

THE INFLUENCE OF SOCIAL MEDIA UTILIZATION ON SALES VOLUME IN CULINARY SMES IN MAKASSAR CITY

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Abstract

This research aims to analyze the impact of social media usage on sales volume in Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector in Makassar City. With the rapid development of technology and increasing internet penetration, social media has become an important platform for promoting products and attracting customers. This study uses a quantitative approach with a survey design, where data is collected through questionnaires distributed to owners and managers of culinary SMEs in Makassar. The variables analyzed include the intensity of social media usage, the types of social media platforms used, and the marketing strategies implemented through social media. The research results show that effective use of social media significantly impacts the increase in sales volume, with platforms like Instagram and Facebook contributing the most. These findings provide insights for culinary MSMEs to utilize social media as an effective marketing tool, while also enhancing their competitiveness and business sustainability.

Keywords: Social Media, Sales Volume, Culinary SMEs, Makassar, Digital Marketing.

INTRODUCTION

Technology has existed and continues to evolve over time. The communication system initially relied on voice through radio, which evolved into television (audio-visual), and then email emerged, making it easier for humans to communicate in written form, images, and videos in a short time. Simultaneously, the growth of information technology affects all aspects of human life, ushering in an increasingly rapid era of globalization. Information technology, which is constantly advancing and being used on a massive scale, provides society with diverse experiences in accessing vast amounts of information and enjoying the convenience of sharing services such as email, social media, marketplaces, and various other internet-based services.

Technology plays a crucial role in the transformation of the economy and business in the digital era. New technological innovations such as the internet, artificial intelligence (AI), the Internet of Things (IoT), and blockchain provide many new opportunities for business and economic actors to enhance efficiency, productivity, and competitiveness. The internet in business can be used for information exchange, product catalogs, promotional media, emails, bulletin boards, electronic questionnaires, and mailing lists. Technologies like the internet also enable businesses and the economy to be more connected and interact with customers and business partners through digital platforms Mahendra Ardiansyah (2023).

According to Aris (2015), internet usage in Indonesia has been increasing significantly over the past few years. The high usage of the internet is closely related to its benefits and ease of access today. Summarized data from We Are Social as reported by Rizaty (2023) in the news portal DataIndonesia.id shows that the number of internet users in Indonesia has reached 212.9 million people or 77.0% of the entire population in Indonesia. This data indicates that the people in Indonesia are already using the internet for their daily needs. This has led to a change in consumer behavior, where the majority prefer to interact online. Data from We Are Social shows that the majority of internet users use it to access social media. According to the news portal DataIndonesia.id reported by Widi (2023), the number of active social media users in Indonesia in 2023 reached 167 million people or 60.4% of the entire population in Indonesia. The high trend of social media usage makes social media a suitable platform for communicating a business, especially those based online. (Sulaeman 2020). Herdiyani et al (2022) state that social media is very effective as a marketing medium for a business. Additionally, social media allows business actors to reach a wider market and increase engagement with customers. The marketing method utilizing social media is known as social media marketing.

According to Taan (2021), social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and action for brands, businesses, products, people, or other entities, and is carried out using tools from social media platforms. Social media marketing content includes specific strategies such as sharing coupons or announcing sales on Facebook or Twitter, creating engaging article content on blogs, and making interesting product review videos that are then uploaded to YouTube. The use of marketing tricks such as endorsing influencers or placing ads on social media is also one of the practices in implementing social media marketing.

The implementation of social media marketing is generally used as one of the marketing strategies, especially in carrying out sales activities, as stated by Ahmadi, Rudi Suprianto et al. (2020) that sales activities are very important because they will generate revenue. With sales, there will be an outflow of goods, which will ultimately lead to the

business earning income from buyers. Sales of MSMEs have faced significant problems since the onset of the Covid-19 Pandemic in Indonesia, with approximately 3,400 MSMEs in Makassar, Gowa, and Maros experiencing a significant decline in sales turnover, even leading to the closure of these MSMEs. (Syahrul Arsyad, 2020).

The current era of disruption forces MSME actors to possess a strong competitive spirit and be willing to respond to market conditions by innovating, so that MSME actors can adapt and transform in this era of development by actively using digital media to at least maintain their sales volume in order to survive. E-commerce and social media marketing are also becoming widely used by SMEs as marketing strategies to increase sales. However, Ramli and Djumena (2023) explain that the sales volume of MSMEs, particularly in the food and beverage sector, continues to experience a decline in sales. Although social media has been used as a marketing tool, it has not yet been able to help increase the sales of food and beverage SMEs.

Umam (2023) stated that the use of social media for digital marketing in MSMEs is still low, and for those who have implemented it, it has not been done to the fullest. Jasri et al (2022) explain that only about 1.62% of SMEs in Makassar City have implemented digital marketing to increase their sales volume. This indicates a significant opportunity for SMEs to increase their sales volume by using digital marketing, but it has not yet been well utilized by SMEs, especially those in Makassar City.

The use of social media marketing in business is also expected to increase the number of sales of goods or services marketed. Previous research results show a significant influence between the use of social media as a marketing tool and the sales of goods or services marketed.

(Fatwa & Adijaya, 2023; Gibrilazhafran Iskandar, 2021; Mellinia & Hati, 2022; Miyas Saroh et al., 2022; Octaviandy, 2020; Soraya Aminartha et al., 2023). Soraya Aminartha et al (2023) conducted a study to examine the impact of social media utilization on packaged culinary products among female entrepreneurs in Makassar City, finding that social media has an influence of 60.2% on sales increase. These findings are supported by Gibrilazhafran Iskandar (2021), who found that there was an increase in sales when entrepreneurs used social media in combination with e-commerce platforms.

Mellinia & Hati (2022) found that the use of social media as a medium for customer feedback, content sharing, two-way communication with consumers, and customer relationship management had an impact on sales growth. The use of social media in businesses such as stores at the MSME level has also been proven to increase sales volume. (Octaviandy, 2020). Fatwa & Adijaya (2023) found that there was an increase in sales of UMKM *cireng* chips products after using social media as a marketing medium. This research will be conducted on MSMEs in Makassar where most culinary entrepreneurs are still not optimal in utilizing social media. The number of Micro, Small, and Medium Enterprises (MSMEs) in Makassar currently stands at approximately 15,000 business units (<https://bidiknasional.id/2023/01/13/dinas-koperasi-kota-makassar-dorong-ukm-semakin-bergeliat-pada-tahun-2023/>, accessed November 15, 2023).

The author's research in several online media mentions that almost 80% of that number have utilized digital media implementing a digitalization system, accessed November 15, 2023). This is certainly very interesting to see whether the implementation of digital marketing through social media can successfully increase the sales volume of MSMEs in Makassar. The use of technology, such as maximizing social media utilization, is expected to strengthen the branding of Makassar as the City of Delicious Food, which

RESEARCH METHOD

The type of research used in this study is the survey method. According to V. Wiratna Sujarweni (2020), survey research is conducted to gather information by compiling a list of questions posed to respondents. In survey research, it is used to study the symptoms of a group or the behavior of individuals. Based on the data sources used, this research is classified as field research. Field research is a type of research where the primary data sources must be collected from data available in the field. In relation to this research, the researcher uses a quantitative research method with a survey type of research. Survey research is a study that involves collecting information from a sample by asking questions through questionnaires or interviews to describe various aspects of the population.

In this research, the author uses a quantitative approach. Abdullah (2022) states that "the quantitative approach is primarily one that uses the postpositivist paradigm in developing knowledge (such as thinking about cause and effect, reduction to variables, hypotheses and specific questions using measurement and observation, as well as theory testing), using research strategies such as experiments and surveys that require statistical data." Thus, in quantitative research, as the name suggests, there is a strong emphasis on using numbers, starting from data collection, interpretation of the data, and presentation of the results. Authors who use a quantitative approach will test a theory by detailing specific hypotheses, then collecting data to support or refute those hypotheses. The research approach that answers research problems requires careful measurement of the variables and objects being studied to produce conclusions that can be generalized regardless of the context of time, place, and situation. This method is used to study a specific population or sample, data collection using research instruments, and data analysis that is quantitative/statistical with the aim of testing the established hypothesis.

Based on the explanation above, it can be concluded that the quantitative approach is a research approach to test hypotheses using accurate statistical data tests. Based on the background and problem formulation that have been mentioned, this research uses a quantitative approach to measure the influence of social media utilization on sales volume in culinary SMEs in Makassar City.

The target population in this study is culinary SMEs located in the city of Makassar. Data from the Makassar City Culture and Tourism Office shows that there are 382 MSMEs in the culinary sector. However, to make the research results more specific and applicable, we limit the research population to culinary SMEs in Makassar City that use social media. The sample in this study consists of 80 culinary SMEs in Makassar City, obtained using the Slovin formula with a tolerance limit of 10% of the total population.

The sample selection in this study used the probability sampling method with random sampling technique. In using random sampling, the author established the criteria for respondents, namely Micro, Small, and Medium Enterprises (MSMEs) in Makassar in the culinary field, and these MSMEs have used social media in their business activities for product marketing. This, according to the author, is appropriate considering the limited time the author has for field data collection and the budget constraints in data gathering.

RESULT AND DISCUSSION

Based on the distribution of questionnaires in this study, 100 respondents were obtained, consisting of culinary MSME actors located in two sub-districts, namely Makassar and Mamajang. The MSME actors are predominantly aged between 25-35 years, which is an ideal phase for many people to start a culinary business. They possess entrepreneurial spirit, creativity, and responsiveness to market opportunities, thus utilizing social media in the digital era, which allows them to innovate and continuously grow in promoting their culinary business.

The social media used can be compared to assess the level of promotion and marketing. In this case, the social media used by the respondents are Instagram and Facebook. This is certainly in line with the research results of Qurata Ayuni, Hafied Cangara, Arianto (2019) titled "The Influence of Digital Media Usage on the Sales Level of Packaged Culinary Products," which found that the most utilized social media for promotion by respondents is Instagram at 74.1%, while Facebook is at 68.3%. The majority of the respondents studied were women who are still productive in the age range of 21-30 years, accounting for 41.7%, as their level of knowledge is sufficient to operate social media not only as users but also as content creators, which influences the sales level.

The results of another study are supported by the research of Riska Anjelli Mellina and Shinta Wahyu Hati (2022) titled "Analysis of Digital Marketing Use on Social Media on the Sales Volume of Fashion SMEs in Batam City," which found that the use of digital marketing on social media with variables such as customer feedback, communication, content sharing, and customer relationships affects sales volume. This means that the more SMEs use digital marketing as a promotional and marketing medium, the more it can increase sales.

Social media marketing serves as an important marketing tool in building relationships with consumers. By sharing information through social media platforms, there is potential to attract public attention, which ultimately increases engagement and interest in a product. Interactions and discussions that occur on this platform provide an efficient method to enhance brand awareness, improve brand recognition and recall, as well as foster customer loyalty. Therefore, utilizing social media as a marketing strategy should yield positive results in line with the inherent advantages of the medium.

This is certainly in line with the findings of Andini, Astika (2023) in her research titled "Utilization of Social Media as a Marketing Strategy to Increase Customer Numbers Amid the Covid-19 Pandemic (Study of BPRS Aman Syariah Sekampung)" that social media functions as an effective tool in introducing products to audiences worldwide. Platforms such as Instagram and Facebook are utilized as media to introduce, inform, and facilitate relationships with the community, thereby attracting customer attention with the aim of building brand awareness. The use of social media is strategically employed to increase the number of customers, with an expanded function for social media at BPRS Aman

Syariah Sekampung, including media designed to broaden the network of interactions with both existing and potential customers. This has successfully transformed communication practices from broadcasting to many audiences (one to many) into dialogic communication practices among many audiences (many to many). This strategy has attracted public interest, ultimately leading to an increase in the number of customers.

The results of the research by Noor Meilinda, Dwi Wahyu Artiningsih, and Lamsah (2021) titled "The Role of Social Media in Increasing Sales Volume of UMKM Risolma Risoles" indicate that social media strengthens the relationship between producers and consumers, allowing consumers to order products through features available on platforms such as Instagram, Facebook, and WhatsApp. Additionally, consumers can easily provide feedback and suggestions on the products sold, which can be seen by other consumers. Marketing becomes more cost-effective, efficient, effective, and practical, thereby reducing promotional expenses and helping to lower other operational costs, such as rental and labor costs, because the marketing process can still be carried out at the production site with employees who have the same tasks. As for the drawbacks of using social media, among them, MSMEs need to specifically manage their social media accounts to maintain the image of the products being sold, less engaging content risks losing competition with other entrepreneurs who have more creative content on social media, and the lack of sales update frequency can cause social media users to lose interest in the posted advertisements.

CONCLUSION

Based on the results of the above research, culinary MSMEs in Makassar City find that utilizing social media as a marketing strategy is very beneficial and increases sales for the MSMEs themselves as well as for customers. MSME actors have previously employed various methods to introduce their products, but utilizing social media is currently the most effective, especially in increasing sales volume and developing their businesses, because social media is widely used by the general public to seek updated information such as Facebook, Instagram, WhatsApp, and TikTok.

The rapid development of the culinary sector in Indonesia is further supported by the presence of social media, which is utilized to develop businesses, both individual and large companies, and has become an essential tool for SMEs in facing global competition. Many MSME actors strive to develop their businesses with the aim of boosting the economy and reducing unemployment rates. This encourages SMEs to think creatively and innovatively in order to compete with larger companies that are already well-known. In addition to maintaining their existence in the business world, the use of social media also helps SMEs increase their sales volume. To achieve that goal, companies or SMEs often face various obstacles, both small and large, especially due to the limited capital owned by most SMEs to maintain the continuity of their business. Therefore, it can be concluded that the use of social media affects the sales volume of culinary SMEs in Makassar City.

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