



Received : February 08, 2021
Accepted : February 12, 2021
Published : March 03, 2021

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Swot Analysis, Social Media And Promotional Video As Marketing Strategy In Mie Pangsit Ayam Bangka Mr. Dodo

Evi Silvana Muchsinati¹, Marcerllina Teo²

Universitas Internasional Batam

Email of correspondence¹: evi@uib.ac.id

Email of correspondence²: 1741151.marcerllina@uib.edu

Abstract

Mie Pangsit Ayam Bangka Mr. Dodo is a small medium enterprise business. It was founded by Mr. Liu Kuan Lie or to be called as Pak Ado at Ruko Grand Orchid Block A3 No. 10. Average income from the business itself per year is Rp 142,000,000 with an estimated average buyer of 22 people per day. The problems that they are facing right now are the lack of promotion which leads to making it difficult to bring in new customers, has never done a digital promotions such as do not have a social media account, and the location of the place which tends to be quiet. Methods in data collection used are by conducting interviews, observation, and from secondary data. The results obtained after a SWOT analysis were carried out, the authors got the results to be able to implement marketing strategy by creating an Instagram social media account and by making promotional video. Recommendations given to the business owner is to used the social media that has been created consistently.

Keywords: *Digital Promotion, SWOT Analysis, Promotional Video*

Introduction

Mie Pangsit Ayam Bangka Mr. Dodo was founded by Mr. Liu Kuan Lie or be called as Pak Ado on June 23, 2019 which is located at Ruko Grand Orchid Blok A3 No. 10. The competitor of the Mie Pangsit Ayam Bangka itself is quite big in Batam City because almost every region has a coffee shop and will have a choice of this kind of food. However, in the Grand Orchid area there is still minimal culinary business for Mie Pangsit Ayam Bangka. Therefore, Mr. Ado has a great opportunity to develop his business.

As for the turnover in the last year with the Covid-19 pandemic, the

turnover from this business is Rp 142,000,000 per year with an estimated average buyer of 22 people per day. And business owners expect the target now to be increase around 5% per year.

Efforts that have been made by business owners in terms of promotion are by hearing feedback directly from customers and implementing it directly, such as including a contact number in the menu so that customers can directly call Mr. Ado for ordering. Another effort is the traditional marketing system, such as business owners thanking customers who have finished eating and leaving the place. And if there are customers who

provide certainty and good comments who said that Pak Ado's food is delicious, then the business owner will be grateful and ask customers to bring friends and recommend the business to others.

The purpose of this activity is expected to increase brand awareness to the wider community so that will not just people coming from the surrounding community of Mie Pangsit Ayam Bangka Mr. Dodo. It can also be known and reached by other Batam City residents, can bring in new customers, and increase sales results.

Mie Pangsit Ayam Bangka Mr. Dodo has never done any kind of promotion, especially through social media platforms. Mr. Ado's business has survived until now, apart from the delicious and authentic Bangka noodles, also because of the loyal customers who always support and come back to eat the food from Mr. Ado's business. However, in modern times with increasingly sophisticated technological developments along with people who find it difficult to let go of this cellphone grip and almost everyone must have a social media account, especially Instagram. Following the development of technology, people like to watch videos more than reading a long paragraph thing especially interesting in promotional videos that can steal their attention. The following is a detailed description of the SWOT analysis conducted by the author:

Table 1.

SWOT Analysis

Strength
1. The price of Mie Pangsit Ayam Bangka Mr. Dodo is more affordable than other competitors.

2. Employee and owners are friendly, diligent, and have a good performance.
3. There are more choices of food other than noodles and tastes better when compared to others.
4. An environmental atmosphere with cleanliness is often maintained and the air is cool because a fan is provided at almost every table.

Opportunities

1. Because the foods are delicious, and get good feedback from customers, there will be opportunities to open branches in other areas in Batam City.
2. There is an opportunity to develop the business so that in the future it will have its own place to sell.

Weakness

1. Lack of promotion, making it difficult to bring in new customers.
2. Have never done digital promotions and do not have an Instagram social media account.
3. The location of the place that tends to be quiet and not many people know about the location.

Threats

1. Poor global economic conditions due to the Covid-19 virus which resulted in reduced customers.
2. Accelerated changes in trends and customer behavior that are more likely to focus on health due to the covid-19 outbreak.

Source: Author (2020)

Methods

The data obtained by the author to be use in this study are primary data, namely sources obtained directly from interviewees and secondary data, namely sources obtained from the internet for the search for theories related to this topic. The techniques used by the authors in collecting primary and secondary data are as follows:

- Interview : done between the author and the business owner (Mr. Ado). Interviews were conducted directly by the author visiting the practical workplace, namely Ruko Grand Orchid Blok A3 No. 10 and start conducting interviews by asking questions of the business owner. These questions include business identity, operational activities, number of employees and turnover obtained, along with any obstacles that are being faced by business owners.
- Observation : author made direct observations at the practical workplace, namely Ruko Grand Orchid Blok A3 No. 10 by seeing firsthand how the conditions and situation of Mie Pangsit Ayam Bangka Mr. Dodo along with seeing the sales process of the business owner in order to know what problems are being faced and a good marketing strategy solution that is suitable for business owners and the business itself.
- Secondary Data : author obtains the existing information and theories from previous research that is obtained from the internet. The theory obtained is in the form of a theory to understanding of each output such as social media, digital marketing, promotional videos and others.

The implementation of this activity was carried out at Ruko Grand Orchid Blok A3 No. 10, Batam City starting from October 24, 2020 to January 11, 2021.

Result and Discussion

The implementation of this activity involves writers and business owners which began on October 24, 2020 with the start of creating an Instagram social media account with content in the form of location photo content, food menu choices, and other information in order to reach the broad market.

According to (Sanclemente-Téllez, 2017), marketing is an activity that focuses on distribution and then on the duties of managers or superiors who carry out activities related to marketing and the involvement of an organization. Digital marketing, which is a means of promotional media, has the aim of being able to convey, provide, disseminate, and inform and market a product or service to customers so that it can influence them to have an interest in buying that product or service (Oktaviani & Rustandi, 2018). Social media is a platform that is increasingly used by everyone in everyday life and the level of popularity of social media as a channel used to provide and disseminate news and information is increasing every year (Swart et al., 2019).

Strengths and Weaknesses are internal (controllable) factors, each of which can support and hinder a company or effort from achieving its mission. Meanwhile, Opportunities and Threats are external factors (uncontrollable), each of which can help and hinder a company or effort to progress and achieve its mission (Phadermrod et al., 2019). The marketing function according to

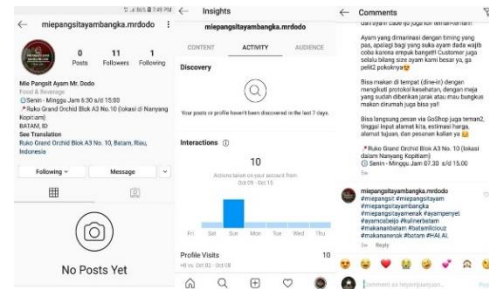
(Schindehutte et al., 2015) is to be able to influence and manage changes that occur in the external environment such as the possibility of changing potential customers for a product or service offered. Conduct and handle product management, product creation and market management by knowing potential customers.

Then do promotions by uploading photos, providing descriptions, adding hashtags and tag people such as culinary accounts in Batam City in photo posts in order to attract customers' attention by increasing views, profile visits, and interaction with sellers on Instagram. Also, frequently update Instagram Story to make it easier for users to see our posts.

Making promotional videos with contents in the form of location points, food menus, telephone numbers that can be contacted as well as providing hashtags and uploading the promotional video on Instagram so that it can be seen by users and can indirectly promote the business. The link of the promotional video is https://www.instagram.com/tv/CJi4NtshxoD/?utm_source=ig_web_copy_link

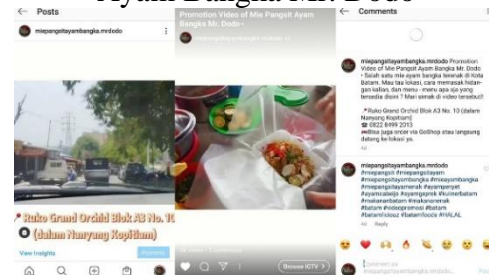
Then after being implemented, the authors conducted observations and internships for 2 weeks to help and at the same time to see firsthand the impact that was given after the promotion was carried out through social media.

Picture 1.
Screenshot result of Instagram account



Source: Author (2020)

Picture 2.
Promotional Video of Mie Pangsit Ayam Bangka Mr. Dodo



Source: Author (2020)

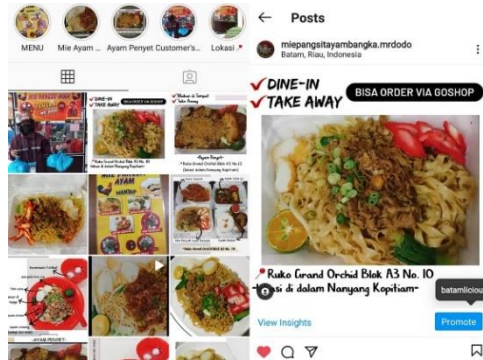
The output that was successfully achieved in this activity was the condition of Mie Pangsit Ayam Bangka Mr. Dodo business. It is also getting better and there are new customers added. After the existence of an Instagram account, there are also people who order and provide feedback through the direct message feature. The successful implementation of the output can also be seen from the sales results per day, from 22 buyers to the average buyer in recent months, increasing to 30 to 33 buyers.

The development of the increasing number of IG account users who come to visits the profile account is also increasing day by day. Then from the promotional video and photo posts, there were also several people who asked for information about Mie Pangsit Ayam Bangka Mr. Dodo business. Such as how to order,

what menus are sold, and how the payment method is, how to make an order that can be done via telephone and then pick-up via courier or GoShop, will make it easier for customers in the buying process. The owner will also receive feedback through the direct message feature.

Picture 3.

Post feeds and IG stories



Source: Author (2020)

Picture 4.

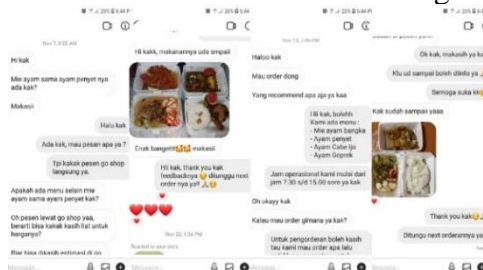
Results in Insights Activity



Source: Author (2020)

Picture 5.

Customer chat via direct message



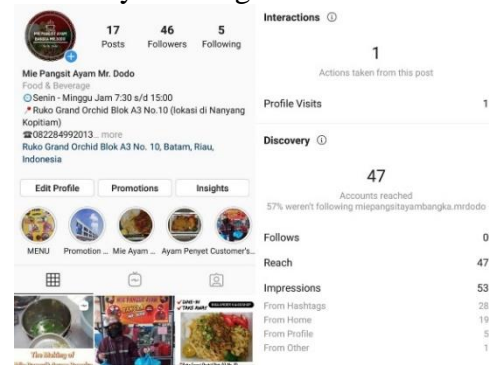
Source: Author (2020)

Then, from the photo below it also proves that even though number of followers are still at 46, but 57% of people (whom are not following Mie

Pangsit Ayam Bangka Mr. Dodo's account) have provided good feedback and impressions on this business account. So, the enforcement of hashtags, tag people, and mentions really helps business owners in carrying out promotions. Not only that, business owners can also monitor the numbers given from the Insights results to find out which customers tend to giving likes to which post content.

Picture 6.

Instagram account of Mie Pangsit Ayam Bangka Mr. Dodo



Source: Author (2020)

The main focus of this activity is to be able to help small businesses, especially our business partners Mie Pangsit Ayam Bangka Mr. Dodo to introduce its food to other communities by expanding the market and bringing in new customers.

Conclusions

The level of achievement of the target activities that have been carried out is the use of Instagram which can be used to upload photos, videos, IG stories and be given descriptions, hashtags, tag people. Can communicate and interact with customers and receive feedback from customers who have placed orders and distribute information to customers through social media Instagram. Promotional videos were

made as a method of visual promotion because nowadays people prefer to see images visually when compared to reading long sentences. With this implementation, the authors hope that Mr. Ado's business can be recognized by the wider community and increase profits and bring in new customers.

The benefits that can be provided are also in the form of increasing sales results from these businesses, especially in the conditions of the Covid-19 pandemic. In addition, based on the method described above, the benefits that can be provided to other small businesses are the assistance of social media, being able to reach and communicate effectively with customers and can greatly increase sales volume if you always update social media consistently.

Recommendations that can be given for the next PKM activity are to be able to find more data and other information as well as implement other than the online marketing strategy that has been carried out.

The author would like to thank all parties who have been involved in this PKM activity. Starting from the owner of Mie Pangsit Ayam Bangka Mr. Dodo as a collaborative partner who has given the author the opportunity to carry out this implementation. And author would also like to thanks to Dr. Evi Silvana Muchsinati, S.E., M.Si, who has guided the author in completing this PKM activity.

References

Oktaviani, F., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *PRofesi Humas : Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 3(1), 1. <https://doi.org/10.24198/prh.v3i>

1.15878

Phadermrod, B., Crowder, R. M., & Wills, G. B. (2019). Importance-Performance Analysis based SWOT analysis. *International Journal of Information Management*, 44, 194–203. <https://doi.org/10.1016/j.ijinfomgt.2016.03.009>

Sanclemente-Téllez, J. C. (2017). Marketing and corporate social responsibility (CSR). moving between broadening the concept of marketing and social factors as a marketing strategy. *Spanish Journal of Marketing - ESIC*, 21(S1), 4–25. <https://doi.org/10.1016/j.sjme.2017.05.001>

Schindehutte, M., Morris, M. H., & Kuratko, D. F. (2015). Triggering Events, Corporate Entrepreneurship and the Marketing Function. *Journal of Marketing Theory and Practice*, 8(2), 18–30. <https://doi.org/10.1080/10696679.2000.11501865>

Swart, J., Peters, C., & Broersma, M. (2019). Sharing and Discussing News in Private Social Media Groups: The social function of news and current affairs in location-based, work-oriented and leisure-focused communities. *Digital Journalism*, 7(2), 187–205. <https://doi.org/10.1080/21670811.2018.1465351>