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Promotion and Marketing System using Social Media at UMKM Omer Prata & Teh Tarek

Muhammad Donal Mon¹, Violina Anastasya²

Universitas Internasional Batam

Email of correspondence : muhammad.donal@uib.ac.id, 1941265.violina@uib.edu

Abstract

This study aims to implement promotional and marketing strategies using social media for UMKM Omer Prata & Teh Tarek through social media, namely Instagram by creating attractive promotional content and creating accounts on the online ordering application, namely Go-Food. The implementation aims to provide solutions to increase sales and revenue, reach more new customers and make it easier for customers to place orders online. Data collection in this study used 3 techniques namely observation, interviews, and documentation. The results obtained are that Omer Prata & Teh Tarek are better known by new potential customers and get an increase in orders and revenue. This can be a recommendation for further research in order to increase the creation of interesting content on social media for promotion and marketing strategies in terms of increasing sales and revenue.

Keywords: *Promotion, Marketing, Social Media, Sales, Revenue*

Introduction

Omer Prata & Teh Tarek have been around for 6 years and was founded in October 2016 with 3 employees. Omer Prata & Teh Tarek is engaged in the food business sector which focuses on prata menus with various variants and teh tarek which is made with a distinctive taste. Since 2022, the owner has decided to move the location of Omer Prata and Teh Tarek to a more strategic area. The location is currently on Jl. Gajah Mada, Tiban Indah, Sekupang District, Batam City. The operational time for this is from 10.00 to 22.00 and is open every day. The number of employees is 6 people. Attention and support are needed from various levels of society in order to encourage MSME players to continue to run and develop their businesses (Zusnita, 2022). However, until now Omer Prata & Teh Tarek does not have a good and effective promotion system. Promotion and marketing products still use traditional methods. Product promotion and marketing activities have not been carried out online like most MSMEs today (Victoria & Purwianti, 2022). Online product promotion tends to be used more by business actors nowadays because it is considered to have a more significant influence on product sales and is considered to be more effective and efficient. In research conducted by (Hasan, 2021), Instagram contributes 38% to culinary business sales when compared to 3 other social media platforms.

In addition, Omer Prata & Teh Tarek have also not been registered on any food ordering application, so this also makes it difficult for customers to place online orders. Therefore, registering MSMEs on the online ordering application, namely Go-Food, will also be the main focus in this activity. According to (Widyayanti, 2021), the Gojek Group noted that the number of orders at GoFood throughout 2021 had increased by 133%, which was more than double compared to the previous period. By choosing the right promotion strategy, MSMEs will be better known by the public, increase sales each period, attract new customers, and generate higher profits (Lily Purwianti, 2019). This can be done by creating an Instagram account with an attractive design, promoting existing menus at MSMEs, building a brand image by describing the advantages of MSME products, as well as providing discounts and sales strategies for a certain time (Michael G., Budi S., Lily S. 2023). The scope of this project is to create a promotion and marketing system using social media for the Omer Prata and Teh Tarek. The author wants to help Omer Prata & Teh Tarek to reach more customers, increase sales and manage promotional strategies so that able to compete with competitors who already have a good promotion strategy, and avoid a significant decrease in income. The goal to be achieved in this activity is to increase revenue and reach more customers by implementing promotional strategies on Instagram. The benefits of this activity are helping Omer Prata & Teh Tarek in making promotional and marketing strategies using social media, make it easier for MSME customers to order products by registering their business with the online ordering application, providing solutions to increase sales and income and reach more new customers, especially millennials (Simamora & Sudhartio, 2021).

Methods

The data collection technique used in this study are observation techniques, namely methods carried out by visiting and making direct observations at the location and this also carried out in order to obtain supporting data more precisely, interview techniques, namely conducting questions and answers directly with MSME owners or employees, documentation techniques, namely the method used to be able to document matters contained in MSMEs, store MSME data as archives, and collect information about MSMEs as supporting data. The first stage in the implementation process is to carry out an on-the-spot inspection. Omer Prata & Teh Tarek do not have a promotion system through social media and online ordering applications. This makes Omer Prata & Teh Tarek quite difficult to reach new customers and of course affects the income. The second stage is to identify the problems faced by Omer Prata & Teh Tarek during the business process. The third stage is the author carrying out the draft that has been prepared, creating a social media account in the form of an Instagram account and registering Omer Prata & Teh Tarek on the online ordering application, namely GO-FOOD. The fourth stage is the stage for posting content that has been made to social media accounts. The final stage is the finalization stage which is carried out by controlling and monitoring the promotion process for Omer Prata & Teh Tarek on social media.

Budget

No	Activity Plan	Budget Type	Volume	Units	Unit	Amount
1.	Observation and Interview	Transportation Costs	3	time	Rp 50,000	Rp 150,000
		Consumption Costs	3	time	Rp 200,000	Rp 600,000
		Internet Connection Fee	3	time	Rp 100,000	Rp 300,000
2	External Design	Premium Editing Application Subscription Fees	3	time	Rp 300,000	Rp 900,000
		Purchase of Content Creation Support Tools	1	pcs	Rp 500,000	Rp 500,000
3	External Implementation	Transportation Costs	36	time	Rp 50,000	Rp 1,800,000
		Internet Connection Fee	6	time	Rp 100,000	Rp 600,000
4	Report Generation	Cost of Consumables	1	time		Rp 500,000
5	Miscellaneous Expense					Rp 200,000
TOTAL BUDGET						Rp 5.550.000

Result and Discussion

The initial step that needs to be taken in the output of the activity is to conduct interviews with business owners to find out in detail about the problems faced by MSMEs, then make direct observations of Omer Prata & Teh Tarek employees. After making further observations, the authors designed solutions and work programs to overcome the problems that occurred, namely the absence of an online promotion system through social media and online ordering applications. In this practical work, the authors designed a promotional strategy by creating accounts on Instagram social media and registering Omer Prata and Teh Tarek in the online ordering application.

The first stage of implementation is to create interesting content that will be used as material for posting on the Omer Prata & Teh Tarek Instagram accounts and to register on the online ordering application, namely Go-Food. The content shared is information about locations, operating hours, and various menu variants available

at Omer Prata & Teh Tarek. For the creation of promotional content, it is necessary to shoot menu variants at UMKM as follows:



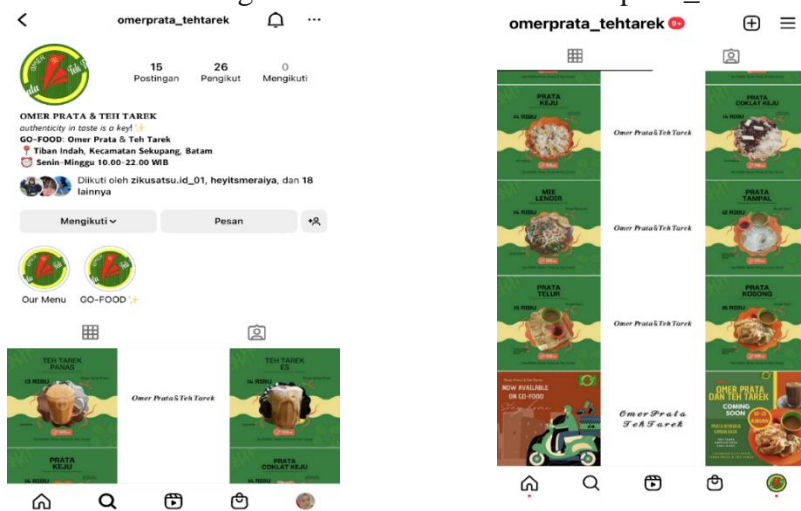
The second stage of implementation is posting content that has been made to the UMKM Instagram account, namely omerprata_tehrtarek and making improvements to the online ordering application such as changing menu photos and setting discounts. The following is an attachment to some of the content posted on the Instagram social media account as follows:



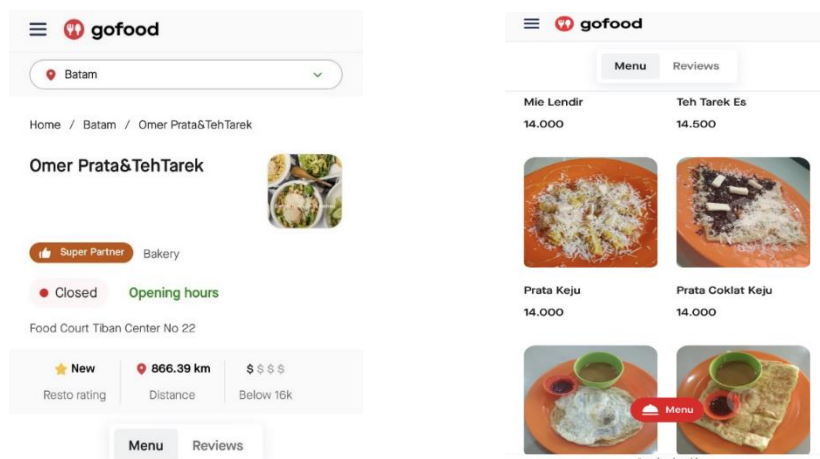
The implementation of the third stage is monitoring and evaluating the promotion strategy that has been carried out, assessing whether the promotional strategy that has been developed is running smoothly, and monitoring how the effect of the strategy implemented on the increase in the number of customers and income of Omer Prata & Teh Tarek. After implementing for about three months in developing the Omer Prata & Teh Tarek promotion strategy on Instagram social media and the Go-Food online ordering application, it can be seen that the number of followers on social media accounts has increased and the number of new customers coming has also increased quite a bit. The following are some of the benefits obtained after implementing a promotion strategy on social media, namely as follows:

- Omer Prata & Teh Tarek are better known by the public and new potential customers because they carry out promotions with social media.
- Getting an increase in the number of new customers coming to UMKM Omer Prata & Teh Tarek.
- Get an increase in orders because they have been registered with the online ordering application.
- There is an increase in income that is useful for the development of UMKM Omer Prata & Teh Tarek.

Implementation of the activity of creating Omer Prata & Teh Tarek social media accounts on Instagram with the username omerprata_tehtarek.



Implementation of account creation activities on the Go-Food online ordering application under the name Omer Prata & Teh Tarek.



Conclusions

The conclusion obtained from this practical work is that the implementation of promotional strategies using Instagram social media and registration on the Go-Food online ordering application have had a significant impact on the progress of Omer Prata & Teh Tarek in increasing the number of customers and income. The

design and implementation of the promotion strategy is carried out for approximately three months with the aim of helping solve problems in the promotion system and increasing income. With the implementation of this promotion strategy, Omer Prata & Teh Tarek receive many new customers and a significant increase in income. Thus, it is hoped that Omer Prata & Teh Tarek can increase the creation of more interesting content as material for posting on social media to attract customer interest, evaluation is needed in the implementation of the promotion system so that you can find out what things need to be fixed, promotion and marketing systems can also be developed by creating accounts on other social media platforms so that the reach of target customers becomes wider.

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