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APPLICATION OF DIGITAL MARKETING TO MAX MEUBEL

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Abstract

This activity aims to carry out a digital marketing strategy to help promote products sold by a company to increase its sales revenue. This is due to the yearly increase in Instagram and TikTok users. Thus, the digital marketing platforms selected in this activity are Instagram and TikTok, which will be implemented from September to December 2022. The object of this activity is Max Meubel, which engages in the selling of furniture products. The data collection method in this activity uses interviews with the business owner and product documentation. After implementing the digital marketing strategy, there has been an increase in the sales and revenue of Max Meubel.

Keywords: *Digital Marketing, Instagram, TikTok*

Introduction

Max Meubel sells household furniture, such as tables, cabinets, and chairs. Max Meubel is located in Tanjungpinang, Jalan DI Panjaitan Km. 8 No. 1-3. The operating hours of the Max Meubel from Monday to Saturday are 09.00 to 18.00, while on Sunday, 09.00 to 14.30. Mrs. Lenny Riawati founded Max Meubel in 2013. The monthly turnover achieved by Max Meubel partners during the pandemic was less than IDR 50,000,000 (fifty million rupiahs). Max Meubel is operated by four workers, including the owner and employees. Max Meubel focuses on direct sales or marketing without involving social media and other marketing systems. MSME (Micro, Small, and Medium Enterprise) is a suitable medium for creating jobs and helping the country's economy, which is planned or arranged perfectly by individual, private, or government business actors (Halim, 2020). The issues identified in Max Meubel business model are that many consumers still need to learn about the existence of the Max Meubel store, Max Meubel partners still need to have a social media platform, and the planned business strategy needs to be implemented

Methods

Data collection techniques using interview and documentation. Active interviewing is a dynamic exchange of ideas based on interactions between participants and researchers reflecting the shared construction and evolution of knowledge in the area of interest to researchers (Trainor & Graue, 2013). To obtain data and explore the issues in Max Meubel, the author conducted

direct interviews with primary sources, in this case, the business owner. The author utilizes another data collection technique by carrying out photo documentation to fulfill a community service project. The author also creates written records of interviews conducted with the Max Meubel business owner. The author performs a data collection technique in the form of photo and video documentation of products sold as material for making photos design that will be used for social media promotion for the author's community service project (Sudarsono, 2017)

Table 1.
List of Implementation Schedule

No.	Activity	Implementation date
1	Location search	30 August 2022- 1 September 2022
2	Interviews with MSME owner	2 September 2022- 3 September 2022
3	Develop activity proposals	4 September 2022- 6 September 2022
4	Consultation with the supervising lecturer regarding the design plan and implementation system	7 September 2022- 8 September 2022
5	Collecting data through interviews and documentation	9 September 2022- 21 September 2022
6	Perform design, implementation, and monitoring of social media accounts	9 September 2022- 5 December 2022
7	Develop fieldwork reports	6 December 2022- 24 December 2022

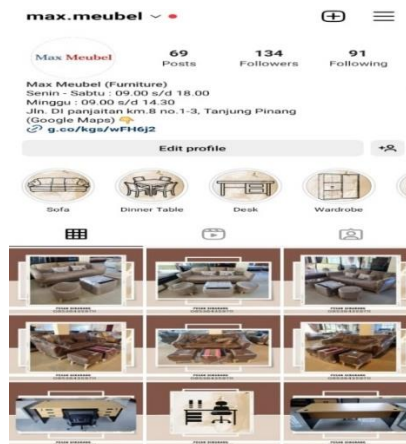
Source: Author (2022)

Result and Discussion

The output designed by the author in carrying out community service activities is the application of digital marketing through Instagram and TikTok. Max Meubel Instagram Has a function as a place to provide information about a business run by business partners. In addition, Instagram has a wide reach to consumers so that sellers can easily show the products sold to consumers in the form of posts that are made so that they can increase consumer purchasing power (Indika & Jovita, 2017). In 2019 Instagram users reached 61.6 million users in Indonesia. Instagram users in Indonesia are predominantly female. This is because, based on calculations, 50.8 percent of Instagram users are female and 49.2 percent male users (Pertiwi, 2019).

Picture 1.

Max Meubel Instagram

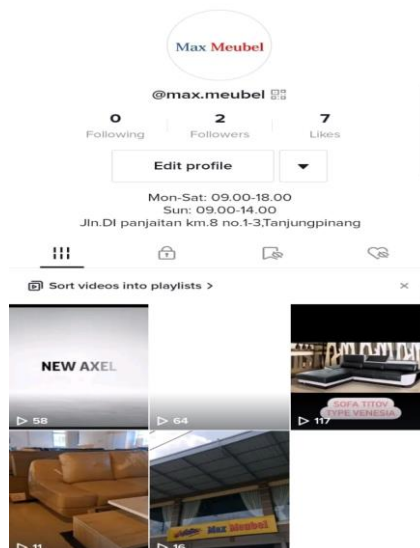


Source: Author (2022)

Max Meubel TikTok is a medium that can help businesses promote or describe their business widely to potential customers (Dewa & Safitri, 2021). This is driven by TikTok users in Indonesia in 2022, reaching 99.1 million monthly active users. Thus, Indonesia has the second most TikTok users worldwide (Rizaty, 2022). This can positively impact business people’s marketing strategy because TikTok has become a platform to widely promote their business to new potential consumers (Putri, 2021). With TikTok, business people can make short videos explaining the company they are running and provide an overview of the products sold by partners.

Picture 2.

Max Meubel TikTok



Source: Author (2022)

As for implementing the output that the author has designed for this community service activity, it is hoped that it will benefit Max Meubel business. The implementation process starts with photo designs to be posted on Instagram. The author also drafted video designs to be posted on TikTok. The next step is to create Instagram and TikTok accounts. Lastly, the author posts photos and videos of products sold on Instagram and TikTok accounts. In addition to designing and implementing, the author also monitors the projects being carried out and verifies whether they are beneficial and can be used by the Max Meubel business owner.

After the author designed and implemented a community service project for Max Meubel business, according to the business owner, Max Meubel benefited from the marketing system through the presence and assistance of its Instagram and TikTok social media accounts. With a digital marketing system, Max Furniture's business has experienced an increase in followers on Instagram social media accounts which have reached 132 followers within a period of 3 months. Max Meubel also has experienced an increase in sales. Previously, the monthly income was IDR 50,000,000 (fifty million rupiahs), then increased to IDR 55,000,000 (fifty-five million rupiahs) by the end of the project

Conclusions

With the community service program designed and implemented by the author for Max Meubel, the following conclusions can be drawn:

- (1) Max Meubel needed a digital marketing system to display the products sold due to the minimal footprint of its digital marketing strategy.
- (2) The author made Instagram and TikTok social media accounts for Max Meubel to display products sold to consumers.
- (3) It is proven that digital marketing can increase Max Meubel sales.

Suggestion

The author suggests the following steps to the business owner so that Max Meubel can continue to grow and increase sales:

- (1) Max Meubel can consider and do digital marketing strategy regularly, using Instagram and TikTok, because it can reach and attract new customers.
- (2) Max Meubel can adapt to a new business environment by trying the Instagram advertising system to maximize digital marketing.

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