

SOCIAL MEDIA AS A PROMOTION MEDIA FOR SIJANGKU PINEAPPLE DODOL BUSINESS IN SAMBAS DISTRICT

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ABSTRACT

During the Covid-19 pandemic, which began in 2020, there was a decline in sales of various MSMEs, one of which was the Mawar Merah MSME which produced pineapple dodol processed products. The reason is the limited meeting of MSME owners during the pandemic and the lack of maximum promotion on social media. Therefore, this study aims to determine priorities and methods of promotion through social media, as well as develop appropriate promotional strategies to increase sales. This study uses a quantitative descriptive survey method with the help of the Analytic Hierarchy Process (AHP) software from Expert Choice 11 software. A total of 21 research respondents conducted purposive sampling by intentionally distributing electronic questionnaire links through Google Forms. The results of this study indicate that the main priority criteria for the promotion of Dodol Nanas Sijangku are the context criteria, the main priority in the sub-criteria is to provide informative information and is accompanied by pictures, while the main priority for alternative promotions is the strategic context.

Keywords : MSMEs, Sijangku Pineapple Dodol, Social-Media Promotion

ABSTRAK

Pada masa pandemi Covid-19 yang mulai terjadi di tahun 2020, terjadi penurunan penjualan berbagai UMKM salah satunya UMKM Mawar Merah yang memproduksi produk olahan dodol nanas. Penyebabnya adalah terbatasnya pertemuan para pemilik UMKM di masa pandemi dan kurang maksimalnya promosi di media sosial. Oleh karena itu, penelitian ini bertujuan untuk menentukan prioritas dan metode promosi melalui media sosial, serta menyusun strategi promosi yang tepat untuk meningkatkan penjualan. Penelitian ini menggunakan metode survei deskriptif kuantitatif dengan bantuan software Analytic Hierarchy Process (AHP) dari software Expert Choice 11. Sebanyak 21 responden penelitian melakukan purposive sampling dengan sengaja menyebarkan link kuesioner elektronik melalui Google Forms. Hasil penelitian ini menunjukkan bahwa kriteria prioritas utama promosi Dodol Nanas Sijangku adalah kriteria konteks, prioritas utama pada sub kriteria adalah memberikan informasi yang informatif dan disertai dengan gambar, sedangkan prioritas utama untuk alternatif promosi adalah konteks strategi.

Kata Kunci : UMKM, Dodol Nanas Sijangku, Promosi Media Sosial

INTRODUCTION

Indonesia's economic development is currently played by micro, small and medium enterprises (MSMEs). In 2018, the number of MSMEs was 64.19 million units, which is 99.99% of the Indonesian business sector (Ministry of Small and Medium Enterprises, 2018). SMEs are the driver of Indonesia's growth, contributing 57.8% of Indonesia's GDP and absorbing 116.98 million workers, or about 97% of the total workforce. Mawar Merah UMKM is one of the UMKMs in the field of food processing (culinary) which produces pineapple lunthead from Sijang Village, Galing District, Sambas Regency.

This UMKM produces pineapple lunthead with the product name Sijangku Pineapple Dodol. The background is that pineapple is one of the leading agricultural products in Galing District (Istiqamah. N, 2017) so during the harvest season, many pineapples, especially in Sehati Hamlet, are not sold, causing a lot of pineapples to be thrown away. . . In addition to the abundant pineapple harvest, Mawar Merah MSME is also in a strategic area, which is close to the Indonesia-Malaysia border, and there are several tourist attractions such as a cascade waterfall, Caggat waterfall, and many more. so that this Sijangku Pineapple Dodol product is used as a superior product and becomes a typical souvenir of the area.

Since being formed in 2018, Mawar Merah MSME products have received positive responses from consumers, besides that, they have received a lot of support from various parties such as assistance from the Village, and DISPERINDAG kab. Sambas in the form of mentoring and coaching even received offers of cooperation from other parties. However, in 2020 since the entry of Covid-19 in Indonesia, sales of Dodol Nanas Sijangku experienced a fluctuating decline. The downward trend in sales was due to reduced MSME owner meetings during the Covid-19 pandemic. Because the majority of sales and promotions of Dodol Nanas Sijangku are carried out directly, namely at bazaars, meetings, and meetings that directly meet with many people or leave products at local stalls.

In addition, promotion through social media has not been fully utilized. It can be seen from the number of posts in one year from January 2020 to December 2020, the number of promotional posts for Dodol Nanas Sijangku is only 96 posts, and the official account name for dodol sijangku products is not used, making it difficult for customers to search for products. In addition, the post content/material is dominated by ready-to-order product information, this is considered an unattractive promotion. This is in line with the research of Cesaroni and Consoli (2015) The use of social media for small, medium, and small businesses have not been able to utilize social media optimally in their business. The use of micro, small, and medium-sized social media (MSMEs) in companies is limited to trends. According to Puntodi (2011), social media

serves to form a personal brand and social media is considered more effective and efficient in reaching consumers so that it can provide closer interactions between sellers and consumers. This is important to attract consumers widely, especially in the future.

In addition, according to (Mulyani, 2021) the use of social media as a promotional medium is considered cheaper and faster, new customer access increases, and information can be conveyed easily. Problem Formulation: Mawar Merah SMEs experienced a decline in sales during the pandemic, it was indicated that Mawar Merah SMEs had not utilized social media as a promotional tool optimally, indicated that they had not formulated priority criteria and alternative promotions through social media in increasing sales. The purpose of the study: is to formulate priority criteria and alternative activities for the promotion of Dodol Nanas Sijangku products through social media in increasing sales.

RESEARCH METHODS

According to Sugiono (2014), the quantitative description method is a method based on a positivist philosophy that aims to examine a particular population or sample, use research tools for data collection, and use quantitative/statistical data analysis to test predetermined hypotheses. This study uses a quantitative descriptive method with analytical tools Analytical Hierarchy Process with the help of expert choice software version 11. Sampling with the non-probability sampling method. Non-probability sampling is a technique used for sampling that cannot provide equal opportunities for every member of the population to be the object of sampling (Nurliza, 2019).

This study uses a purposive sampling technique (Sugiyono, 2017). According to Sugiono (2017), the purposive sampling technique is a non-random sampling technique where the researcher determines the sample by setting certain characteristics that are by the research objectives so that it is expected to be able to answer research questions. . . Characteristics of special criteria of respondents in this study are the first respondents aged 17 years or more because respondents with that age are considered rational in making choices about decisions. And secondly, I bought Dodol Nanas Sijangku products through Facebook social media.

The sample of this study amounted to 21 samples (respondents). According to Saaty (1993), the quality of data from respondents is the main aspect of the application of the AHP method. There is no specific formula for the number of respondents in the AHP method, but there are at least two respondents (say, 1993). The following is an example of research on the promotion of Dodol Nanas Sijangku in Sambas Regency (Case study: Mawar Merah UMKM) which consists of 3 representatives, the first is the UMKM

Representative (owner/chairman of Mawar Merah UMKM) which consists of 1 person. The second is consumer representatives (consumer representatives who have purchased products through social media Facebook) totaling 10 people. And third, representatives of prospective online consumers (representatives who have seen it means that consumers know the product and often see the promotion of Dodol Nanas Sijangku promotions through social media Facebook) which consists of 10 people. Using data collection techniques such as in-depth interviews, questionnaires, observations, and literature studies. Sources of data obtained from primary data and secondary data. Respondents obtained the main data related to the promotion of Dodol Nanas Sijangku through observation, interviews, and filling out questionnaires. Secondary data come from journals, articles, papers, papers, related books, and other sources related to research variables.

There are 4 variable criteria in this study as follows: The first criterion is context, consisting of [1] Information that is informative (such as consumption period, storage instructions, halal label); [2] Educational information (such as product benefits/efficacy); [3] Messages are conveyed along with pictures. The second criterion is communication, consisting of: [1] responding to followers/followers (answering questions/comments); [2] the information provided is up to date (such as product availability or product restocking; [3] accurate information (facts). The third criterion is collaboration, consisting of [1] level of involvement in giving likes/comments/shares on social media accounts; [2] interaction between admins and consumers on social media accounts in providing good information; [3] collaborating with influential people in the research area (village officials, companies, etc.) And the fourth criterion is a connection, consisting of [1] conveying positive things (such as posting MSME activities with the PKK group, Sambas sub-district office); [2] asking for opinions/suggestions (such as making stories or statuses on the veranda by writing input/suggestion texts for Dodol Nanas Sijangku); [3] Consumer involvement often looks for information on Dodol Nanas Sijangku's social media accounts (Destiani, 2020; Muslim, 2017; Kinanti et.al, 2017).

RESULT AND DISCUSSION

Sambas Regency is located at the northernmost point of the west coast of West Kalimantan Province. Administratively, in 2018 Sambas Regency consisted of 19 sub-districts, 193 villages, and 594 hamlets. Based on Law No. 22 of 1999 concerning the Regional Government of Galing Regency, the first sub-district to be formed was the Galing sub-district. Galing District is one of the sub-districts in Sambas Regency which is a plantation and agricultural area. Located east of the capital city of Sambas Regency or between 1°27'15" N and 1°44'20" N and 109°14'02" E and 109°27'07" E. The area of Galing District is

349.06 km² or about 5.46 percent of the total area of Sambas Regency. The specification of this research is in Sijang Village. This village was chosen because it is the only village that produces the largest pineapple in Galing District and is the village that produces Sijangku Pineapple Dodol products.

The Mawar Merah MSME is a business that produces Sijangku Pineapple Dodol located on Jalan Tanjung Pura RT 08/ RW 02 Sijang Village, Galing District and chaired by Mrs. Rita and was formed in 2018. The background of the establishment of the Mawar Merah MSME is not all pineapples are sold out, so many wasted pineapples. In addition, if pineapples are abundant, the price of the fruit will fall, which greatly reduces farmers' income. Seeing this, Mrs. Rita as the head of MSME took the initiative to process pineapple flesh into lunkhead to reduce the pineapple fruit that was thrown away and increase the value of the pineapple itself.

Mawar Merah UKM can produce pineapple lunkhead on average in one month as much as 200 kg. It has 2 types of packaging, namely half kilogram packaging and 18 pcs packaging which is sold for Rp. 10,000, the selling price of 1 kg of pineapple lunkhead is priced at Rp. 70,000 and a package of Rp. 10,000 per pack. Dodol Nanas Sijangku's marketing system is by entrusting products to shops around the village, offering directly to potential consumers on certain activities attended by MSME leaders (artisan events, meetings, bazaars, etc.) as well as through online media. Dodol Nanas Sijangku is sold to various villages in Galing District to Sambas City.

Characteristics of respondents in the research on the promotion of Dodol Nanas Sijangku through social media in Sambas Regency were classified based on age, gender, last education, and type of work. The research sample consisted of the chairman of the Mawar Merah MSME (1 person), consumer representatives who had bought products from social media Facebook (10 people), and representatives of prospective online consumers who knew the product and often saw the promotion of Dodol Nanas Sijangku through social media Facebook (10 people). . . so the total is 21 samples. Based on the results of the study, respondents were dominated by 15 women or 71%, and 6 men, or 29% of the total respondents.

This condition shows that women do more online shopping activities and see promotions through social media compared to men. The age of the respondents of Dodol Nanas Sijangku is in the age range of 17-50 years. The most dominant age group of respondents in this study was in the age range of 17-27 years, namely 67% or about 14 people from a total of 21 respondents. At that age, respondents are of productive age, namely those who can adapt quickly to new tasks and easily understand and use technology (Ukkas, 2017). Age determines a person's level of maturity so it can affect his behavior and way of thinking (Haryanto E, 2013).

Consumer education of Dodol Nanas Sijangku consumers is dominated by respondents with a fairly high level of education, namely SMA/SMK/Equivalent, 51% dominated by respondents with a high school education level. Followed by respondents with undergraduate education level (S1) as much as 33%. In this case, education is considered to have special skills or competition that can be added value (Perdana, 2019). The level of education can affect the ability to analyze a problem and show one's analytical skills and insight. (Haryanto E, 2013). The occupations of Dodol Nanas Sijangku respondents are dominated by students with the status of students and housewives, which are 19% each or about 4 people. The position of second largest respondent is from work as a teacher, which is around 14% or as many as 3 people.

Stages in data processing using Analytical Hierarchy Process (AHP) analysis. The stages of stratification preparation start from a complex problem, then it is broken down into its main elements, the main elements are re-described as their parts, and so on to form a hierarchical structure. In this study, the first hierarchy formulates priority criteria for the promotion of Dodol Nanas Sijangku through social media, the second level formulates priority sub-criteria for the promotion of Dodol Nanas Sijangku through social media and the third level formulates alternative priority promotions for Dodol Nanas Sijangku. Sijangku. Dodol Nanas Sijangku promotional activities through social media. Assessment of the Analytical Hierarchy Process is assisted by the Expert Choice 11 program.

Determination of Pairwise Comparison Weights on Criteria

The first level formulates the priority criteria for the promotion of Dodol Nanas Sijangku through social media to increase sales. The results of the analysis show that the main priority in the promotion of Dodol Nanas Sijangku in Sambas Regency is the context criteria with a weight value of 0.366 %. This criterion is considered not to be effective compared to other criteria in terms of its implementation. Context activities such as informative information (such as consumption period, storage instructions, halal labels), educational information (such as product benefits/efficacy), and messages conveyed with pictures. This activity is a way for producers to convey messages that are considered important so that they can convince and attract consumers to buy products.

Context is how we package information/messages to attract attention, both information and promotional messages. Therefore, the use and selection of language that is easy to understand and clear in conveying information, selection of graphic colors, and design with attractive features must be done. A clear message and complete information following the message to be conveyed is an examples of a good context (Jokom, 2018). In addition, Kaplan (2010) adds that context is useful or answers user problems and is packaged in messages that attract attention.

The second level formulates the priority sub-criteria for the promotion of Dodol Nanas Sijangku through social media to increase sales. The results of the analysis on the sub-criteria context show that the priority in promoting Dodol Nanas Sijangku through social media is informative information such as consumption period, storage instructions, halal labels, and messages conveyed along with pictures with a weight value of 0.429%. This criterion is said to be ineffective because it can be seen from the promotional upload of Dodol Nanas Sijangku only about the availability of stock or the opening receipt for the Dodol Nanas Sijangku message. In addition, the results of the priority sub-criteria, namely messages conveyed with images are considered ineffective because it can be seen from the promotional upload of Dodol Nanas Sijangku, the message conveyed is accompanied by the same image, namely images in the form of photos of Dodol Nanas Sijangku products.

Based on these problems, it is necessary to improve the provision of informative messages such as consumption period, storage instructions, and halal labels combined with attractive images. Improved information by uploading information that is brief and informed and packaged in the form of attractive photos/images, then uploading at least 1 photo per day. This is considered effective in attracting the attention of potential consumers to buy. Uploading product photos accompanied by information on the period of consumption and halal labels aims to convince consumers that the product is safe, comfortable, and safe for consumption by Muslim consumers.

In addition, the provision of information on storage instructions accompanied by informative pictures will make it easier for consumers to practice it. According to Purwandoko (2021) which states that building reader trust in delivery can be done by providing useful information. The characteristics of a photo/image are said to be attractive if it has a high-lighting composition, and has one dominant color (Kuenn, 2015). In uploading photos/pictures of food such as Dodol Nanas Sijangku products, pay attention to the camera's point of view, the layout of the surrounding environment, and the materials used, etc., which will later affect the effect of a good food photo.

Fresh and clean. In addition to adding appropriate accessories, choosing the right theme is also very necessary to produce an attractive image. The results of the analysis of the communication sub-criteria indicate that the priority in promoting Dodol Nanas Sijangku through social media is information provided up to dates such as product availability information or product restocking which is informed up to date every day with a weight value of 0.374%. This criterion is considered ineffective because product availability or product restock information is not immediately informed on social media accounts every day. They, consumers have to ask back about the availability of the product from the manufacturer. Indrawati K, (2017) states that a good up to date is done every day, and videos are uploaded once a week.

According to the MSME owner, the cause of the information provided is not up to date regarding the information on the availability of goods, and the restocked goods at the time of production are not so large due to the availability of raw materials. And this causes the product to have not had time to be promoted to social media accounts, and the product has already been sold. As a result, information on product availability or restocked products is only intended for consumers who have ordered products in advance. Based on these problems, indicates the importance of information regarding the availability of products that are posted daily through social media and packaged with the most interesting content related to the promotion of Dodol Nanas Sijangku both in the form of photos and videos.

Posting daily product availability, and reporting the number of products left or products sold each day is considered effective in increasing product presence on social media, and can also attract attention and trust from followers. Content will look attractive if it displays new and active content so that it gives a good impression to attract visitors (Elvetta O, 2018). In addition, the information is conveyed quickly which is a characteristic of a good communication system (Jokom, 2018). The results of the analysis of the collaboration sub-criteria show that the priority in promoting Dodol Nanas Sijangku through social media is the level of consumer involvement in giving likes/comments/shares on social media accounts with a weighting value of 0.594%.

This criterion is considered ineffective because of the level of involvement of consumers/friends on social media accounts in giving likes, and comments and the least they do is share or re-share messages. The higher level of involvement of consumers or friends on social media in giving likes/comments/shares is considered very effective in attracting public attention (Indrawati K, 2017). Therefore, this activity should be improved by re-uploading the best information and pictures, and can be done by tagging influential people to make it easier for friends/consumers to share messages. Responses in the form of likes, comments, and shares given by viewers or friends on Dodol Nanas Sijangku's Facebook social media accounts are very useful in the promotion process because responses from viewers or friends from posts on social media accounts can be seen by audience users or other friends who are connected to the social media account. the social media account. giver. response using the explore feature (Buddy, 2013).

Attracting the attention and feedback of the audience or friends on social media accounts can be done by displaying the added value of the promoted product, for example, exclusive products, limited products, and attractive offers, displayed with certain characters. Susanto conducted a study in 2016 that proved that the Glitz and Glam theme was the theme that most attracted the attention and response of the audience or friends on social media accounts

in terms of giving likes or comments on a post. This theme displays a message that prioritizes luxury, something charming, and shows the exclusivity of a product (Susanto T, 2016).

In addition to attracting public attention, giving likes/comments/shares on every post of Dodol Nanas Sijangku is considered important because it can strengthen branding, namely with more people doing product testimonials on social media, information will be conveyed widely outside of friends who own Dodol Accounts. My Sijang Pineapple. , as a reference and an inducer for potential consumers to buy and taste the taste of dodol products. The results of the analysis of the connection sub-criteria show that the priority in promoting Dodol Nanas Sijangku through social media is asking for suggestions and opinions such as making stories or statuses on the homepage by writing input/suggestion captions for Dodol Nanas Sijangku with a weight value of 0.594%. This criterion is considered ineffective because so far it has not been implemented.

Asking for advice and opinions from consumers is important and good to do at least once a month as an evaluation material for producers for a better direction. Asking for opinions/suggestions from consumers/friends on social media is considered important because suggestions or input make Dodol Nanas Sijangku products develop and become even better and increase the trust of friends on social media, by accepting criticism and suggestions then trying to improve them, initially friends on social media may be less happy with the product offered then trust again. Asking for suggestions and opinions also serves as a measure of customer satisfaction, this question can use the form of a ranking question so that it can help track how happy the consumer/customer is over time.

In addition, asking for suggestions and opinions can also help improve product quality. Companies that can combine customer/consumer feedback with product development will reap a strong competitive advantage, have customer loyalty and also gain support from repeat customers.

At the third level, formulating alternative priority promotions for Dodol Nanas Sijangku through social media to increase sales. The results of the analysis show that the priority strategy in promoting Dodol Nanas Sijangku through social media is a context strategy, with a weighting value of 0.374% (table 6). The context strategy used to promote the Dodol Nanas Sijangku product is to provide messages in the form of information accompanied by interesting and creative pictures. Information such as consumption period, storage instructions, and halal labels are packaged as attractively and creatively as possible and accompanied by pictures.

In addition to providing information about the product, manufacturers must also provide various contexts of information. For example, in the form of information that makes it easier for consumers to get products (places of sale),

information about free orders, packaging processes, information about products that are ready to be shipped, and information about promotions held by manufacturers. making attractive brochures containing product price lists. According to Fauziah & Trenggana (2017) ideally, a context is seen from graphics, colors, and attractive feature designs. In addition, the clarity and completeness of the information are to the message to be conveyed (Jokom, 2018). Therefore, the use of language must be clear and easy to understand (Indika, 2017). the level of creativity and producing an interesting context is an important factor so that the audience is interested in buying the product.

Social networking applications have a strong correlation in influencing visiting interest by highlighting photos and videos (Indika, 2017). The selection of marketing media using Facebook social media because it has several advantages as Facebook is considered effective for uploading videos for a long duration compared to Instagram (Indrawati, 2017). In addition, Facebook was chosen because of the large number of users, capable of displaying images, making it easier for the public to access products and the ease of making statuses and comments that are directly received from the public so that the promotion process can be carried out. conducted. easily, simultaneously and widely (Destiny, 2020).

CONCLUSION

The main priority in the promotion criteria for Dodol Nanas Sijangku products is the context criteria. The main priority in the sub-criteria for the promotion of the Dodol Nanas Sijangku product is to provide information that is informative and accompanied by pictures. Information such as consumption period, storage instructions, and halal labels on products are packaged with attractive and creative images. The main priority in the alternative promotion of Dodol Nanas Sijangku is the context strategy.

RECOMMENDATION

Based on the conclusions above, several recommendations are put forward which can later be used as consideration for science and research. For academics, this research still has many shortcomings. Therefore, the researcher hopes that academics or researchers can conduct further research that can further refine this research. About social media marketing for micro, small and medium enterprises (MSMEs) in Sambas Regency. Regarding the results of the analysis, Mawar Merah UKM needs to prioritize alternative context strategies in providing promotional activities on social media by increasing the provision of informative messages accompanied by pictures.

Information such as consumption period, storage instructions, and halal labels on products as well as image postings are arranged more neatly and considered in terms of photo angles and coloration (picture tone) so that the resulting photos/images are more attractive. In addition to providing information about the consumption period, storage instructions, and halal labels, it is also necessary to post various types of products, for example, product photos, activities in production or sales, information such as information about promotions held by producers, information that makes it easier for consumers to get products so that they can buy products. more interesting context strategies are used.

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