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Implementation of Online Marketing Strategies Using Social Media For SME Martabak Bangka Sungai Liat Batam

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Abstract

During the process of working on this activity that had been approved, the practitioner realized that so far the owners of the Martabak Bangka Sungai Liat SME had only promoted their SME through manual method, which is from mouth to mouth. Therefore the practitioner concluded that the owner of the Martabak Bangka Sungai Liat SME doesn't yet have a social media account to promote their business. In this activity report, practitioner use social media promotion methods to help introduce Martabak Bangka Sungai Liat SME to wider community. The results of the project were shown in the form of Instagram, Facebook and Whatsapp Business social media accounts. The outputs produced by the practitioner through working on this activity report have been received and used by the owner of the Martabak Bangka Sungai Liat SME.

Keywords: *Promotion, SME, Social Media*

Introduction

Every year the technology in the world continues to develop and innovate rapidly, this is what causes the creation of the new era that is called the digital era. This digital era can also be developed in various aspects, one of them is digital marketing that is a strategy for marketing activities by utilizing digital media (Lily Purwianti. 2023). Digital marketing is a very important part of managing a business regarding success in achieving business goals (Putra et al. 2021; Praditya, RA. 2020). Marketing can be divided into several types such as direct selling, point of purchase, internet marketing (Apung Sumengkar, et, al, 2023). Internet marketing is a marketing activity that used a promotional strategy with the internet, especially social media, which can expand the scale of sales and is easy to be used (Purwanto et al. 2020; Suryani et al. 2020). Digital marketing has been widely implemented by various companies and SME Martabak Bangka Sungai Liat is one of them that used digital media to run their business. Martabak Bangka Sungai Liat is an SME engaged in the culinary field which focused on selling sweet martabak and also eggs or salty martabak. The store location is located at Permata Baloi Housing block G1 no 2, Batam City with operating hours starting from 16.00-22.00. Martabak Bangka Sungai Liat which is located in Batam itself was established on 17 June 2019, which

means it has been operated for about 3 years with a family recipe that passed down from generation to generation and is managed directly by Mr. Afong who was appointed by Mr. Liu Kiun Sion as the provider of business to open SME Martabak Bangka Sungai Liat. SME Martabak Bangka Sungai Liat also has a vision and mission where the vision is to become a leader in the culinary field of martabak in Batam city and make competitors as allies and its mission is to provide the best quality and taste image with affordable prices in Batam city and also giving a satisfaction to customers from every each product offered. SME Martabak Bangka Sungai Liat started their business right on June 17 2019, where the business had just been operating for about eight months before the covid 19 pandemic appeared. This is become one of the reasons why the SME Martabak Bangka Sungai Liat experienced an economic crisis at the start of starting a business, due to quarantine which made the business deserted. However, as time goes by, SME Martabak Bangka Sungai Liat already has several regular customers around the Permata Baloi housing area. However, even though they already has several regular customers, the owner of the SME Martabak Bangka, Mr. Kiun Sion, wants to expand his target market furthermore. Therefore, the author wants to help SME Martabak Bangka Sungai Liat so that they can be recognized by the outside community by helping promote SME with digital marketing by using social media such as Instagram, Facebook, and also Whatsapp Business. Of course the purpose of implementing promotions with digital marketing using social media that is to help increase the sales, known by many people and also be able to provide the latest innovations to the SME Martabak Bangka Sungai Liat so that their business can continue and develop in the future.

Methods

The first visit was made on 16 July 2022, where at this stage the implementation of observations of the SME Martabak Bangka Sungai Liat which would be used as the venue for the PkM. In this stage the implementer will make an MoU and MoA between the parties from the SME Martabak Bangka Sungai Liat and Batam International University. After that the author will conduct a further survey to the destination, namely the SME Martabak Bangka Sungai Liat which is located at Permata Baloi Block G2 no 1 (in front of the security post) to obtain information on matters that will assist in the process of preparing PkM reports and articles. The methods that is used in the preparation of this PkM report and articles are:

a. Interview

The author conducted an interview towards the owner of the SME Martabak Bangka Sungai Liat by asking what kind of problems that the SME had experienced. The interview was conducted offline at the SME Martabak Bangka Sungai Liat.

b. Observation

The author made direct observations at the destination that is the SME Martabak Bangka Sungai Liat to see directly the condition of his business and held a meeting with the owner of the SME Martabak Bangka Sungai Liat.

Result and Discussion

After the researchers did the research for approximately 6 months, there were the results of observations for the implementation of PkM activities to the Martabak Bangka Sungai Liat business, one of the SME existed in Batam city. Through the observations and interviews that have been done previously by the author, it was found that there was a lack of business promotion on social media.

Based on the interview results, SME Martabak Bangka Sungai Liat had never promoted on social media platforms, SME Martabak Bangka Sungai Liat only relied on word of mouth promotion through relatives, friends and relation. However, as time goes by, the owner of the Martabak Bangka Sungai Liat SME, namely Mr. Kiun Sion, was not satisfied with the word of mouth promotion that had been done before and asked the author for help in assisting the promotion so that the SME Martabak Bangka Sungai Liat could be known by many people, therefore the author provides several solutions to SME Martabak Bangka Sungai Liat by carrying out digital marketing promotions through social media platforms that will be created that is social media accounts Instagram, Facebook, and Whatsapp Business.

The results of the output of the project in this study are Instagram social media accounts with the username "martabakbangkasungailiat9", Facebook social media accounts with the username "martabak bangka sungailiat batam" and also Whatsapp Business which author had set starting from operating hours, catalogs and prices. , the location of SME, and also the Go-Food link for SME Martabak Bangka Sungai Liat.



(Picture 1.1 Account Instagram SME Martabak Bangka Sungai Liat)



(Picture 1.2 Account Facebook SME Martabak Bangka Sungai Liat)



(Picture 1.3 Account Whatsapp Business SME Martabak Bangka Sungai Liat)

With the output of social media accounts of Instagram, Facebook and Whatsapp for SME Martabak Bangka Sungai Liat, the advantage that can be obtained is that SME owners can use social media accounts that have been created by author to promote products from SME Martabak Bangka Sungai Liat to expand its target market. But besides that, there are weaknesses, the owner of the SME Martabak Bangka Sungai Liat, Mr. Kiun Sion, is someone who does not understand the use of social media.

Conclusions

Based on the implementation of the PkM that has been carried out by the implementor for approximately 6 months for the SME Martabak Bangka Sungai Liat. The SME is located in Permata Baloi Housing block G1 no 2 (in front of the security post), Batam city, Riau Islands. In the implementation process, the implementor made observations and interviews with the owner of the SME Martabak Bangka Sungai Liat, namely Mr. Kiun Sion and knew the problem was

that there was still a lack of promotion processes carried out by the SME Martabak Bangka Sungai Liat. Therefore the implementor help make the output in the form of social media accounts such as Instagram, Facebook and also Whatsapp Business. The owner of the SME Martabak Bangka Sungai Liat got well received the results of the implementation that had been implemented.

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