

Received : November 31, 2022

Accepted : December 21, 2022

Published : March, 2023

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

Toko Oli Social Media Business Strategy Planning

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Abstract

Toko Oli is a business that sells oil products for two and four-wheeled vehicles, besides selling oil products, the owner also provides oil change services. The problem faced by Toko Oli is that from time to time there is a day when there is not a single consumer at Toko Oli. The method used is by conducting interviews and documentation to obtain information and materials needed to implement digital marketing strategies. The solution provided is by utilizing social media to reach new consumers and using Google maps to provide information and layouts that are easily obtained by consumers. The results of the application of social media, namely, managed to reach 34,375 audiences, with 22,837 engagements on Toko Oli Facebook Business and Instagram, the owner said there were consumers who came because of social media and as for consumers who contacted the owner regarding services and products at Toko Oli. Next community service is then recommended to adjust social media that is often used by the community so that it can reach more consumers.

Keywords: *Digital Marketing, Social Media, Toko Oli*

Introduction

Social media is an online-based medium that is used to interact and share information, which makes this media a digital marketing tool to help companies introduce their products to their users at a relatively low cost (Tarihoran, et al., 2021). Based on data traced by the author, the number of internet users in Indonesia has reached 73.7% of the total population of Indonesia (277.7 million) or as many as 204.7 million internet users in Indonesia, and as many as 191.4 million are social media users or 68.9% of the total population of Indonesia (277.7 million) (Datareportal.com, 2022). This shows the strength of social media in helping companies introduce their products or services to the public because they can reach a large number of people at a relatively low cost.



Figure 1. Indonesian internet and social media users in 2022, Source: Author (2022).

Oil is an important fluid in vehicles, the function of oil is to protect, lubricate, clean and cool the engine so it is very important for vehicle owners to change vehicle oil regularly. The adverse effects of late oil changes in vehicle engines are decreased engine performance, overheating of the engine, fuel becoming wasteful, vibrations in the engine, and so on (Mypertamina.id, 2022). So it is very important to remind the public to change their vehicle oil, while an effective way to spread this insight is to create educational content and spread it using social media. Toko Oli, founded by Mr. Rosjanto in 2013, is a business that sells oil products for two and four-wheeled vehicles. Apart from selling oil products, the owner also provides oil change services and recommends suitable oil for consumer vehicles. Toko Oli has a turnover of 120 million rupiah per year. Currently, Toko Oli only focuses on selling directly to consumers or direct marketing without involving social media and other marketing systems.



figure 2. Display of Toko Oli business, Source: Author (2022).

Based on the results of interviews that have been conducted by the author with the owner of Toko Oli, there are problems, namely that at times there are days when there is not even 1 consumer at Toko Oli, this is because the vehicle oil only requires an oil change once every few months, depending on the distance traveled by the consumer. And it can be seen that Toko Oli does not have a social media account to carry out digital marketing activities, even though social media is already widely used by the public, so Toko Oli can introduce the advantages that its business has, to generate attraction to the public. Another obstacle that can be found at Toko Oli is that the owner still does not know that Toko Oli's business has been registered on Google Maps, therefore the authors plan to ensure the accuracy of Google Maps and develop information that will be provided to consumers.

Therefore, the author wants to develop Toko Oli marketing system, by planning and implementing a system that can solve or reduce the problems faced by Toko Oli and raise the problem to be used as a report on community service activities with the title "Toko Oli Social Media Business Strategy Planning".

Methods

The initial stage of this project was carried out by the author by setting Toko Oli as a target for carrying out community service activities. The first thing the author does is conduct interviews, the purpose of using interviews is to find out about the beliefs, attitudes, and behavior of respondents to social phenomena (Bastian, et al., 2018) with the owner of Toko Oli. As for the preparation made by the author, namely providing questions related to the business being carried out, and marketing carried out by Toko Oli. After the writer is ready to conduct interviews, the writer conducts documentation. Documentation is a collection technique, that organizes scientific information provided for the needs of the scientific community (Yusra, et al., 2021). The documentation that is carried out is collecting photos and videos related to the business location.

After conducting interviews and documentation, the authors conducted an analysis related to business conditions from the data obtained from interviews and documentation with Toko Oli. After the author has finished analyzing the data obtained, the author formulates the problems that are owned by Toko Oli's business and think of solutions to these problems. The author performs system design which is expected to solve the problems faced by Toko Oli. After the system is ready to be designed, the author then implements the system in Toko Oli business to help solve Toko Oli problem. Toko Oli business actors provide impressions and suggestions to the author regarding the implemented system. After implementing the system and getting feedback from business owners, the authors conducted an assessment of the system, and whether it is effective for Toko Oli business. Below is the schedule and budget for the implementation of the project for Toko Oli.

Table 1.
Implementation Schedule

No	Activity	Implementation date
1	In search of a project partner entity	May 19, 2022
2	Site Survey and request permission to carry out practical work with the owner	July 01, 2022
3	Conducting interviews with the owner of Toko Oli	July 02, 2022
4	Conduct proposal guidance	August 24, 2022

5	System implementation and monitoring in the form of: Google Maps, Social Media Accounts (Facebook Business and Instagram)	September 05, 2022
6	Consultation related to progress reports	October 21, 2022
7	Interview the perceived results of the project	November 25, 2022
8	Finalize projects with partners	December 05, 2022

Table 2.

Implementation Budget

	Activity Plan	Budget Type	Volume	Unit	Unit	Amount
1	Observation and interview	Consumption Cost	10	time	Rp60,000	Rp600,000
		Transportation Cost	10	time	Rp100,000	Rp1,000,000
		Internet Connection Cost	10	day	Rp20,000	Rp200,000
2	Outer design	Contents Cost	1	package	Rp3.000.000	Rp3.000.000
3	Outcome Implementation Assistance	Transportation Cost	1	time	Rp220,000	Rp220,000
4	Report	Conference registration fee publication	1	time	Rp150,000	Rp150,000
TOTAL BUDGET						Rp5,170,000

It can be seen that Toko Oli has not used social media before, therefore in this community service activity, the author helps Toko Oli in creating Instagram and Facebook Business social media accounts so that they can reach more consumers. The strategy used by the author to attract consumer attention is by using BIO which explains the advantages of Toko Oli which can be seen in Figure 3, as this business has been established since 2013 which gives the impression that Toko Oli is already an expert in oil change services. And also includes free services from Toko Oli to make customers more interested, as well as providing information such as schedules and locations so that consumers can easily reach Toko Oli.

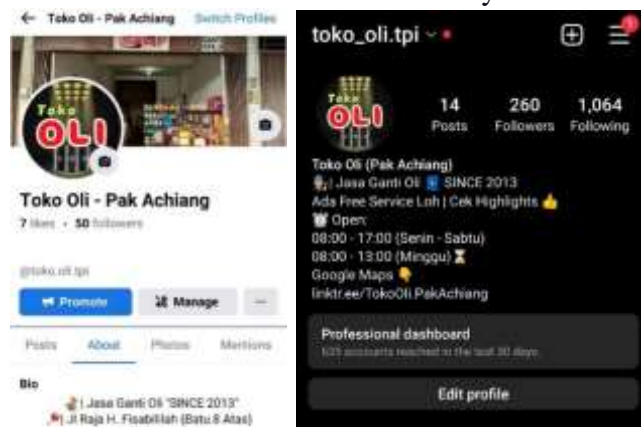


Figure 3. Number of Followers of Toko Oli Social Media Accounts, Source: Author (2022).

The author has also made templates for Toko Oli's social media accounts to help consumers remember Toko Oli more easily, which can be seen in Figures 4 and 5. In addition, the author has also created a theme for Toko Oli's Instagram to make it look neater, which can be seen in Figure 4. As for the author's reason for ignoring a post that has a different appearance, it aims to make consumers pay more attention to that post because it contains the advantages that Toko Oli has. And for Facebook Business the author prioritizes the topic he wants to convey as the most prominent display so that readers are not confused which can be seen in figure 5.



Figure 4. Toko Oli Instagram Display, Source: Author (2022).



Figure 5. *Toko Oli Contents*, Source: Author (2022).

Another strategy used by the author to reach consumers is with educational content about the importance of understanding and changing oil which included reviews from Toko Oli customers and information related to Toko Oli, which can be seen in Figure 6.



Figure 6. *Toko Oli Contents*, Source: Author (2022).

Result And Discussion

The number of followers that the author managed to get for both Toko Oli social media accounts was 310 followers, namely Instagram with 260 followers and Facebook Business with 50 followers based on data on December 5, 2022, which can be seen in figure 3. Based on the content that the author has distributed on both social media accounts, the author managed to reach 34,375 audiences, namely Instagram with 4,243 audiences and Facebook Business with 30,132 audiences with a total of 23,842 engagements, namely Instagram with 105 engagements and Facebook Business with 22,837 engagements which can be seen in Figure 7. And the information available on Toko Oli Google Maps is also correct, apart from that the location point for directions to Toko Oli is also correct which can be seen in figure 8.

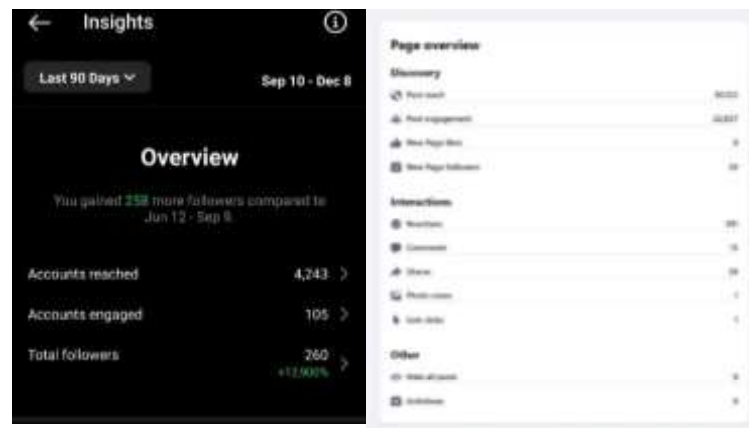


Figure 7. Toko Oli Insight, Source: Author (2022).

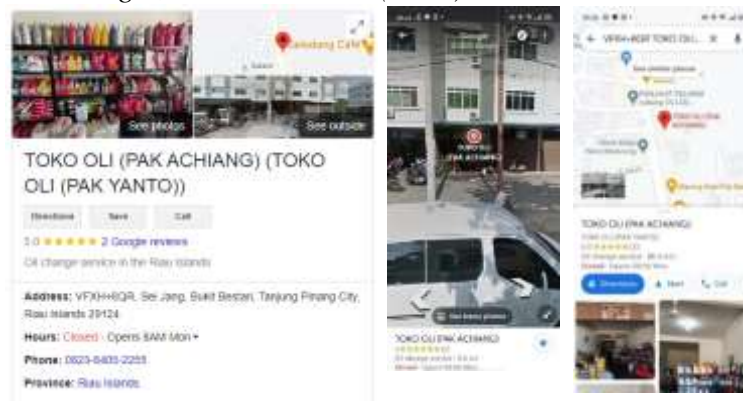


Figure 8. Google Maps Toko Oli, Source: Author (2022).

The owner said that there were consumers who came because of social media and there were consumers who contacted the owner regarding services and products at Toko Oli due to the reach on social media which reached 34,375 audiences. Google Maps is also used by around 22 people to find the location of Toko Oli, which shows that it is helpful for consumers who want to find out the location and information about Toko Oli.

Conclusions

With the existence of a community service program designed and implemented by the author for Toko Oli, it can be concluded as follows:

1. The information available on Google Maps can also be confirmed to be correct, while there is an addition, namely Toko Oli telephone number so that consumers can get further information, and the Toko Oli business operations are appropriate because interviews have been conducted regarding business operations with the owner and also carried out a telephone number that consumers can call for further information.
2. Toko Oli, which previously did not utilize social media, already has two social media, namely Instagram and Facebook with a total of 310 followers

on December 5, 2022, and has succeeded in building business awareness and bringing consumers to Toko Oli.

As for the advice that the author gives to the owner of Toko Oli business so that they can continue to grow, and be able to increase sales, even more, that is, the owner of Toko Oli can continue to adapt to the times, therefore the owner of Toko Oli will find it easier to reach consumers.

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