

## ***IMPLEMENTATION OF SOCIAL MEDIA MARKETING BY CULINARY MSMES***

**Intan Putri<sup>1</sup>, Ahmad Iman Mulyadi<sup>2</sup>, Dendi<sup>3</sup>, Wahyu Ridho Pirmansyah<sup>4</sup>**

<sup>1</sup> Communication Studies Study Program, University of South Sumatra, Indonesia

\*email: [intanputri@uss.ac.id](mailto:intanputri@uss.ac.id)

<sup>2</sup> English Study Program, Sriwijaya State Polytechnic, Indonesia

email: [ahmad.iman.mulyadi@polsri.ac.id](mailto:ahmad.iman.mulyadi@polsri.ac.id)

<sup>3</sup> Communication Studies Study Program, University of South Sumatra, Indonesia

email: [dendi@uss.ac.id](mailto:dendi@uss.ac.id)

<sup>4</sup> Communication Studies Study Program, University of South Sumatra, Indonesia

email: [wahyu031205@students.uss.ac.id](mailto:wahyu031205@students.uss.ac.id)

### ***ABSTRACT***

Generally, MSMEs are small-scale businesses owned and managed by individuals or small groups. They typically operate locally and produce a range of products and services, from traditional goods to those using modern technology. MSMEs have unique characteristics, such as flexibility, creativity, and an ability to adapt quickly to changing market demands. This research aims to describe how culinary MSME actors, specifically Sekana Lambidaro in 26 Ilir, Palembang, implement social media marketing. In utilizing social media for marketing, many MSMEs choose to combine various platforms, with Instagram as the primary choice. Instagram attracts MSME entrepreneurs due to its strength in showcasing products through appealing visuals. However, despite Instagram's popularity, only a few MSMEs use marketplaces as their marketing platform. Using social media as a marketing tool is not without challenges. Not all MSME entrepreneurs find it easy to adapt to digital technology. Challenges often stem from internal factors (limited knowledge and skills in information technology) and external factors (hesitance among MSME entrepreneurs to use social media).

**Keywords: Sosial Media Marketing, MSMEs, Pemasaran Produk**



## INTRODUCTION

In the rapidly advancing era of globalization, information systems and technology are experiencing significant progress, especially in information technology through the internet. The internet has now become an essential tool in the business world, used for creating websites, e-commerce platforms, marketplaces, and more.

MSMEs play a crucial role in enhancing community welfare by creating jobs, supporting inclusive economic growth, and encouraging innovation and skill development. Therefore, support to strengthen the MSME sector must continue to increase through synergy between the government, financial institutions, and the community to create fair and sustainable economic growth.

Generally, MSMEs are small-scale businesses owned and managed by individuals or small groups. They typically operate within a local scope, producing a wide range of products and services, from traditional to those utilizing modern technology. MSMEs have unique characteristics in terms of flexibility, creativity, and the ability to quickly adapt to changing market demands.

In modern times, almost everyone uses social media, and Indonesia ranks 9th out of 47 countries in terms of social media addiction. Many business actors leverage social media to market products, with a particular focus on social media marketing platforms like Instagram.

The internet is not only a source of information but also plays a significant role in marketing. Marketing through the internet

is known as internet marketing or electronic marketing (e-marketing). One popular e-marketing platform is Instagram, which allows users to take photos, add filters or digital effects, and share them. Through social media, accessed by millions of people worldwide, businesses can interact with customers from various countries and vice versa.

According to Kotler and Keller (2012), social media is a means for consumers to share text, images, audio, and video with other users and with companies. Social media marketing is a form of marketing aimed at creating awareness, recognition, recall, and even action toward a brand, product, business, individual, or group, either directly or indirectly, using tools from the social web such as blogs, microblogs, and social networks (Setiawan, 2015).

Based on this context, this research aims to describe how MSME culinary actors, particularly in the 26 Ilir district of Palembang, implement social media marketing.

## A LITERATURE STUDY

### Penelitian Terdahulu

Research conducted by Rusdiono in 2019, titled *The Role of Social Media as a Marketing Effort for Online Business at the Online Shop Antler MakeUp @antler.makeup*, published in *Jurnal Widya Cipta: Jurnal Sekretari dan Manajemen*, Volume 3 No. 2, aimed to understand the role of social media as a marketing tool for online shops. This study used a descriptive qualitative research approach, with the subject being the seller

of the online shop Antler MakeUp, who was asked to provide information on certain facts or opinions.

The study found that, according to the researcher's observations of @antler.makeup on Instagram, the shop sells high-quality makeup branded as similar to original brands but not authentically original. The thematic and neat appearance of @antler.makeup's social media account was found to be a factor influencing customers to shop through social media. Additionally, Antler MakeUp regularly reviews its products in detail through videos and photos on Instagram stories, and clearly states information in its bio description, which strengthens its marketing efforts. Observations from the Instagram account @antler.makeup reveal that social media significantly impacts the creation and management of online shops, which must be well-organized, thematic, and consistent to attract customers. Online businesses were noted to be more accessible and cost-effective compared to physical stores, reducing a portion of business capital.

Another study, conducted by Mira Veranita, Lukmanulhakim Almamalik, and Sugiyanto Ikhsan in 2022, titled Utilizing Social Media Marketing by MSMEs During the Pandemic Era (Case Study of Micro,

Small, and Medium Enterprises in Bandung Regency), sought to understand the use of social media as a marketing tool by MSMEs amid various restrictions due to the Covid-19 pandemic. This study used a descriptive qualitative method with 23 MSMEs supervised by the Bandung Regency Cooperative and MSME Office, selected through purposive sampling.

Data were collected through a combination of desk analysis, direct observation of MSMEs, interviews with key respondents from the Cooperative and MSME Office, and digital marketing practitioners. The study showed that MSMEs have adopted social media as a primary marketing method during the pandemic. Social media marketing was effective in increasing brand awareness, facilitating product feedback and marketing strategies, and building networks with customers, suppliers, and competitors in an easier and cost-free manner.

### **Social Media Marketing**

Social media marketing is a marketing strategy that leverages online networks to achieve product promotion goals (As'ad & Alhadid, 2014). According to Evans et al. (2013), social media marketing is a technique that uses social media platforms as a means of product promotion, usually through links directing users to online business pages.

Weinberg (2009) defines social media marketing as a promotional process conducted by individuals for their products or services via social media platforms, utilizing online communities to broaden their marketing reach. Thus, social media marketing is a strategy using social media to raise brand or product awareness, enabling it to reach a wider audience. This allows people to recognize the marketed product, which can stimulate their interest in purchasing it. Social media marketing also enables the rapid and viral spread of information, easily capturing consumer attention and increasing their desire to buy the product (Baird & Parasnin, 2011).

According to Wibowo and Priansa (2017), social media marketing plays a significant role in helping industries better understand consumer needs and build more effective and practical interactions. It also allows companies to quickly and easily spread information through engaging social media content. Well-crafted content can attract the audience's attention, strengthen engagement, and extend the company's marketing reach on digital platforms.

Social media marketing is a method, whether directly or indirectly, aimed at increasing awareness, recognition, recall, and action toward a brand, business, product, or individual. This marketing form is

conducted through various digital platforms such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011). Tuten and Solomon (2017) explain that social media marketing involves leveraging social media technology, channels, and software to create communication, distribution, exchange, and valuable offerings for an organization's stakeholders.

Social media marketing is the process by which companies create and promote online marketing activities on social media platforms that add value to their stakeholders. It is a marketing technique that uses social media to introduce products or services more specifically (Pham and Gammoh, 2015). According to Novila (2018), appealing content can attract visitors to online product or service sites, sparking their interest in the displayed products and services.

Fauzi (2018) describes social media marketing as a form of online advertising that utilizes the cultural context of social communities, including social networks, virtual worlds, social news sites, and opinion-sharing sites, to achieve communication objectives. In today's era, business actors need to experiment and adjust to market conditions using social media marketing tactics to meet company goals (Rangkuti, 2002). Drury (2008) asserts that social media



marketing is a process that allows individuals and companies to promote their websites, products, or services online through social channels, enabling communication with a broader community than traditional advertising can reach.

## MSMEs

Micro, Small, and Medium Enterprises (MSMEs) have been regulated under Law No. 20 of 2008 concerning MSMEs. This categorization of MSMEs is based on specific criteria, such as:

- a) Micro Enterprises : These are productive businesses owned by individuals or sole proprietorships. According to the law, a business is classified as micro if it has a net worth of up to Rp 50 million (excluding buildings and land), with annual sales of at least Rp 300 million.
- b) Small Enterprises : This category includes independent productive economic enterprises, not subsidiaries or branches owned by medium or large businesses. Small enterprise criteria include a net worth of up to Rp 500 million, with annual sales ranging between Rp 300 million and Rp 2.5 billion.
- c) Medium Enterprises : These are also independent productive economic businesses, with no direct ties to small

or large enterprises. The net worth of medium enterprises ranges from Rp 500 million to Rp 10 billion, with total annual sales between Rp 2.5 billion and Rp 50 billion.

These three categories play an essential role in Indonesia's economy, supported by various policies and initiatives aimed at developing the MSME sector.

## RESEARCH METHODS

This research employs a descriptive approach with a qualitative method. The descriptive method aims to systematically, factually, and accurately describe, explain, or illustrate facts and the relationships between phenomena. This approach focuses on describing a group, object, condition, thought system, or current event, and is used to explain issues related to the existence of independent variables. Through this method, the primary data collected will support the preparation of this research report, with data being analyzed and processed using relevant theories to clarify the object and draw conclusions from the issues being studied.

The presence of the researcher is crucial in this study, consistent with the characteristics of qualitative research as explained by Moleong. Characteristics of qualitative research include:

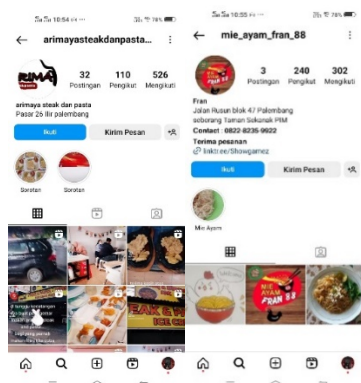
1. The researcher acts as the primary instrument, playing a direct role in data collection and analysis.
2. The research is conducted in a

natural setting, ensuring that the data collected reflects real conditions in the field.

3. The results are descriptive, focusing on words rather than numbers.
4. Emphasis is placed more on the process than on the final outcomes.
5. The research has a defined focus on specific issues.
6. Data analysis is inductive.

## RESEARCH RESULTS AND DISCUSSION

Social media is a collection of internet-based applications that enable users to create and exchange content, built on Web 2.0 technology and ideology. Web 2.0 itself is an interactive platform that allows for continuous content collaboration and updates by its users. This technology creates an environment where individuals and communities can share, create, discuss, and edit user-generated content (Kaplan & Haenlein, 2010).

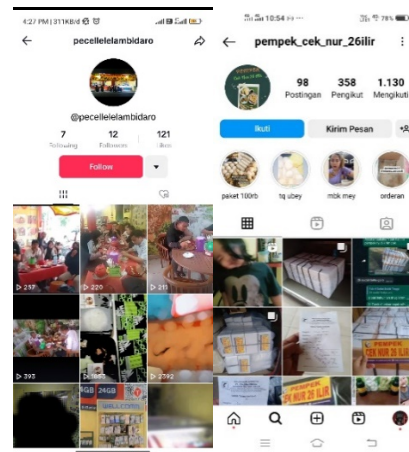


Source: Research Data, 2023

**Picture 1.**  
***Sosial Media & Culinary SMEs***

The advantages of social media in business include customer and supplier communication, support for product and service marketing, brand introduction, cost

reduction, and meeting online sales needs (Nel & Julita, 2016; Ashley & Tuten, 2015). Various popular platforms, such as Instagram, Facebook, Twitter, YouTube, WhatsApp, and TikTok, serve as primary channels for these activities.



Source : Research Data, 2023

**Picture 2. SME's *Sosial Media***

Online social networks have transformed the way individuals communicate, shifting from face-to-face interaction in the real world to virtual communication. Each social network account holder has the power to leave an impression—whether positive or negative—through their profile. The profile picture and ID they use reflect their identity in the virtual world, potentially influencing others' perceptions.

Additionally, social networks allow users to form social communities based on their interests and preferences, making these accessible to a broad audience. This not only expands communication reach but also fosters

more personal connections within these virtual communities. Thus, social networks serve as platforms for expressing identity, shaping self-image, and interacting with a larger audience quickly and easily.

For MSMEs, social media provides an essential tool to expand market reach. Social media enables MSMEs to build communication with customers, helping them access a broader market and introduce products more effectively (Ariyanti & Darmanto, 2020).

**Table 1.**  
**SME's Social Media Sekanak Lambidaro**

SME	Social Media	
	Instagram	Tiktok
Pecel Lele Lambidaro	@pecellelelam bidaro	@pecellelela mbidaro
Mie Ayam Fran 88	@mie_ayam_fr an_88	-
Pempek Cek Nur 26 Ilir	-	-
Arimaya Steak dan Pasta	@arimayasteak danpasta_26_ili r	-
Jajanan Pak Jee	@jajanan_pakj ee	-

Source : Research Data, 2023

The utilization of social media by culinary MSMEs in Sekanak Lambidaro varies among business owners. Based on interviews and observations, one culinary MSME, Pempek Cek Nur 26 Ilir, currently does not use social media, as they focus more on sales through resellers. Previously, they had used Instagram to share content, such as free shipping promotions, endorsements, and other offers.

The MSME Pecel Lele Lambidaro leverages Instagram and TikTok for social media marketing. Their promotional content includes limited-time offers, such as the “Hunger Hour Promo: Pecel Lele Rice and Spicy Fried Chicken Rice for only 10k (available from 12:00 to 15:00 daily).”

Another MSME, Mie Ayam Fran 88, initially used an Instagram account (@mie\_ayam\_fran\_88) but eventually deactivated it due to lack of content creation. In contrast, Arimaya Steak and Pasta actively uses Instagram (@arimayasteakdanpasta\_26\_ilir) to showcase their products through photos and videos.

Lastly, the MSME Jajanan Pak Jee utilizes Instagram (@jajanan\_pakjee) extensively for promotion. Their content includes various strategies, such as giveaway contests, “discounted buy-back” promotions, videos of their martabak-making process, product information, and endorsement promotions.

For consumers, the wide variety of product choices available on the internet enhances their awareness, allowing them to select products that best fit their needs. Consequently, MSMEs (Micro, Small, and Medium Enterprises) that fail to update their marketing strategies risk losing competitiveness and even face potential



bankruptcy (Kilgour et al., 2015). Here, social media serves not only as a marketing tool but also as a platform for customer interaction, helping to meet diverse customer needs.

Social media provides numerous benefits for MSMEs, such as identifying customers, facilitating two-way communication, sharing information, understanding customer preferences, observing customer interaction patterns, and strengthening collaboration with other business actors to improve MSME performance. This makes social media an essential online channel for MSMEs to engage actively and effectively with consumers (Rowley & Holliman, 2014).

In leveraging social media for marketing, many MSME owners prefer to combine various platforms, with Instagram being the primary choice. Instagram appeals to MSMEs due to its advantages in showcasing products through attractive visuals. However, despite Instagram's popularity, few MSMEs also use online marketplaces as part of their marketing approach.

The use of social media as a marketing tool does not come without challenges. Not all MSMEs find it easy to adapt to this digital technology. Based on interviews with several informants, challenges for MSME owners

generally stem from both internal and external factors.

Internal factors include limitations in knowledge and skills in information technology. Many MSME owners struggle to manage social media as a marketing tool due to a lack of digital literacy. For instance, creating engaging content for social media poses its own challenge. Additionally, some MSME owners face difficulties in using applications, such as uploading photos and videos or taking appealing product images. This lack of digital literacy is often accompanied by low financial literacy, slowing MSMEs' adaptation to digital marketing strategies.

On the other hand, external factors also contribute to the reluctance of MSME owners to use social media. For example, many still feel insecure with technology (technologically challenged) or have concerns about security risks, such as personal data breaches and account safety. These challenges slow down the integration of social media as a vital component of MSME marketing strategies, despite its significant potential to increase competitiveness and expand market reach.

## CONCLUSION

Based on the research findings, it can be concluded that in utilizing social media for culinary MSMEs in Sekanak Lambidaro, MSME owners tend to



combine various platforms, with Instagram being the primary choice. Instagram attracts MSME owners because of its advantages in facilitating product marketing through engaging visuals. However, despite Instagram's popularity, only a few MSMEs utilize online marketplaces as their marketing medium. The use of social media as a marketing tool is not without its challenges, as not all MSME owners find it easy to adapt to this digital technology. According to interviews with several informants, challenges faced by MSME owners generally stem from internal and external factors.

Internal factors include limitations in knowledge and skills in information technology. Many MSME owners find it difficult to manage social media as a marketing tool due to a lack of digital literacy. On the other hand, external factors also affect the reluctance of MSME owners to use social media. For example, many still lack confidence in using technology or have concerns about security risks, such as personal data breaches and account safety.

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