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Planning Product Promotion and Marketing Strategies through Social Media for Ahong Grocery Stores

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Abstract

Ahong Grocery store is an MSME that is engaged in selling products that are basic needs of the community such as rice, flour, sugar, spices, cooking spices, eggs, cooking oil, and others. Since running the business, Ahong Grocery Store has continued to experience an increase in revenue every year. But even so, Mr. Ahong as the owner of the business admits that the net income earned is only enough to finance operational activities, home loans and daily needs, so he hopes that there are ways to increase business income. In this practical work, planning and implementing promotional and marketing strategies to sell products are carried out by utilizing social media as a promotional platform in order to increase business sales and increase income. Data collection was carried out by interviewing the owner of the store, and the data obtained is primary data in the form of partners' monthly sales income for the period 2010-2021 along with the products and prices of the products sold. The data analysis method is carried out quantitatively by analyzing partners' sales income data in the form of numerical figures and analyzing the increase in business income during the promotion implementation period. The method of analysis was also carried out qualitatively by interpreting the relationship between increased income and the promotion strategy implemented. The result of the practical work is that the partner's monthly income has increased by 17% since the implementation of the promotional strategy on social media, and the partner's Instagram accounts have managed to garner a total amount of 252 followers. Based on the results of practical work, it is recommended that partners continue to plan promotional strategies and implement them because it is proven that promotions through social media can increase business sales and income.

Keywords: *Strategies, Promotion, Social Media Marketing, Income*

Introduction

Ahong Grocery Store is an MSME that is engaged in trading basic food items such as rice, cooking oil, sugar, flour, eggs, and others. The Ahong Grocery store is located at Taman Bukit Golf block D1 no. 34 and has been operating for 12 years since 2010. The business is run by Mr. Ahong together with his wife, Ms. Abue, and has 2 workers whose job is to carry and deliver goods to

customers. The main activity of the Ahong Grocery Store is selling merchandise to customers. In terms of revenue, Ahong Grocery Stores has developed quite well with revenues increasing every year from 2010-2021, with the exception of 2019 due to the COVID-19 pandemic which caused a decrease in revenue that year. However, even though the shop has an ever-increasing amount of income, Mr. Ahong admits that the profit earned is only enough to finance operational activities, housing loans and daily needs, so there is not much money that can be set aside for savings. Mr. Ahong wants to increase the number of sales made by the store to increase revenue through promotions, but does not have a marketing strategy or media to carry out these promotions. Lack of understanding of how social media works is also one of the obstacles why Mr. Ahong does not use social media as a platform to promote shop merchandise.

Aims of projects

The aims of this projects are:

- 1) To promote Ahong Grocery Store products by utilizing social media as a promotional and marketing platform.
- 2) Increase the sales and revenue of Ahong Grocery Stores through promotions.
- 3) Produce outputs in the form of social media accounts, promotional content, and marketing strategies that will be submitted to Ahong Grocery Stores.

Problem statements

The problem statements for this projects are:

- 1) How to help Ahong Grocery Store promote their merchandise?
- 2) How to help Ahong Grocery Store increase business sales and revenue?
- 3) How to help Ahong Grocery Store to plan and design it's marketing strategies and promotion?

Methods

- 1) Conducting interviews with Mr. Ahong as the owner of the Ahong Grocery Store to find out what problems the store is facing.
- 2) Conduct interviews and further observations to understand the store's current condition and start designing solutions and implementing promotional strategies that have the potential to increase store revenue.
- 3) Proposing a promotion strategy to Mr. Ahong and having a discussion regarding the implementation process.
- 4) Creating promotional content in the form of brochures and videos and starting posting on social media according to the posting strategy discussed.
- 5) Observing the increase in income generated after promoting on social media.
- 6) Evaluate and improve the promotion strategy that has been implemented.
- 7) Submission of social media accounts and all promotional content to Ahong Grocery Store.

Result and Discussion

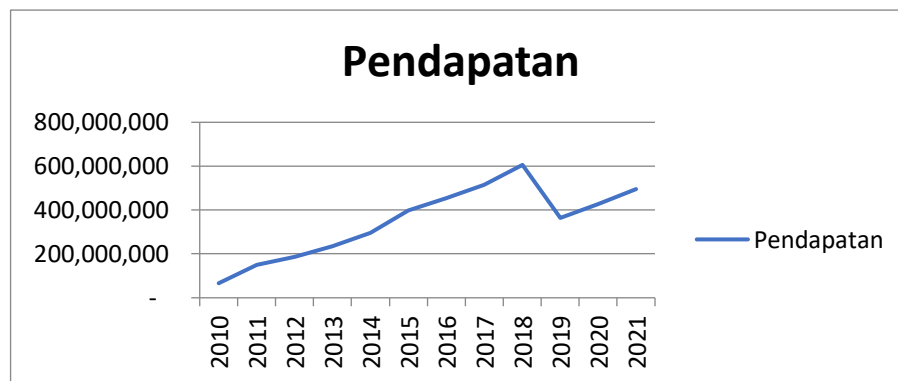
Reporting the result about project implementation with relevant data.

Table 1.
Revenue Earned for Period 2010-2021

Tahun	Pendapatan
2010	66,360,000
2011	150,000,000
2012	185,400,000
2013	236,040,000
2014	297,000,000
2015	398,280,000
2016	455,040,000
2017	513,960,000
2018	605,880,000
2019	364,200,000
2020	426,360,000
2021	495,288,000

Source: Interview with Ahong Grocery Store Owner (2022)

Picture 1.
Graph of Revenue Movement from year 2010-2021



Source: Interview with Ahong Grocery Store Owner (2022)

From the revenue data that can be seen on Tabel 1., Ahong Grocery Store experienced growth in revenue for each year, except for the year 2019 where the store experienced a 39.9% decrease in revenue which has impacted negatively on the store capability to fund its operational activity. But even so, the store still managed to raise their revenue in the year 2020 and the growth continued into 2021, but the amount has not yet reached their highest total revenue of 605,880,000 in the year 2018 before the pandemic brings drastic economic changes to the world. To increase the store revenue, a marketing plan and strategies was designed and implemented, utilizing social media as the main marketing platform. The platform chosen as the marketing platform is Instagram.

Content posting starts at early September 2022 and starts out with 0 followers. Through content posting and regular customer engagement, within 2 months the account has managed to garner 252 followers. With the engagement, some followers have ordered to buy some products promoted on Instagram which increase the number of sales made and revenue earned for Ahong Grocery Store.

Tabel 2.

Monthly Revenue in 2022

Month	Revenue	Percentage
January	40,786,300	3%
February	42,633,600	5%
March	46,562,900	9%
April	49,945,000	7%
May	46,234,850	-7%
June	46,924,800	1%
July	50,134,200	7%
August	49,341,000	-2%
September	54,244,700	10%
October	63,453,000	17%

From the data that can be seen on Tabel 2., the monthly revenue earned in the year 2022 has an average increase of 3% for the period January-August, a period before social media marketing, where the highest increase is up to 9%. Then for the period where social media marketing is implemented in September-October, there is a significant increase with the highest up to 17% for the month of October. The reason for the increase is because of an increase in sales number. The increase of sales number is from the extra order the store receives from Instagram followers who are interested in buying the product. From here we can conclude that social media marketing does have an effect on the number of sales and revenue earned for Ahong Grocery Store. Within a short amount of time of two months, the store almost managed to double the increase in percentage for monthly revenue earned at the second month of implementing social media marketing, and can hope to expect a higher increase in the future.

Conclusions

Conclusions may summarize these points below.

- (1) The project is deemed successful with the achievement of an increase in revenue by 21% since the implementation of promotional strategies on social media. The number of followers accumulated during the period of the project is up to a total of 1,253 followers on Instagram.
- (2) The outcome of this project has brought some impact that benefited Ahong Grocery store. The business managed to increase the total of revenue earned from sales made by promoting products on Instagram using promotional content such as brochures and videos. The increase in revenue has helped the business in funding its operational activities and personal daily needs, which made it possible for Mr. Ahong to have some extra savings that can be put into investment for the future.

- (3) We recommend Ahong Grocery store to keep on planning product promotion strategies and implementing them to increase sales number and reach their targeted revenue, as there is potential to explore more ways to promote products with the help of social media as a marketing platform.
- (4) The founding of this project can help readers and business owners to understand more clearly regarding the steps and process of planning promotional strategies, and arrange the necessary content to start implementing those strategies utilizing social media as a marketing platform.

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