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THE IMPLEMENTATION OF SOCIAL MEDIA-BASED DIGITAL MARKETING IN NY'S KITCHEN

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Abstract

Ny's Kitchen was founded by Mrs. Anny in 2019. Ny's Kitchen is currently located in Ruko Hang Kesturi, Blok I-2 No. 3A, Batam City, Batam. Ny's Kitchen is engaged in the culinary field that sells various types of food prepared from chicken meat. The development of digital marketing based on social media is currently growing very rapidly. So that digital marketing now has a very important role for any existing business. Currently, there are also many competitors who sell similar foods to Ny's Kitchen. Even nowadays competitors have used social media such as Instagram for promotion purposes. Thus, it is very important to apply Instagram-based digital marketing to Ny's Kitchen. The lack of implementation of the applied marketing strategy will potentially lose the market share owned by Ny's Kitchen. The strategies that will be used in promoting Ny's Kitchen are advertising and direct marketing. The implementation of the marketing strategy is expected to increase the sales of Ny's Kitchen.

Keywords: *Marketing, Social media, Promotion, Advertising*

Introduction

Culinary business now has become one of the most popular business fields among the public. One thing that every culinary business owner cannot ignore is a marketing strategy. Implementing a marketing strategy help a business grow bigger (Utama, 2019). The right marketing strategy can help a business to get a lot of advantages. These advantages such as increasing the reputation of the business and the profits to be obtained. Along with the era of digitalization, digital marketing has become one of the most popular marketing strategies (Dewi, 2018). The development of digital marketing based on social media is currently growing very rapidly. Social media is now one of the most popular promotion platforms for peoples. This is because the cost of promotion on social media is very affordable when compared to other media (Khairani et al., 2018). One of the popular social media used by people in marketing is Instagram. Based on the report by NapoleonCat (2021), the number of Instagram users in Indonesia reached 91.01 million in October 2021. From this number, it can be seen that Instagram is the most frequently used social media by people. Instagram also provides various features by sellers to promote the products that will be sold by them.

Most culinary small and medium enterprises still not using Instagram as their promotional tools. So they also lose the opportunity to promote the food or drinks sold by them to potential consumers. One of the culinary small and medium enterprises in Batam City is Ny's Kitchen. Ny's Kitchen was founded by Mrs. Anny in 2019. Ny's Kitchen is currently located in Ruko Hang Kesturi, Blok I-2 No. 3A, Batam City, Batam. Ny's Kitchen is engaged in the culinary field that sells various types of food prepared from chicken meat. The condition faced by Ny's Kitchen at this time is they do not have a promotion system that can be used to expand their market in Batam City. Now there are also many competitors who sell similar foods to Ny's Kitchen. Even today's competitors have used social media such as Instagram to promote their foods. The lack of implementation of the applied marketing strategy will potentially lose the market share owned by Ny's Kitchen. If the implementation of marketing strategies is carried out optimally, the success rate of a business will also increase (Tirtayasa et al, 2021). Thus, it is very important to apply Instagram-based digital marketing to Ny's Kitchen. Therefore, the authors are interested in conducting research with the title "**Implementation of Social Media-Based Digital Marketing in Ny's Kitchen**".

The aims of this project after implementing the strategies that have been analyzed by the author are as follows:

1. Having an Instagram social media account that is used to share information related to Ny's Kitchen to consumers.
2. Increasing the brand awareness of Ny's Kitchen consumers through uploading content on Instagram social media accounts.

Methods

Data collection techniques used in the implementation of this activity consist of primary data and secondary data. The primary data used in this activity was collected through the results of interviews conducted by the author to the business owner of Ny's Kitchen. The data collected through the results of interviews conducted include business operations and foods sold. The secondary data used in this activity are photos of food sold by Ny's Kitchen. The process of designing the output in this activity started from the interview conducted by the author to the owner of Ny's Kitchen. After getting the necessary information, the author also created an Instagram account. After that, the author made photo editing of the food that would be uploaded to the Instagram account. In addition, the author also designed a food menu that would be uploaded to an Instagram account. In the last stage was upload photos and content to your Instagram account.

The implementation of practical work to be carried out is divided into several stages as follows:

1. Preparation Stage

The preparatory stage was carried out by the author before carrying out the research. This stage begins with conducting an initial survey to find locations that can be used as practical work places. After that, the author conducted an interview process with business owners with the aim of knowing operational activities and information related to the business being run. In addition, the author also makes observations to find out what problems are faced by the business in question.

2. Implementation Stage

Before this stage begins, the author collected information obtained from the business owner first. This stage begins with the process of creating an Instagram account, designing content that will be uploaded to an Instagram account, and also designing a menu design to make it look more attractive. After that, the project output design will be carried out followed by the implementation process.

3. Assessment and Reporting Stage

This stage started from the process of preparing practical work reports and finalizing reports. The process of preparing this report was carried out by the author by following the standards and criteria set by the campus. In the process of preparing practical work reports, the author also made guidance with the supervisor. With the aim that the preparation of this report has met the standards that have been set. At the last stage, it was continued with the collection of hardcovers to the BAAK.

Result and Discussion

The external design in this practical work is the application of social media-based digital marketing at Ny's Kitchen which consists of creating a Ny's Kitchen Instagram account, menu design, and food package menus. The following will include the output evidence that has been designed by the author in this report.

1. Ny's Kitchen Instagram Account

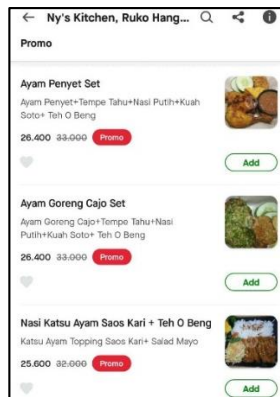
The designed Instagram account is expected to introduce Ny's Kitchen to more consumers. In the Ny's Kitchen Instagram account, there are uploads of posts such as photos of food being sold, owner information, business addresses, and links that can be linked to Ny's Kitchen's gofood. This is expected to make it easier for customers to recognize what kind of business Ny's Kitchen is in the culinary field.



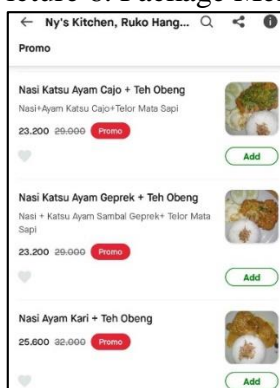
Picture 1. Ny's Kitchen Instagram Account



Picture 2. Uploading Instagram Story

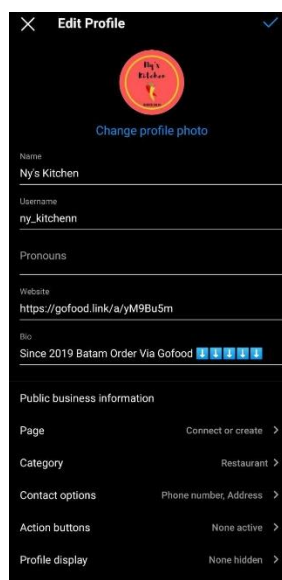


Picture 6. Package Menu



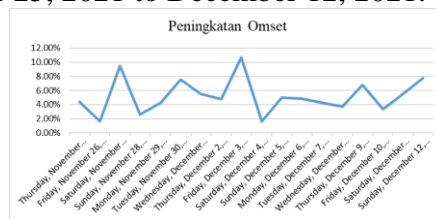
Picture 7. Package Menu

The external implementation process in this report starts with creating an Instagram account. After the account has been created, proceed with filling in the data in the account. After that, it is continued by uploading the content that has been designed. The content designed is adapted to the conditions of the partners concerned. Uploaded content consists of food menus, gofood links, packaged foods, and photos of the food sold/



Picture 8. Filling in Information on Instagram Profile

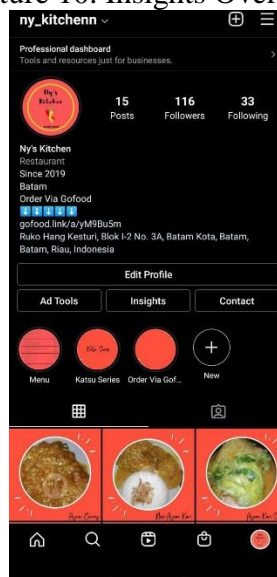
The condition after implementation can be seen from the following Picture. From November 1, 2021 to December 1, 2021, we can see that from the past no one knew Mrs.'s Kitchen to someone who recognized her. Through several Instagram story uploads in November, it can be seen that there were 31 people who opened the Ny's Kitchen Instagram account when the account was created. In addition, through interviews with business owners, it was found that after the implementation of the marketing strategy, Ny's Kitchen's sales began to increase from usual. The increase ranged from around 1.61 percent to 10.68 percent with an average of 5.2 percent from November 25, 2021 to December 12, 2021.



Picture 9. Ny's Kitchen Daily Sales Increase



Picture 10. Insights Overview



Picture 11. Ny's Kitchen Instagram Account

Conclusions

Culinary business has now become one of the most popular business fields among the public. One thing that cannot be ignored by every culinary business actor is a marketing strategy. The process of designing the output in this activity starts from the interview conducted by the author to the owner of Ny's Kitchen. The output in this practical work is the application of social media-based digital marketing to Ny's Kitchen, which consists of creating a Ny's Kitchen Instagram account, designing menu designs, and food package menus. After several outputs designed by the author were implemented, Ny's Kitchen was better known by the people. Based on the results of interviews conducted with business owners, it was also known that after the implementation of the marketing strategy, Ny's Kitchen's sales began to increase, ranging from about 5 percent to 10 percent from the usual day. The following are some suggestions that the author would like to give to partners.

1. The business owner of Ny's Kitchen is expected to continue to promote on Instagram. This is because Instagram can be one of the platforms used for low-cost promotions.
2. The business owner of Ny's Kitchen is expected to continue to launch several new food package menus in order to attract consumers to make purchases.
3. The business owner of Ny's Kitchen is expected to be able to launch several promos that can attract consumers to make purchases.

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