






Utilization of Social Media in a Digital Marketing Strategy for Cassava Chips Products to Improving Students' Entrepreneurial Spirit

 Hanifa Nurahmi^{1*},  Haryadi Adhan²,  Mu'hamad Asfi Romdon³,  Tri Yulistia⁴,  Eko Risdianto⁵

^{1,2,3,4,5}University of Bengkulu
Bengkulu, Indonesia

✉ hanifanurahmi64@gmail.com *



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Abstract

The purpose of this research is to increase the entrepreneurial spirit of students by utilizing social media in marketing strategies for Cassava Chips products. This study uses qualitative research methods with data collection techniques, namely observation, interviews, documentation, and questionnaires. This research was conducted on March 21, 2023, at Bengkulu University. The population and samples taken from this study were physics education students class of 2020. For the population, there were 51 students, while the samples were taken, namely 10 physics education students class of 2020. Observations were made when making observations while the questionnaire contained responses to Cassava Chips products. carried out by students as respondents. The results of this study indicate that the consumed cassava chips are very good and worth selling. The results of the study also stated that utilizing social media in marketing cassava chip products could improve the entrepreneurial spirit of Physics Education students for the better.

A. Introduction

Indonesian now give challenges at a time opportunity for perpetrator UKM. Online marketing through the media is a step that's right must be carried out by the perpetrator's business in the century moment. Use of the Internet in the business market moment this so broad, p this is one causative factor in emerging advertising models new that are through the internet media platform or online later normally called digital marketing. Digital marketing is something method for promoting a particular product or brand via the internet media can be through ads on the internet, Facebook, YouTube, or others social media (Apriyani et al., 2022).

In today's developed technology and communication, increasingly sophisticated, selection use of marketing through social media become the choice main action by the perpetrator's effort, now this social media use has become the main pillar in the delivery of information. One advantage of social media is its own lots potency for progress something effort. Social media can be used for communication in business, assisting in the marketing of products and services, communicating with customers, and suppliers, complementing brands, reducing costs, and for online sales. In the digital era, social media moment has become a trend in marketing communications. social media is an online media, with its users can easily participate, share, and create content including blogs, networking social, wikis, forums, and virtual worlds. Blogs, networking social, and wikis are the most common forms of social media used by people all over the world (Achmad et al., 2020).

In line with the development of the internet, a new understanding of the marketing paradigm emerged, namely the modern market/consumer-oriented marketing concept or a marketing revolution in the form of

an electronic marketplace. In the business context, the internet has had a transformational impact creating a new paradigm in business, in the form of digital marketing. Digital marketing defined as use technology for help purposeful marketing activities for increase awareness consumers in a way adjust to your need consumer. Another definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technologies in creating, communicating, and delivering mark to consumers and other interested parties. Digital marketing can help marketers anticipate and manage impact disruptive technology (Hapsari & Nurhajjah, 2020; Mahmud et al., 2022)

Important things that are necessary are known about digital marketing namely: (1). excess compared to conventional marketing, digital marketing own excess that is, cost cheaper and more precise target digital marketing generally implements a certain strategy to make marketing activities become the appropriate target, so costs incurred more minimal. (2) Media Digital Marketing following is a medium or means that can be used for doing digital social media marketing of a total of 4.66 billion internet users, 4.2 billion among them is social media users such as on Instagram, YouTube, Facebook, Twitter, and Tik Tok.

Social media give a chance for the user for commenting and share unlimited time information in a manner free (Yuni, 2017). Data from We are Social show that in January 2018 internet users in Indonesia reached 132.7 million with a level penetration to the population by 50% of the population of 262 million souls. From survey this is also found user active social media access using the device *mobile* that is an amount of 120 million soul. Height level Internet use is fueled by developments infrastructure and easy get *smartphone* or device handheld. social media is A development form creation information and interactions that have potency significant for marketing (Watie, 2016).

Social media can be used in digital marketing strategies for products like Cassava Chips. Cassava chips are processed from cassava, which is cassava is one type lots of tubers grown in Indonesia. at this time Lots of businessman food do innovation on cassava Good from facet form nor taste. chips cassava (Cassava Chip) can be one alternative to processed healthy food (healthy foods). Besides that, chips cassava own age keeps relatively long months, so have a prospect good economy. Actually, prospect development businesses have enough cassava in Indonesia promises. In a few years Lastly, interest in society consuming cassava is also increasing and continuing to increase from year to year. Along with increasing requests consumers now chips cassava began to be innovated into various flavors, one of them like chips cassava spicy which offers a number of levels of spiciness. Despite the trend recently known public broad, however development it's been very fast, so lots of producers of chips cassava start to switch paths by adding extra products spicy the chips he invented.

With social media, all businessmen can apply the creativity they are in marketing with digital systems to be able to expedite their efforts as well as practice entrepreneurial spirit in them to become better in the future especially in product marketing Cassava Chips for among physics students. kindly Wira literally means brave while Business is Power effort. Entrepreneurship is something attitude, soul, and ability to create something new that is very valuable and useful for himself and others. Entrepreneurship is a mental attitude and soul always active or creative empowered, creative, working and modest and trying in order increase income from activities his efforts.

According to Drs. Joko Untoro, the notion of entrepreneurship is something courage to do various efforts to fulfill the needs of life that is done by someone, based on the ability to take advantage of everything potential to produce something useful for himself and others. According to Eddy Soeryanto Soegoto, the notion of entrepreneurship is business creatively done based on innovation to produce something new, have mark add, give benefit, create fieldwork and results useful for others. According to Ahmad Sanusi, the definition of entrepreneurship is something the value embodied in the behavior that is made a source of power, power drivers, goals, strategies, tips, processes, and results

Entrepreneurial interest according to Subandono (2007) is a trend heart inside a subject for interest to create something later attempt to organize, manage, incur risk, and develop the business he created. Suryawan (2006) defines interest entrepreneurship as the desire, interest, as well willingness For Work strong or willfully hard for independence or working fulfill needs his life without feeling afraid of the risks that will happen as well as always Studying from experienced failure. Cahyaning (2014) also argues interest in entrepreneurship is the inner desire of a spirited individual bravely create an effort to achieve success for more life ok. Paulina (2011) Intention entrepreneurship is the desire individual to action Entrepreneur by creating products new through opportunity business and taking risk.

The study previously regarding digital marketing by utilizing social media was carried out by Amir Mahmud, Benny Sofyan Samosir, and Mukhlis with the title research "Introduction to Digital Marketing for Increase UMKM Sales Products (UD. Rap Sehat) in the District North Padangsidempuan, Padangsidempuan City "with a purpose For Introducing digital marketing by utilizing social media increase sale products of Micro, Small & Medium Enterprises (UMKM) (UD. Rap Sehat) in the District Padangsidempuan Utara, Padangsidempuan City (Mahmud et al., 2022).

Study other that is conducted by Firdaus, Sungkem Tri Wahyuni, and Eko Risdianto with the title research "Responses about Importance Digital Marketing Skills for Vocational Teachers" Research This aims to analyze response about the importance of digital marketing skills for vocational teachers. Studies results show that essential digital marketing skills for vocational teachers (Firdaus et al., 2022).

Two studies are different from our research in that studies previously only discuss the benefits of social media in digital marketing as well know How important digital marketing skills are in today's era, while research that will be done is to know How entrepreneurial spirit that exists within students by using social media in digital marketing strategies.

Based on the description that has exposed the writer's interest for do research with the title "Utilization of Social Media in Digital Marketing Strategy on Products Cassava Chips for Improving Student Entrepreneurial Spirit".

B. Research Methods

In this research, the author uses the study method qualitatively shared into two activities study, namely: 1) interview and observation techniques, 2) documentation techniques. And in Research Methods Qualitative data is collected by several techniques Qualitative data collection, namely: 1) Interviews, 2) Observations, 3) Documentation, 4) Discussions. Researchers use the method This To obtain information and, and in parts focus on which problems require interview techniques, which require observation techniques, and so on. Choice technique depending on type the of information obtained (Armansyah, 2021).

The study was conducted on March 21, 2023, at the University of Bengkulu. Population and Sample were taken from the study This is all educational students physics class of 2020. For the population that is as many as 51 students, meanwhile for the sample taken namely 10 education students physics class of 2020. Implementation method activities in research Utilization of Social Media in a Digital Marketing Strategy for Cassava Chips Products to Improving Entrepreneurial Spirit student uses the method of observation, practicum, and documentation. observation method implemented at the time do observation with it response from students at the Faculty of Bengkulu University Campus Teacher Training and Education, especially students of the Physics Education study program in the Utilization of Social Media with digital marketing strategies for increase entrepreneurial spirit. Practical method implemented at the time making product Casava Chipss and teaches physics Education students How how to use media that is good and right, good is it a cell phone or computer. Activity This aims to facilitate students of Physics Education For easy understanding of the use of Technology Tools. Documentation implemented at the time does on-site observation.

C. Results and Discussion

Widayatun (2009) explains Attitude is the mental and nervous state from prepared readiness through experience that gives influence dynamic or directed to response individual in all related objects and situations with him. Paulina (2011) independently is an atmosphere Where somebody willing and able to realize will himself seen in action real to use produce something (goods/services) for the sake of the fulfillment of the needs of his life and his neighbor. From the definition according to experts then it can be withdrawn conclusion that independence is demonstrated as the ability of somebody to fulfill his needs alone. Based on the definition of attitudes and definitions independently can be concluded attitude independent is an action or reaction someone did to a situation certain and can determine what is sought in his life (Hendrawan & Sirine, 2017; Susilaningsih, 2015).

Based on several definitions of motivation according to experts, it can be concluded that motivation is emanating encouragement from within someone who pushed the person to do something action to reach a purpose. Availability of information for business is a factor important push the desire of somebody to open a new business and a factor critical for the growth and sustainability of the business.

Amount Indonesia's population is 256.4 million people, and 130 million people or about 49 percent of them is user active on social media. The types of social media that are known by the public are very diverse. According to results of research by 'We Are Social' among many types of social media these are social media that are of interest to Indonesians at the moment This among them YouTube, Facebook, Instagram, and Twitter. Based on the information contained in the Wartakota, Indonesia is a community of Asia Pacific's largest Instagram users by number user active reaching 45 million people out of a total global user of 700 million people (Puspitarini & Nuraeni, 2019).

Types of Social Media

In a book entitled Social Media (Nasrullah, 2015: 39) there are five categories of big social media that are Social Networking, is means that can be used for interactions, incl the resulting effect from interaction in the virtual world. The blog facilitates social media users to upload activities every day, deliver comments and share with users else, like sharing web links, information, and so on. Microblogging is the type of social media that facilitate user to write and upload activity as well as their opinion. Example of social media that is YouTube, Flickr, Photobucket, and Snapfish. Social Bookmarking, bookmarks social is social media that work for organizing, storing, managing, and also searching something information or online news. Popular social bookmarking sites namely Delicious.com, StumbleUpon.com, Digg.com, and Reddit.com, in Indonesia itself that is Lintas Me. Wiki or media content together is a site where the content is resulting from user collaboration. Every web user can change or edit existing content published (Siregar, 2022).

This time Instagram does only used as a means of satisfaction need entertainment courses, besides becoming a social media a lot of interest, Instagram is also a social media that has an opportunity big on the activity business. The perpetrator's business requires an effective marketing medium with the purpose expand share the market. social media as a marketing tool of course relates to marketing communications. Instagram can be interpreted as a medium for taking photos and sending them in time fast. Instagram has 5 main menus (Atmoko, 2012: 28), namely: The home page is the page main contains photos or videos from other users who have followed. How to see it by sliding the screen to the direction and down. Comments, Photos, or videos that have been uploaded on Instagram can be commented on by other users in the column available comments. Explore is gathering popular photos or videos that get many likes. Profile, information users can be known through their profile. News Feeds is a feature containing notifications on various activities carried out Instagram users.

According to Atmoko, the best part of Instagram is filling in order for photos to be uploaded, which means, the title or plain called caption is characteristic to strengthen the message you want to be delivered through photo. Hashtags are symbol sign fences (#) and sign fences can make it easier user for find photos or videos on Instagram by category certain. Location, this feature is a feature that shows the location where the user takes the photo. Although Instagram is called a service share photos, Instagram is also a network social Because through Instagram users can do interaction with other users (Farid et al., 2022).

Activities carried out on Instagram, namely: Follow, Instagram users can follow or friend users other by the way follow each other's Instagram accounts. Like is an icon where users can like videos or photos that have been uploaded, by the way, push the section like button lower information adjoining the photo column comment or by double tapping on the photo. The comment is an activity that gives thoughts or opinions through sentences. Mention, mention feature is used to mark other users, by the way, add an arroba sign (@) in the front name account Instagram from the user. Instagram makes inspired features from Snapchat stories and the given name Instagram Stories. this feature possible users to upload photos and videos later will is lost after 24 hours.

Social media specifically Instagram have various profit in activity promotions, eg being able to deliver information to consumers without need cost and labor, even time used To convey information to very many people short. Through Instagram, the information you want we spread does not have to be in the form of text, or photos we even got videos spread it to consumers easily. Promotions carried out by Happy Go Lucky House via Instagram. The following is Instagram social media used in marketing this cassava chip product.



Figure 1. Instagram of Casava Chips

Product Cassava Chips have been processed and traded among students, especially in physics education, with social media product marketing This counted better rather than not using social media. As for responses from students to product cassava chips that have been tried.

Table 1. Responses of 10 students to cassava chip products

Indicator	Response	Percentage
Very Good (5)	6 responses	60 %
good (4)	4 responses	40 %
Enough (3)	-	-
Not good (2)	-	-
not good (1)	-	-

Based on responses from a sample of 10 students can be concluded that the product cassava chips have worthily traded to the public wide because rated already very good with a percentage of 60% meanwhile rated good with a percentage of 40%, and no students responded product cassava chips are not good, so product This Already can be sold using social media with digital marketing (Suastika & Rahmawati, 2019).

Table 2. Entrepreneurial Spirit Indicator

Before Study	Entrepreneurial Spirit Indicator	After Study
4	Honestly, attitude honest in entrepreneurship is able and willing to say or discuss something in accordance with the existing reality.	4
3	Believe self, is circumstances someone who can bring up belief in the individual will ability self - employed yourself, responsibility responsible, optimistic, rational, objective, and realistic.	4
2	Discipline, attitude discipline is something commitment entrepreneur to duties and work as well as capable grow passion and motivation to achieve a target.	3
2	Optimistic, is hopeful attitude good in variety p. By being optimistic you can too more tough and not easy give up.	4
2	Own soul leadership, soul leadership is a process of influence social when one person can maximize other people 's efforts reach objective together.	4
3	Not quite enough answer, is do it all duties and obligations seriously. Not quite enough answer means too ready bear all risk on deed alone.	4

Before Study	Entrepreneurial Spirit Indicator	After Study
2	Creative, is ability somebody for give birth to something new form idea nor work real yet once there, in the form new nor combination with things available.	4

In the table they show 1 (poor), 2 (enough), 3 (good), and the number 4 indicates very good. Based on research that has been done in various ways type activities and their evaluation. Researchers can describe that by utilizing existing social media or using Instagram in carrying out digital marketing strategies, especially for Casava Chips products this entrepreneurial spirit in physics education students can be said very well. Where can be seen in the table results in Entrepreneurial Spirit Indicator from the use of social media in a digital marketing strategy for Casava Chipss products with the value obtained for each indicator of the entrepreneurial spirit the value is 4 which means very good after doing the study (Suharyono, 2017).

According to Mahmud et al (2022), utilization of this social media has a significant impact in terms of positive and even negative ways. The use of social media can make marketing easier conveyed in the community and facilitate transactions. But on the negative side, it makes dependence on social media and users be lazy. Whereas in our research, namely by utilizing social media in the marketing strategy concluded that can improve entrepreneurial spirit in physics students by creating or starting a business Cassava Chips.

D. Conclusion

Using a proven digital marketing system adds Power to interest in entrepreneurship among students caused by being made easier his do service with some applications and features. By utilizing social media in the marketing strategy concluded that can improve entrepreneurial spirit in physics students by creating or starting a Casava Chips business. For Advice from studying this, preferably maximizing the use of other social media in giving information like Facebook, as well as YouTube as a means of advertisement. And add an option system for practical payment, like m-banking or something similar other.

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