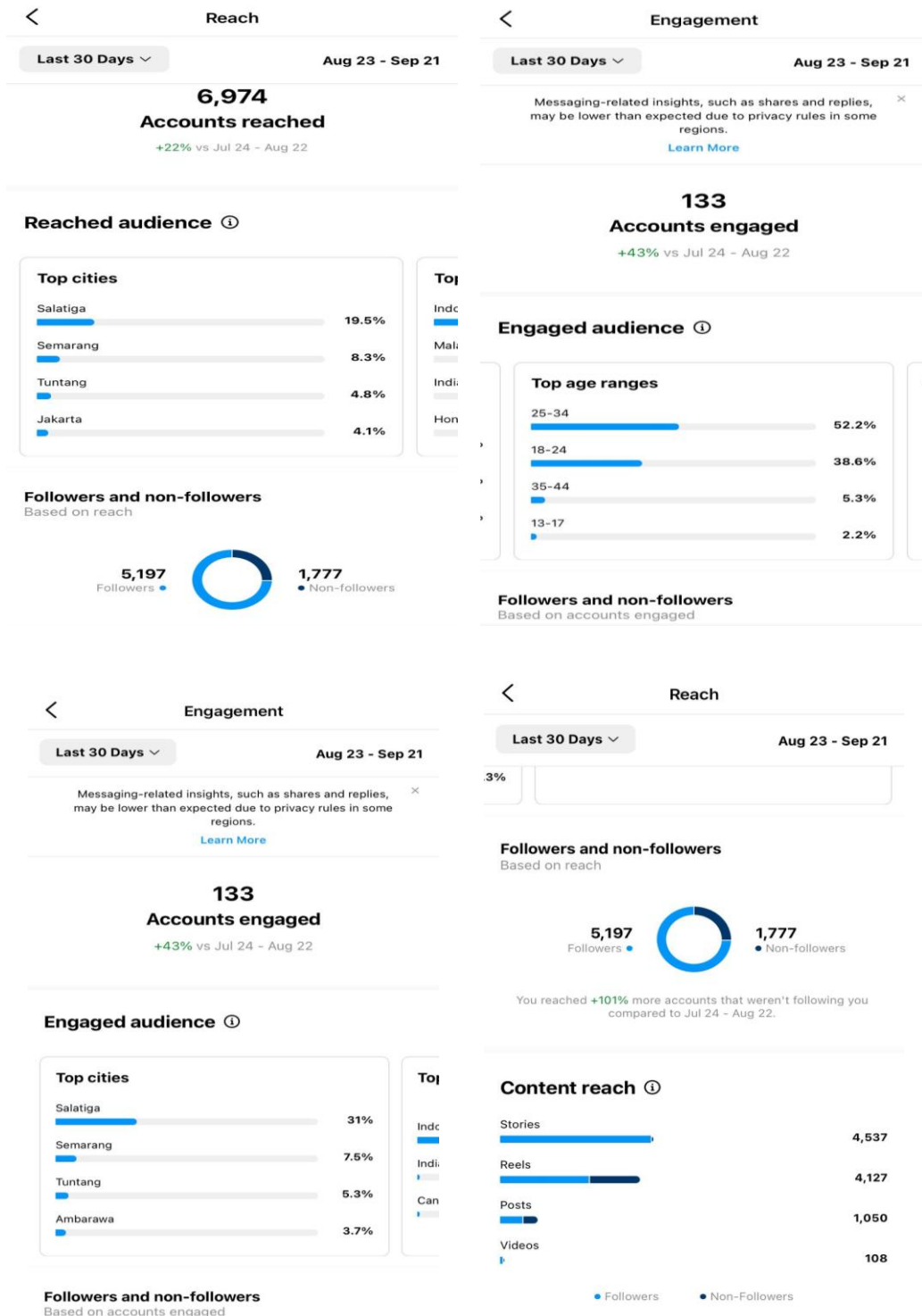


Figure 5. My Rise Instagram Engagement



Figure 6. My Rise TikTok Engagements

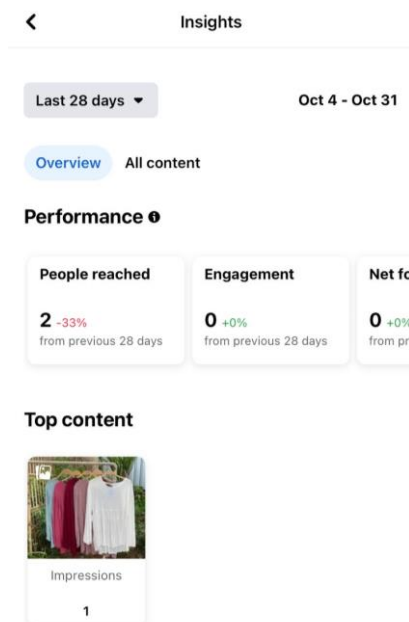


Figure 7. My Rise Facebook Engagements

Based on the three social media used by My Rise in promotional activities, the social media with a high engagement level is Instagram. Communication between My Rise and its followers often did on Instagram, such as through story polls.

### 3.5 Discussion

The social media marketing used by My Rise includes Instagram, Facebook, and TikTok, and each platform has its advantages. My Rise uses social media as a sales platform, where social media can help introduce My Rise products and create the branding of My Rise products to the public or potential consumers. Line with Taan et al. (2021) that social media can use to build awareness, recognition, reminders, and actions on a brand, business, product, or other things. The social media that has the most impact on increasing sales of My Rise products is Instagram because, in terms of its many users and promotional activities, My Rise products reach more precisely on target. The engagement rate of My Rise social media marketing is relatively high, especially on Instagram, because Instagram is easier to determine targets and a wider reach. Line with Rohadian & Amir (2019) that Instagram can reach the target market for business people because most people currently have Instagram accounts. In addition, Instagram's high engagement rate helps My Rise to interact directly with consumers, so it can quickly receive feedback from consumers on products that have been purchased. In line with research by Aprilya (2017), Instagram social media marketing provides opportunities for business actors and consumers to interact continuously to maintain communication and information between business actors and their customers.

## 4. CONCLUSION

My rise is an MSME that follows and applies digital technology's development in marketing activities. Supported by developing social media applications to help business actors carry out marketing activities. There are 3 (three) social media applications used by my rise, including Instagram, Facebook, and TikTok, where each application is used according to the needs of marketing activities. Instagram is a social media that is often used by My Rise because it has been using Instagram for a long time, so it has a broader reach and is right on target. In addition, some tools make it easier for My Rise to more broadly do marketing and place advertisements because Instagram can connect with Facebook accounts that are also owned. That way, Facebook users who don't use Instagram can find out about My Rise products when My Rise uploads content or advertises. Not only that, TikTok has now developed its application to support business actors, who initially could only use the application for viral content; now, it is growing with the existence of a TikTok shop.

Building engagement with followers helps My Rise to continually develop products, innovate, and have an impact on increasing sales of My Rise products. Because My Rise can have a good relationship with customers, it can quickly get feedback from customers on the products that have been purchased so that My Rise will responsively evaluate or improve products or improve services.

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