



The utilization of social media as a marketing communication strategy for msme products in joho village, sukoharjo

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ABSTRACT

The majority of Micro, Small and Medium Enterprises (MSMEs) adopt social media platforms to communicate with their potential customers. The adoption of social media provides benefits for MSME managers that positively influence MSME performance. This research aims to determine the use of social media by MSMEs as a product marketing communication medium in Joho Village, Sukoharjo. In compiling this research, the researcher used a qualitative approach. The number of MSMEs that use social media to market products is 7 MSMEs from Joho Village. The types of MSMEs marketed are food, clothing, home equipment and women's accessories. The data sources used are primary data and secondary data. Data collection techniques are interviews and observation. The data analysis technique used in this research uses the Miles and Huberman model analysis method, namely data reduction, data presentation and drawing conclusions. The research results show that MSMEs in this study have used social media in their sales communication process. The most widely used social media is Facebook. The benefit of using social media for MSMEs is that it is an effective sales tool, it can increase sales volume by more than 100% if you always update information every day. This research also shows that the benefit most felt by MSME owners/managers in this research is that social media is very useful in: 1) facilitating effective communication between MSME managers, consumers and suppliers. 2) improve marketing and expand market share. 3) help increase the knowledge of SME managers and assist business decisions

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1. INTRODUCTION

In this modern era, technological advancements continue to progress, facilitating humans in simplifying everything. The current era, characterized by rapidity, makes human activities quick and easily achievable. With today's technology, communication has become bidirectional. With the current technology, every individual can engage in

two-way communication, receiving timely feedback, and making communication accessible to everyone, anywhere, thanks to the rapidly evolving technology (Yu, 2023).

The rapid development of technology allows every individual on Earth to connect with each other. The internet serves as the primary source for this interconnectedness, enabling people to interact without geographical barriers. With the internet facilitating interaction, social media platforms have emerged as tools to ease communication among users, connecting people effortlessly (Ali et al., 2023).

Social media is not merely used for information and entertainment but also serves as a marketing communication medium. Some residents of Joho Village, Sukoharjo, utilize social media to market their micro-business products. According to (Dinda Sekar Puspitarini & Reni Nuraeni, 2019), social media offers advantages in promotional activities, such as cost-free information dissemination, minimal time and effort, and quick information transmission. Thus, promoting a product on social media requires minimal cost and effort, with a relatively short timeframe.

Communication is a crucial element in marketing as it forms the basis of communication between producers and consumers. The advancement of technology and information has transformed conventional communication into modern communication, leaning towards digital lifestyles. Internet, therefore, plays a vital role in modern marketing communication. This evolution has led to the emergence of online social media, facilitating marketing communication online. Online social media marketing is widely popular due to its affordability, accessibility, ease of operation, and vast market potential. Hence, social media marketing communication is beneficial for various organizations, including SMEs, to promote their products (Maulana, 2021)

According to (Astuti & Matondang, 2020), social media is an effective and affordable medium for promotion since the majority of the population uses it, and it offers diverse promotion formats. Thus, social media simplifies product promotion and creates identity, brand, and product promotion opportunities, fostering new relationships (Hasdiana, 2021).

One of the efforts to support the economy in Sukoharjo is through SMEs business (Aliyah, 2022). SMEs are defined according to Law Number 20 of 2008. As per Article 6 of Law Number 20 of 2008, micro-enterprises are defined by having net worth not exceeding Rp50,000,000, excluding land and building assets, and annual sales not exceeding Rp300,000,000.

SMEs encompass micro, small, and medium-sized enterprises, which operate individually, as household businesses, or small-sized corporations. These enterprises are categorized based on annual revenue and the number of employees (Firdausya & Ompusunggu, 2023).

Based on the background described above, this research aims to understand the utilization of social media by SMEs as a marketing communication medium for products in Joho Village, Sukoharjo. This study is expected to contribute to the development of research in the field of communication, particularly in marketing communication. Additionally, it can serve as a reference for future researchers and highlight the benefits of social media for SMEs as a marketing communication medium in Sukoharjo Regency as a whole.

2. RESEARCH METHOD

In conducting this research, the researcher utilized a qualitative approach. According to (umrati & hengki wijaya, 2020), qualitative research is a method of gathering data on a problem by understanding and observing the conditions surrounding the issue. The researcher is the key to this study, as the data produced is subjective, and the results of qualitative research involve describing and elaborating on the problem being studied. The

informants in this study are individuals who market SME products in Sukoharjo Regency, specifically in Joho Village, utilizing social media as a means of product marketing. There were 7 SMEs from Joho Village that utilized social media to market their products, including food, clothing, household items, and women's accessories. The research object in this study is the Utilization of Social Media by SMEs as a Marketing Communication Medium in Sukoharjo Regency. The research was conducted in Joho Village, Sukoharjo Regency. Micro, Small, and Medium Enterprises (MSMEs) play a significant role in driving Sukoharjo Regency's economy. This research was conducted from November 2023 to January 2024.

The data sources used were primary and secondary data. Data collection techniques included interviews and observations. The data analysis technique employed in this research utilized (Joy et al., 2023) According to (umrati & hengki wijaya, 2020), there are three stages in analyzing data using the Miles and Huberman model: data reduction, data display, and conclusion drawing.

3. RESULTS AND DISCUSSIONS

3.1 The utilization of social media by MSMEs as a product marketing communication media

The utilization of social media by MSMEs as a marketing communication medium in Sukoharjo Regency is a significant trend. Sukoharjo is strategically located in Central Java, adjacent to Solo City, the second-largest urban area in Central Java after Semarang. Moreover, Sukoharjo lies between Yogyakarta and Solo cities, both of which are major urban centers in Java Island (Dona, 2019).

MSMEs in Sukoharjo Regency cover various sectors such as industry, services, trade, fisheries, livestock, and agriculture (Wardani & Solikah, 2020). These businesses are further divided into sub-sectors like textile handicrafts, batik, guitars, rattan, furniture, mushrooms, alcohol, traditional herbal medicine, processed foods, embroidery, salons, workshops, tailoring, and motorcycle taxi services.

The informants in this study are owners or managers of MSMEs in the industrial sector, involved in processing raw materials into semi-finished or finished goods in Sukoharjo Regency, specifically in Joho Village. Examples include food, beverages, clothing, and handicraft industries, as well as agricultural and fisheries activities, covering everything from cultivation and maintenance to marketing of fish/livestock.

The researcher conducted interviews with informants, who are the primary sources of this study, to understand the utilization of social media by MSMEs as a marketing communication medium in Joho Village, Sukoharjo. These informants are individuals using social media as a means of marketing communication for their products. The interviews were conducted directly in the field to determine why social media is used as a marketing communication medium by MSMEs in Joho Village, Sukoharjo.

In today's digital era, one of the strategies in product marketing is leveraging social media platforms to widen the reach of product or service promotions (Yusanda et al., 2021). Social media is the most accessed platform by people of all ages, making it an ideal tool for marketing purposes (Abdurahman Al-Mohammadi & Gazzaz, 2020). It facilitates direct contact with consumers, serves as a useful promotional/advertising tool, helps gather consumer needs, communicates feedback to consumers, and aids in business decision-making. Additionally, social media functions as an online discussion forum, customer monitoring platform, customer surveys, supplier needs data collection, and product gallery display.

Various scholars have emphasized the significance of social media in marketing, citing its rapid user base growth worldwide and its potential to deliver value to MSME audiences. Some benefits include the ease of reaching target audiences, building online communities, quick feedback reception from audiences, web traffic and prospect generation, cost savings, brand awareness building, and enhanced customer service (Cheung et al., 2020).

All MSMEs interviewed in this study have implemented social media as a means of information and business communication. They utilize various social media platforms to market and advertise their products, including goods and industrial products. While there is diversity in social media usage among MSMEs, with platforms like Facebook and Instagram being popular choices, Facebook is favored due to its ease of use, especially among MSMEs in Joho Village. Additionally, some MSMEs use blogging and YouTube to showcase their business profiles and as informational platform (Kurniaty et al., 2023).

Based on interviews, the use of social media, particularly Facebook, as a marketing communication medium makes products easily visible and accessible to potential customers, resulting in quicker sales. Promotions include posting attractive product photos once a day. Challenges include unreliable network connectivity during power outages (Suparyanto dan Rosad, 2020).

The majority of residents in Joho Village, Sukoharjo, indeed use Facebook as their primary social media platform (Jiyoto, 2023). Promotions involve posting 8 to 10 product photos daily with engaging captions, although power outages can disrupt internet connectivity in the area. The researcher observed the Facebook accounts of informants FSM, SH, AYD, MK, HR, GLM, and STR, noting that they regularly post product photos as mentioned during interviews.

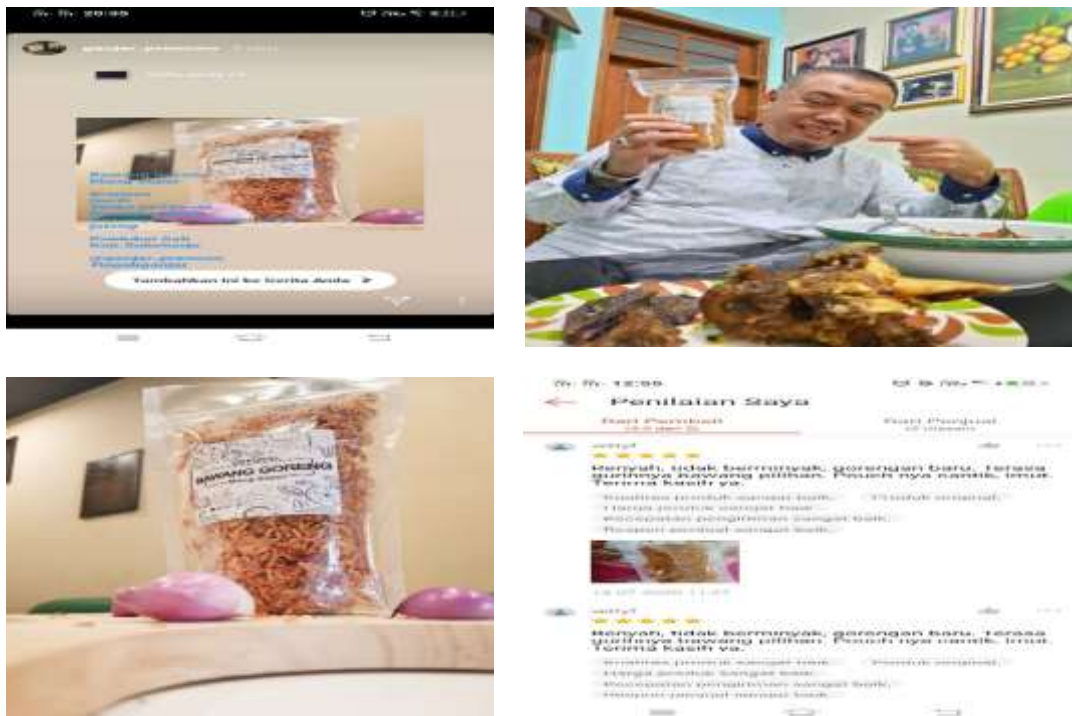


Figure 1 The informant posted product photos on their Facebook account

3.2 Marketing communication strategy using social media

The marketing communication strategy using social media involves creating interest among consumers for the products offered on Facebook. This is done by posting attractive photos with engaging captions, and maintaining product quality to retain subscribers. To capture consumers' interest, the strategy includes posting appealing product photos, providing detailed explanations about the products, and offering products that are both reasonably priced and of good quality. This approach aligns with the previous response given by SH.

As explained by Mrs. FSM, a food and beverage product entrepreneur, "Every day I take photos and videos of my products on my Facebook and upload them to my social media, and thankfully, every time I upload, many people inquire about my business and the prices of my products" (W/I/FSM). Mrs. FSM, as a food and beverage product entrepreneur, has benefited greatly from using social media or online platforms as a sales tool, particularly Facebook, due to the higher consumer response compared to Instagram.

To attract consumers, the strategy involves selling products that are in high demand, offering products that are difficult to find in traditional markets, and pricing products competitively to make them more affordable to consumers. Product quality is adjusted according to the price point (Sari & Wirawan, 2022).

Observations made by the researcher while studying the Facebook social media accounts of informants FSM, SH, AYD, MK, HR, GLM, and STR revealed that the posts on their Facebook accounts consist of product photos accompanied by descriptive captions. Consumers of these informants also mentioned that the prices of the products sold by them are relatively cheaper compared to those sold in stores or markets. This finding supports what the informants mentioned during the interviews.

3.3 Determining the target consumers for the products offered through social media

The informant explained that in determining the target consumers for the products offered through social media, the first step is to observe potential consumers. To determine the products to be sold, they observe the surrounding environment. The process of determining the target consumers involves observing potential consumers and studying their behaviors. Similarly, in determining the products to be sold, they search for products in stores and identify attractive models. The goal is to sell items that are useful and needed by the target audience. This approach aligns with what was mentioned by the informant earlier.

Based on the researcher's observations, it's evident that the informants indeed observe potential consumers by examining their Facebook accounts and monitoring their daily activities and habits through social media. Moreover, in observing the surrounding environment to determine the products to be sold, informants actively engage with the community to gather information about the needs and desires within the local area.

3.4 How to determine if products sold on social media can be sold

The way to know if products sold on social media like Facebook can sell well is by maintaining the quality of the products being sold. To strengthen the research findings, researchers conducted interviews with other informants. Here is the answer provided regarding how to know if products sold on Facebook can sell well. To ensure that products sold on Facebook can sell well, one should sell trendy products. In addition, one should increase their friends on Facebook to attract more attention.

"To know if our products have been sold, we look at the market conditions, market share, and what consumers need. We must always stay up-to-date with all kinds of information on Facebook accounts" (W/I/SH)

From the interview results, it can be concluded that the way to know if products sold on Facebook can sell well is by looking at market conditions and what the market needs at that time. This is in line with what was conveyed by the previous informant.

Based on the researcher's observations, it is evident that the informant showed the importance of maintaining product quality and also demonstrated observing the surrounding environment to understand its needs. The researcher also observed the informant's Facebook social media account, confirming that the informant indeed has many friends on their Facebook account.

3.5 The services provided when promoting products on social media

To gain further insights into the services provided when promoting products on Facebook, researchers conducted interviews with informants. One of the services provided on Facebook is advertising. Advertising is a message intended for a wide audience. The use of social media in marketing products and services is inseparable from advertising. Engaging advertising can also increase sales, as expressed by Mrs. AYD, the owner and producer of snacks in Kelurahan Joho, Sukoharjo.

"To attract customers to my products, I often create ads and upload them to my social media such as creating stories, uploading photos, videos, and more. Services also include product orders and payment methods" (W/I/AYD).

Based on the interview results above, it is known that the service provided is advertising, with product order terms predetermined by the informant. If customers order products according to the terms, the quantity of products in the order will be increased. Additionally, the service includes direct delivery of products to the customer's address. Based on the interview results, it is known that the service provided includes Cash On Delivery (COD) transactions and direct product delivery.

From the interview results, it is understood that the service provided includes direct delivery of products to the customer's address. This aligns with what previous informants have conveyed. Based on the researcher's observation, it is indeed confirmed that the informant delivers their products to the addresses of customers who order those products.

3.6 The impact of utilizing social media as a marketing communication tool for products

Utilization of social media like Facebook as a means of marketing communication for products proves highly effective due to its time-saving nature, ease of product sales, and simplicity in promoting products (Julianti et al., 2021). It's evident that utilizing Facebook as a medium for marketing communication is highly effective. Furthermore, the observation made by the informant involves checking details related to the products to be sold. Leveraging Facebook as a medium for marketing communication is highly beneficial. This approach speeds up the marketing process significantly. Additionally, this strategy will be applied again as the promotional processes align with expectations.

Moreover, the researcher's observations revealed that by leveraging Facebook as a medium for marketing communication, informants find it easier to promote their products; a simple upload of product photos can lead to sales. This method proves to be highly effective. Utilizing social media to market products for SMEs can have positive impacts, not only saving costs and energy but also expanding marketing reach. As stated by Mrs. AYD, "Since I started using Facebook connected directly to Instagram as a tool for marketing my products, my income has increased, and I can also offer my customers to become my resellers, thus increasing my income" (W/I/AYD).

The use of social media like Facebook also impacts the smoothness of communication between sellers and buyers. Effective communication with consumers is crucial for sellers aiming to obtain information, promote products, shape brand image, integrate, and build relationships. As stated in an interview with Mr. SH, "I am grateful to be close to my customers because sometimes we share our fashion-related issues. I always maintain good communication with my customers; I always strive to make my customers comfortable and loyal to shop at my online store" (W/I/SH).

Additionally, the use of social media serves other functions and benefits, such as expanding market networks in product sales, which previously were limited to local communities but can now reach wider audiences, even beyond city limits (Faidlatul Habibah & Irwansyah, 2021). The researcher also interviewed Mrs. STR, a snack business owner, who said, "To make others aware of my products, I have used celebrity services, promoted through Instagram, and received promotional help from my friends. Alhamdulillah, within a few months, my products became known to many people" (W/I/STR).

Based on the research results, it is evident that the most felt benefits by SME owners/managers in this study are that social media is highly beneficial in: 1) facilitating effective communication between SME managers, consumers, and suppliers. 2) enhancing marketing and expanding market share. 3) helping to increase SME managers' knowledge and aiding in business decisions. This is consistent with previous research (Rokhmah et al., 2020), which explains that the use of information technology can help increase entrepreneurs' opportunities to enhance productivity, strengthen competitiveness, and foster relationships between entrepreneurs and other stakeholders, including suppliers and distributors. Research by (Choe & Noh, 2018) also found that using social media as a marketing tool by SMEs would be advantageous, including increased product sales, interaction with consumers, and market network expansion.

This study shows that the use of social media by SMEs has helped increase SME sales volume. The increase in sales volume was most significant, ranging from 10-49%. This aligns with previous research indicating that social media serves as a marketing tool for products or services, as well as an interaction platform with customers to solve their problems. Other explanations suggest that increased sales or cost reductions are the result of appropriate long-term marketing management. The research results explain that the benefits received by SMEs are strongly correlated with Information Technology.

The research findings are in line with other studies showing that the use of online media as a means of product promotion and sales provides significant benefits (Rokhmah, 2020). Through online media utilization, product sales and revenue received by Sukoharjo SMEs increased nearly threefold compared to before utilizing online media. The use of social media (Facebook and Twitter) by Sukoharjo SME entrepreneurs contributed more to increasing sales and expanding market share compared to using blogs or government websites. Therefore, increased utilization of online media, especially social media besides Facebook and Twitter, will increase product sales value for SMEs in Sukoharjo.

The latest interactive (digital) technology developments have introduced new platforms for information sharing and self-expression (Hasdiana, 2021). (Pancaningsih et al., 2022) assert that society increasingly utilizes digital media to achieve individual and group goals. As individuals become more familiar with the internet, businesses create online forums to design products more effectively. Many online forums focus on consumption or brand-related topics (Liedfray et al., 2022). Hence, online communities are referred to as consumption communities when consumption becomes their focal point, uniting individuals through emotions, lifestyles, new moral perspectives, feelings of unfairness, and shared consumption practices.

The research findings also align with several studies indicating that SMEs leveraging social media network technology can achieve greater success (Ainin et al., 2015; Ndiege, 2019). Consequently, both large and small companies must communicate and engage with their customers. Interacting with clients has become increasingly challenging in recent years. However, recent technical advances have made this more accessible, enabling organizations to foster relationships with clients.

4. CONCLUSION

Based on the research results and discussions previously outlined regarding the Utilization of Social Media by MSMEs as Product Marketing Communication Media in Sukoharjo Regency, it can be concluded that the marketing plan in the Utilization of Facebook Social Media by MSMEs as Product Marketing Communication Media in Joho Village, Sukoharjo

The plan is to observe the conditions in the surrounding environment and determine the steps of the work stages. The observation results obtained are that Facebook is the most widely used social media in Joho Village, Sukoharjo. People enjoy shopping online, and the products frequently sought after in Joho Village, Sukoharjo are trending products in that area.

The steps taken to market the products are utilizing Facebook as a medium for product marketing, determining the products to offer to consumers, setting the price for the products offered to consumers, marketing the products by posting product photos on Facebook every day, and the final step is to maintain the quality of the products offered to turn consumers into regular customers.

The plan is to determine the target consumers for the products offered. In determining this, there are basic criteria for assessing opportunities in the target market:

The size of the existing segment and growth potential; the majority of the population in Joho Village, Sukoharjo, uses Facebook. Thus, products offered through Facebook can sell well. Potential competition; there is low competition because few people use Facebook for marketing in Joho Village, Sukoharjo. Suitability and feasibility; selling products that meet the needs and desires of consumers.

The plan is to provide services to consumers. The service provided is offering delivery services. The products ordered by consumers will be delivered directly to their address. The plan is to re-examine the marketing process that has been implemented. The goal is to identify which parts of the marketing process are not suitable to be applied or can be reapplied for future products because they are effective.

The use of social media plays a positive role for micro-entrepreneurs or MSMEs, where micro-enterprises are independently run businesses with limited capital (Nurfajri et al., 2021). With the use of social media, MSME operators can expand their businesses without having to spend a lot of capital. The use of social media also provides many benefits for MSME entrepreneurs, including: increasing product sales, making it easy to promote goods, expanding market networks, easily advertising creative products, and easily interacting with consumers..

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