

Development of Marketing Strategies Using Social Media to Increase Business Sales of Amai Desu Cake Products Among Students in the Industry 4.0 Era

 Sehli Harnisa¹,  Hera Anis Kartika²,  Fransiska Yolanda³,
 Messy Wahyuni⁴,  Eko Risdianto⁵

^{1,2,3,4,5}Pendidikan Fisika, Universitas Bengkulu
Bengkulu, Indonesia

✉ harnisasehly@gmail.com *



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Abstract

Marketing strategy is a form of planning found in the field of marketing. In general, marketing is a social process by which individuals and groups get what they need and want by creating and exchanging products and value with other individuals and groups. Data analysis techniques in research use quantitative descriptive analysis techniques. The data collection technique used in this study was using questionnaire sheets that were distributed directly to 10 respondents. This research was conducted at the University of Bengkulu in March. In this study, the factors or variables used for data collection are social media used, culinary variations offered, target customers / marketing, and turnover. In the study, variable X is the selection of social media, information updates, response to buyers and quality and price, while variable Y is an increase in sales of Amai Desu Cake products. After the distribution of questionnaires to find out opinions, perceptions about Amai Desu Cake (ADC) products. In accordance with the results of the distribution of questionnaires, the response of 10 respondents to amai desu cake (ADC) products received 80%, where this category is located in the criteria for delicious. Based on the results of data processing as a whole factors or variables can be accepted, that social media has a role and benefits in increasing the marketing of Amai Desu Cake (ADC) products or increasing the value of turnover, besides that based on the processed data it can also be concluded that all variables X (selection of social media, information updates, response to buyers and quality and price) have a positive effect on variable Y (culinary business marketing).

A. Introduction

The development of the business world today has progressed very rapidly. Various forms of business can be found in everyday life. In the current development period, the food industry is one of the sectors that has the greatest development potential both in Indonesia and in various parts of the world (Agustina, 2019; Haris et al., 2017; Yuliawati, 2017).

Business development in Indonesia is currently increasingly prominent due to complexity, competition, change and uncertainty. This situation creates sharp competition between companies, both because of the increasing number of competitors, the increasing volume of products and the rapid development of technology, so this forces companies to pay attention to the environment that can affect the company, so

that companies know what kind of business strategy and how it should be implemented in the company (Agustina, 2016; F. et al., 2020; Serano, 2022).

Other relevant research proves that the use of social media Based on regression analysis, it is known that the use of Instagram, Whatsapp, and Line. has a positive influence on increasing sales among young entrepreneurs. students of STMIK AMIKOM Surakarta, the similarity with previous research is the use of social media Instagram, WhatsApp. Meanwhile, the difference lies in the data collection method where the previous research used data collection through a questionnaire (questionnaire) while in the research conducted data collection through questionnaires and direct interviews with respondents.

According to (Shinta, 2011) Marketing management is the business of planning, implementing (which consists of organizing, directing, and coordinating), and monitoring or directing marketing activities in organizations to achieve organizational goals effectively and efficiently. The marketing management function has an analytical function, ie. analysis is carried out to find out the market and its market environment, to find out what are the opportunities to dominate the market and what are the threats.

Marketing strategy is a form of planning contained in the marketing field. In general, marketing is a social process where individuals and groups get what they need and want by creating and exchanging products and values with other individuals and groups. In a broader sense, marketing aims to get a response to an offer (Anam, 2013; Musyawarah & Idayanti, 2022; Syamsul, 2020).

As we see, increasingly fierce competition in the Industry 4.0 era encourages entrepreneurs to develop more effective marketing strategies to market their products. The type of information technology that is growing rapidly is social media.

Social media is a new set of communication and collaboration tools that enable various interactions that were previously inaccessible to everyone (Arizal et al., 2021; Komalasari & Asbari, 2023; Liedfray et al., 2022).

Thus, social media has become one of the most effective marketing platforms because it allows businesses to reach a wider market at a relatively low cost compared to traditional marketing methods. Marketing through social media is called Social Media Marketing where according to (Ravi & Kumar, 2021) Social media marketing is a marketing process that uses social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others to promote products or services. Social media marketing can include various strategies and tactics such as: How to create engaging content, paid advertising, gathering or buying followers, and interaction with customers. Social media marketing is becoming increasingly important in the digital age and industry 4.0, especially since many people spend their time on social media platforms. This makes social media an effective way to promote your business and reach potential consumers. In short, in marketing products through social media is to carry out promotional activities According to (Alfina et al., 2020). The benefits of social media marketing are as follows:

1. Provides a space not only to market products or services to customers, but also to listen to complaints and suggestions.
2. Facilitates the identification of different groups or influencers among different groups who can provide information about the brand and contribute to brand growth.
3. Cheap as most social networks are free.

So, based on the above, it can be concluded that the use of social media as a marketing tool is effective for small and medium enterprises such as Amai Desu Cake to be widely spread and has proven to provide positive results. Social media makes it easier and faster for Amai Desu Cake to present its products to a wider audience, especially among students who are more active in using social media.

When developing a marketing strategy through social media, Amai Desu Cake must consider various factors such as: Using the right social media platform, engaging content, involving consumers, and analyzing data to measure the effectiveness of marketing campaigns. It is hoped that this research can provide Amai Desu Cake with appropriate and effective recommendations for developing marketing strategies that utilize social media to increase product sales among college students.

With the increasing use of the internet and social media, it is now easier for consumers to find product information and shop online. Therefore, developing marketing strategies using social media is becoming increasingly important for businesses that want to grow further in the Industry 4.0 era. In this case, Amai Desu Cake must follow the trend and use social media as an effective marketing tool to increase product sales. Based on the background that has been conveyed above, the problem formulation in this study is

How the development of marketing strategies using social media can increase sales of Amai Desu Cake products among students in the Industry 4.0 era.

Based on the formulation of the problem above, the research objective is to develop an effective marketing strategy using social media to increase sales of Amai Desu Cake products among students in the Industry 4.0 era. In addition, this research also aims to analyze the factors that influence the successful implementation of these marketing strategies and evaluate the effectiveness of the strategies that have been developed.

B. Research Methods

Data analysis techniques in research using quantitative descriptive analysis techniques. The data collection technique used in this study is to use a questionnaire sheet distributed directly to 10 respondents. This research was conducted at Bengkulu University in March. The population of this study were Bengkulu university students. In this study, the factors or variables used for data collection are the social media used, the variety of culinary offered, target customers/marketing, and turnover.

In this study using direct interview techniques and distributing questionnaire sheets filled out by students to measure the perceptions, attitudes or opinions of a person or group regarding Amai Desu Cake (ADC) products. based on the definition of factors that have been determined by the researcher. The weight of each answer can be seen in Table 1.

Table 1. Likert Scale Assessment

Alternative answer	Weight score
Very good	5
Good	4
Quite Good	3
Not good	2
Very not good	1

The next step is to analyze the percentage count. to measure the perceptions, attitudes or opinions of a person or group regarding Amai Desu Cake (ADC) products. percentage ratings are used as in table 2.

Table 2. Assessment Criteria

Interpretation	Presentation
0%-20%	Very Not Good
21%-40%	Not Good
41%-60%	Quite Good
61%-80%	Good
81%-100%	Very Good

After taking measurements of Amai Desu Cake (ADC) products. The next stage is marketing strategy where there are 2 marketing strategies, namely direct marketing and marketing using social media to increase sales of Amai Desu Cake (ADC) products. With a comparison of the results can be seen in tables 3 and 4.

Table 3. Offline Sales Results

Indicators	1	2	3	4	5
Number sold					
Number of frequent orders					
Marketing orders					

Table 4. Sales Results Using Social Media

Indicators	1	2	3	4	5
Number sold					
Number of frequent orders					

Indicators	1	2	3	4	5
Marketing orders					

Description:

1. Number sold and number of frequent orders
 1. Very few
 2. A little
 3. Quite a lot
 4. A lot
 5. Very much
2. Marketing
 1. Not very good
 2. Not good
 3. Good enough
 4. Good
 5. Very good

C. Results and Discussion

Previous research experienced unstable internet signals because the location was in the countryside and it often rained so that incoming orders often failed because of the signal. Another obstacle found in doing digital marketing is that previous research mixed personal social media accounts with their merchandise marketing accounts. They do not use WhatsApp Business because they do not understand the difference between the Personal WhatsApp and Business WhatsApp applications. They consider that both applications are the same. Likewise, with the Instagram account used, they still use their personal Instagram account as an account to market their cake and cookies products. Whereas in this study, the X variable is the selection of social media, information updates, response to buyers and quality and price, while the Y variable is the increase in sales of Amai Desu Cake products. Data collection was carried out by distributing questionnaires to 10 Bengkulu University students. After distributing questionnaires to find out opinions, perceptions about Amai Desu Cake (ADC) products. The results are shown in table 5.

Table 5. Perceptions about Amai Desu Cake (ADC) Products

Respondent	Weight score				
	1	2	3	4	5
Student A				√	
Student B				√	
Student C				√	
Student D			√		
Student E				√	
Student F				√	
Student G				√	
Student H					√
Student I				√	
Student J				√	

In accordance with the results of distributing questionnaires, the response of 10 respondents to the amai desu Cake (ADC) product got 80% where this category was located in the delicious criteria. Therefore, the author will do marketing in various social media such as Instagram, WhatsApp, MlikShake web and others. Previously, the author conducted interviews about marketing strategies by conducting interviews with small MSME players in the Bengkulu University area so that from these interviews the author could conclude that online sales using various social media increased sales more than selling offline. Where selling using social media makes it easier for consumers to order Amai Desu Cake products.

The marketing strategy carried out by the author is to use Instagram social media where the Instagram account name of the Amai Desu Cake (ADC) product is @amai_desucake: then the second social media used as a marketing strategy for Amai Desu Cake (ADC) products is using whatsapp by creating a status

on whatsapp for ordering Amai Desu Cake (ADC) products. In addition, this product also uses web.Milkshake as a marketing strategy because it can make it easier for consumers to place orders that can be directly connected to Amai Desu Cake (ADC) social media, knowing the description of Amai Desu Cake (ADC) products.

Table 6. Offline Sales Results

Indicators	1	2	3	4	5
Number sold		√			
Number of frequent orders		√			
Marketing orders		√			

Table 7. Sales Results Using Social Media

Indicators	1	2	3	4	5
Number sold				√	
Number of frequent orders				√	
Marketing orders				√	

From the data on the sales results of Amai Desu Cake (ADC) products, it is found that sales using social media increase income more than not using marketing using social media. Where it can be seen from the sale of products that do not use social media incoming orders per week 15 while if using marketing with various social media incoming orders increase 2X. For sales themselves, Amai Desu Cake opens orders every Friday.

D. Conclusion

Based on the results of research and discussion, several conclusions can be stated as follows. Based on the results of data processing, all factors or variables can be accepted, that social media has a role and benefits in increasing the marketing of Amai Desu Cake (ADC) products or increasing the value of turnover, besides that based on the results of processed data, it can also be concluded that all X variables (social media selection, information updates, response to buyers and quality and price) have a positive effect on variable Y (culinary business marketing). That way, the results of this study can be used as recommendations for other culinary UMKM players to use social media in marketing their products.

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