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## Utilization Of Social Media For Prmotion Of Small And Medium Businesses In Intestine Chips In Seginim Village

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**Abstract.** This study aims to analyze the use of social media for promotional for small and medium SMEs on intestine chips products in seginim village. In the current digital era, social media has become a very effective tool for increasing product visibility and marketing. This study uses qualitive descriptive metdhods with tecniques data collection through in depth interviews, observation and document analysis, the result of this research show that users of social media platforms such as facebook, instagram, and whatsapp have had a positive impact on increasing sales and (brend awareness) of intestinal chips product. SMEs in seginim villages use social media for various promotional activities. Inluding product introductions, providing information to consumers, apart from to consumers, apart from that, interesting and interactive content strategies such as product images and vides, costumer reviews and special offers have proven to be effective in attracting consumer attention and interest.

**Keywords:** *Social Media, Prmotion,*

### INTRODUCTION

Seginim Village, located in Bengkulu, has a variety of potential small and medium enterprises that can be developed, one of the leading products from this village is intestine chips, a snack made from chicken intestines and processed with special spices to produce a unique and delicious flavor image. Despite its great potential, the intestine chips business in Seginim village still faces challenges in terms of marketing and product promotion to a wider market. The importance of social media in business promotion, in today's digital era, social media has become a very effective tool for business promotion, including small and medium enterprises. With proper use, social media can help expand market reach, increase brand awareness, and drive sales. Some popular social media platforms in Indonesia include Facebook, Instagram, and WhatsApp. Each of these platforms has characteristics and uses that can be utilized for product promotion.

The purpose of utilizing social media for the promotion of intestinal chips business in Seginim village:

1. Increase Brand Awareness: Make people more familiar with intestinal chips products from Seginim village.
2. Expanding Market Reach: Reaching potential customers outside Seginim village, even throughout the region and throughout Indonesia.

3. Increase Sales: Using digital marketing strategies to drive product sales.
4. Customer Engagement: Obtaining direct feedback from customers for product quality improvement. Social Media Utilization Strategies are:
  - a. Building an Attractive Profile
    - Instagram: Create a special account that displays attractive photos of intestinal chips products, the process of making them, and the way behind the business.
    - Facebook: Create a business page that contains complete information about the product, customer testimonials and attractive promotions.
  - b. Quality Content
    - Regularly upload content that is interesting and informative, such as recipes using intestinal chips, health benefits, and inspirational stories from the makers.
    - Use high-quality photos and videos to attract the attention of social media users.
  - c. Interaction with users
    - Respond to comments and messages from customers quickly and kindly.
    - Organize question and answer (A&O) sessions or live streaming to interact directly with customers.
  - d. Promotion and Paid Ads
    - Utilize paid advertising features on Instagram and Facebook to reach a wider and more targeted audience.
    - Organize giveaways or content to increase engagement and followers.
  - e. Collaboration with Infeluncer
    - Invite local or national infeluncers who have many followers to promote intestinal chips products.

## **LITERATURE REVIEW**

In today's digital era, social media has become a very effective tool in marketing products and services. According to Kotler and Keller (2016), promotion is part of the marketing mix which aims to convey information to consumers about the products or services offered and influence consumers to make purchases. Meanwhile, according to Evans (2012), promotion through social media is a digital marketing strategy that utilizes social networks to introduce products or services, build relationships with customers, and increase visibility and sales. According to him, the effectiveness of social media promotion lies in its ability to establish two-way communication with customers. Definition Social media is an online platform that various content or participate in popular social networks including Facebook, Instagram, TikTok, and Twitter. The benefits of social media for SMEs are:

- a. Low Cost: Social media offers a cost-effective marketing option, account creation and basic posting are free, and the cost of paid advertising on social media is relatively low compared to traditional advertising.
- b. Broad Reach: Social media allows SMEs to reach a global audience. It has a diverse and wide range of users, which enables the promotion of products like intestinal chips to a wide range of people.
- c. Direct Interaction With Customers: Social media enables two-way interaction between businesses and customers. This increases customer loyalty and allows for faster feedback.
- d. Data Analytics: Social media platforms provide analytics tools that help SMEs understand customer behavior and the effectiveness of their marketing campaigns.

Social Media Marketing Strategies for Intestinal Chips are:

- Identifying the right platform is important for SMEs to choose the platform that best suits their target market. For example, Instagram and Facebook may be more effective for visual promotion of intestinal chips products.
- Engaging content, interesting and relevant content is essential to attract the attention of the audience, this includes high-quality photos and videos of the product, the story behind the making of the product, as well as customer testimonials.
- Use of influencers, engaging local influencers or micro-influencers who have loyal followers can help introduce products to a wider audience, influencers can provide credible reviews and promotions to their followers.
- Interaction and engagement, maintaining active interaction with customers through comments, messages and feedback is essential. This creates a more personalized relationship and strengthens customer loyalty.

## **METHODS**

This research aims to explore how social media is utilized to promote Small and Medium Enterprises (SMEs) producing intestinal chips in Seginim Village. Here are some of the research methods that we conducted, namely:

### **1. Social Media Analysis.**

Social media content analysis was conducted by monitoring the activities of the owner-level social media accounts of these intestinal chip entrepreneurs including an analysis of the number of followers. Posting frequency, content type, and interaction level (like, comment, share).

### **2. Data Analyzing Technique**

Qualitative analysis, namely qualitative data from interviews analyzed using thematic analysis methods to identify key themes related to the use of social media in promotion.

## **RESULTS**

Seginim village has a lot of small and medium enterprises (SMEs) engaged in snacks, one of which is intestinal chips products. Effective promotion is very important for the continuity and

growth of these SMEs. Social media is one of the effective and efficient tools for promotion because of its wide reach and relatively low cost.

### 1. Use of Social Media

- Facebook Most SME owners use Facebook to promote their products. They create business pages, post product photos and share customer testimonials.
- Instagram: Instagram is used to display attractive product visuals instagram-like features. Stories and Instagram Ads are utilized to reach out to more potential customers.
- WhatsApp: WhatsApp is used for direct communication with customers. SME owners created customer groups to provide updates on products and promotions.

### 2. Marketing Strategy

- Visual Content: Attractive, high-quality product photos and videos are posted regularly to attract attention. The use of filters and good light settings are important factors.
- Testimonials: Sharing positive testimonials from customers who are satisfied with the product goes a long way in increasing the trust of potential customers.
- Special Discount Promotions: Discounts, giveaways, and product bundling promotions are used to attract new customers and retain existing ones.
- Interaction with customers: Quick responses to comments and messages from customers increase customer engagement and trust.

### 3. Impact of Social Media Promotions

- Increase in Sales: There was a significant increase in sales after utilizing social media for promotion. New customers come from different areas, not just from Seginim village.
- Brand Awareness: Brand awareness increased as the product became more recognized by the wider community. This can be seen from the increased number of followers and interactions on social media.
- Cost Efficiency: Promotion through social media has proven to be cheaper compared to traditional promotional methods such as advertising in print media or billboards.

The utilization of social media by intestinal chips SMEs in Seginim village showed positive results in increasing sales and brand awareness. However, there are some challenges faced such as lack of technical knowledge on social media management and difficulty in creating consistent and engaging content, namely:

1. Social Media Training: Organize training on digital marketing strategies and social media management for SME owners.
2. Collaboration with Influencers: Collaborating with local influencers to promote products can help reach a wider audience.
3. Use of Analytics Tools: Using analytics tools to monitor and evaluate the performance of social media promotions so that the strategies used can be continuously improved.

## **DISCUSSION**

The utilization of social media by intestinal chips SMEs in Seginim village showed positive results in increasing sales and brand awareness. However, there are some challenges faced

such as lack of technical knowledge on social media management and difficulty in creating consistent and engaging content, namely:

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## **CONCLUSION**

This research shows that the utilization of social media as a promotional tool is very effective for small and medium enterprises (SMEs) producing intestinal chips in Seginim Village. Social media, especially platforms such as Facebook, Instagram and WhatsApp, are successful in increasing sales and brand awareness of the products. The SMEs are able to use social media for various promotional activities, including product introduction, interaction with consumers, and conveying information about product benefits and advantages. Engaging and interactive content such as images, customer review videos, and special offers have proven effective in attracting consumer interest. However, there are several obstacles faced, such as limited knowledge of social media technology and management, as well as a lack of resources to create consistent and quality content. With proper training and mentoring, SMEs can overcome these obstacles and optimize the use of social media for promotion in the long run.

## **LIMITATION**

1. Training and Education: The government and related parties are advised to provide training and education on the use of social media and digital marketing strategies for SMEs in Seginim Village. This will help improve their understanding of how to effectively use various social media platforms.
2. Content Development: SMEs should focus on developing engaging and quality content. They can utilize free or low-cost tools for content creation.
3. Technical Assistance: Ongoing technical assistance is needed to help SMEs overcome their problems.

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