



THE ROLE OF INSTAGRAM SOCIAL MEDIA IN INCREASING THE NUMBER OF SALES IN THE CULINARY BUSINESS SIOMAY JODOH

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ABSTRACT

Digital marketing has had a long-term impact and made a game changer in the business world. The use of social media has been growing since 2020—the phenomenon of decreasing the number of followers harms sales. Seller is conscious about improving and maintaining their followers on social media to keep running the business well. Purpose to find out the extent of the participation of Instagram social media as a promotional medium to increase the marketing of culinary business products on @siomayjodoh's Instagram accounts. This study used a descriptive qualitative method. Data collection techniques are carried out by observation, interview, and documentation. Data triangulation methods were used to analyze in this study through data reduction, data presentation, drawing, and conclusion. The results showed the use of Instagram social media as an attractive promotional medium with various features that can be used to support the increase in culinary business products in online marketing. This research only collected data on MSME's "Siomay Jodoh" Instagram from 2022 until 2024 as data collection. MSMEs "Siomay Jodoh" is a local business in Cirebon, and there's no previous research about the MSMEs "Siomay Jodoh".

Keywords: *Business, MSMEs, Sales, Social Media*

ABSTRAK

Pemasaran digital telah memiliki dampak jangka panjang dan membuat game changer di dunia bisnis. Penggunaan media sosial telah berkembang sejak tahun 2020—fenomena penurunan jumlah pengikut merugikan penjualan. Penjual sadar untuk meningkatkan dan mempertahankan pengikut mereka di media sosial untuk tetap menjalankan bisnis dengan baik. Tujuan untuk mengetahui sejauh mana keikutsertaan media sosial Instagram sebagai media promosi untuk meningkatkan pemasaran produk bisnis kuliner di akun Instagram @siomayjodoh. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Metode triangulasi data digunakan untuk menganalisis dalam penelitian ini melalui reduksi data, penyajian data, gambar, dan kesimpulan. Hasil penelitian menunjukkan penggunaan media sosial Instagram sebagai media promosi yang

menarik dengan berbagai fitur yang dapat digunakan untuk mendukung peningkatan produk bisnis kuliner dalam pemasaran online. Riset ini hanya mengumpulkan data di Instagram UMKM "Siomay Jodoh" dari tahun 2022 hingga 2024 sebagai pendataan. UMKM "Siomay Jodoh" adalah bisnis lokal di Cirebon, dan belum ada penelitian sebelumnya tentang UMKM "Siomay Jodoh".

Kata Kunci: Bisnis, Media Sosial, Sales, UMKM

INTRODUCTION

Social media changes various aspects of life into a new lifestyle, namely the digital one. Some social media platforms multiply with many users, including Instagram, Twitter, Facebook, WhatsApp, and others. Social media makes humans more transparent in communicating, and everyone's activities can easily be known to others, even to the whole world (Nurudin, 2013). With the existence of social media, in addition to making communication more accessible and more effective, can reach many people at once in a short and fast time, social media can also be used as a medium for doing business online, where small and large businesses can sell through media platforms such as Instagram. Information provided through social media has an interesting influence on consumers (Lestiana, 2016).

The opportunity to sell on social media is enormous and profitable because of the advertising feature or advertising and sharing so that it can reach many people at once and make it easier for us to buy the products sold. The development of goods or services requires attractive presentation, and marketing is needed to support consumer interest. A level of uniqueness will attract potential customers curious about our product (Irawan et al., 2023). Therefore, requiring a marketing style requires a suitable communication strategy. According to Kotler & Armstrong (2012), marketing communication is an activity that communicates the benefits of a product and persuades target consumers to buy the product. In this case, researchers use social media in the form of Instagram as a promotion to increase sales. Instagram is one of the image-based social media platforms that provides photo- or video-sharing services online.

Culinary businesses will be more easily recognized if they use social media marketing, as stated by Kotler and Keller (2016) in Herlina et al. (2023), is a marketing communication activity that uses electronic media to attract consumers or companies in various forms (images, videos, writings, etc.) to increase awareness, company image, and to increase sales. With this application, users can upload media that has been added with filters or set with hashtags and include locations. Content that has been created can be shared publicly or only with followers. Users can browse other accounts' content by hashtags and location, see what is up to date, like photos, and follow other users to add their content to private feeds. Researchers use social media because social media is the right means to increase sales for buyers. Able to reach a broader range of customers and establish product promotion routines.

In addition, Instagram is also known as a visual platform, so it is suitable for business people to promote their products by displaying attractive images and videos and being seen displaying products in more detail. Social media such as Instagram can promise convenience in promotion and buying and selling carried out by culinary business actors, including the culinary business "Siomay Jodoh," which is the object of research by researchers. However, in the use of social media, its utilization could be more optimal. Siomay Jodoh is one of the MSMEs engaged in online culinary business that utilizes social media to market its business. "Siomay Jodoh" provides various dim sum variants, including dumplings, spring rolls, wontons, and aikido. Several packages are also available in the form of portions, frozen packs, simple sets, and birthday sets. The sales pattern is directly through festivals and bazaars (Youth Carnival, GoFood Festival, etc.) and can be ordered through social media, including Instagram and WhatsApp. Instagram social media is used as a promotion by Siomay Jodoh because the target market is young people. The use of Siomay Jodoh's Instagram social media has been carried out, but the increase in sales has not been maximized.

Year	Followers	Income
2022	3.150	105.135.000
2023	2.946	98.324.000

Source: Marketing Siomay Jodoh, 2024

The decline in the number of followers of Siomay Jodoh, caused by content that is considered monotonous and less attractive, has the impact of a significant decline in sales. The content appeal is critical in retaining and attracting followers' attention on the social media platform Instagram. In addition, due to the lack of promotion, it is necessary to carry out a more active and planned marketing strategy to rebuild consumer interest. More intensive promotional efforts can include exciting content, special promotions, or direct engagement with followers through various ways that Siomay Jodoh hopes can overcome the decline in followers.



Figure 1. Decrease in Followers

Source: Siomay Jodoh Instagram Engagement Documentation, 2023

By the end of 2023, Siomay Jodoh will have achieved impressive success, with 2,946 followers of her content. However, at this moment, the data shows a slight decline, with the number of followers currently standing at 2,936.



Figure 2. Decrease in Followers

Source: Siomay Jodoh Instagram Engagement documentation, 2024

Based on the background of the above problem, the researcher conducted a study entitled

"The Role of Instagram Social Media in Increasing the Number of Sales in the Siomay Jodoh Culinary Business." In this case, researchers tried to research the role of Instagram as a promotional medium on social media to increase buying interest in the culinary business Siomay Jodoh. This study aims to (1) find out the role of Instagram social media in increasing the number of sales in the Siomay Jodoh culinary business, (2) find out the promotion strategy through Instagram in increasing the number of sales in the Siomay Jodoh culinary business.

LITELATURE REVIEW

Social Media

In modern times, the majority of people have used social media. Social media consists of various types and functions offered as its selling point. The function of social media has become increasingly widespread for all types of businesses, including culinary businesses. This follows the opinion of Ardiansah and Maharani (2021), where social media is a means or container used to facilitate interaction between fellow users and has the nature of two-way communication; social media is also often used to build a person's self-image or profile, and can also be used by companies. *Instagram* is a social media that has rapidly developed in the marketing industry. Many entrepreneurs use Instagram as a promotional medium for the goods or services offered. Compared to other social media platforms, Instagram is more focused on images and videos; this is very suitable for marketing products because the goods offered are more clearly visualized. According to Macarthy in Anjani & Sudradjat (2023), Instagram is a social media application based on someone who likes visuals and has fun features to be used in capturing photos to be uploaded to feed pages that many people can see. Based on facts about Instagram social media, it proves that a soul mate is suitable to use Instagram as a marketing medium.

Marketing Mix

Marketing in a business requires an analysis first as the initial stage. According to Philip Kotler and Armstrong (2016), 4P marketing (Product, Place, Promotion, Price) is a collection of tools companies use to achieve marketing goals according to the target market. In the business world, there is a need for a marketing mix or marketing mix. In implementing the marketing mix, entrepreneurs must consider all elements (4Ps): Product, Price, Place, and Promotion, so that each element is related to each other in a balanced and strategic manner. In this case, social media plays an active role.

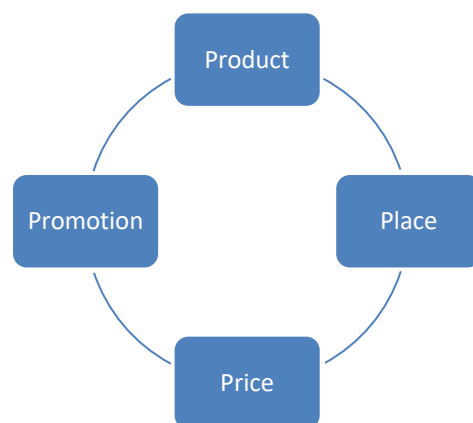


Figure 3. Marketing Mix 4P

Source: Kotler and Armstrong, 2016

RESEACH METHOD

Every research activity carried out by anyone, of course, focused on paying attention to some existing events and situations, as well as phenomena related to other things, is the focus of this research, which uses qualitative research methods. The qualitative research process emphasizes understanding and exposure to the phenomena that occur by applying analysis. The main focus is on process and meaning, especially from the subject's perspective. According to researchers, this will help identify and collect data about new features and determine how

effective promotions are carried out on social media to increase sales on Siomay Jodoh. A sample is a representative or part of an individual from a population with similar characteristics and can represent the population as a whole under study. This follows the opinion According to Sugiyono in Purba et al. (2023): A sample is a part of the population that is the source of data in research, where the sample is part of the number of characteristics of the population. The sampling used is purposive.

Purposive sampling is one type of non-random sampling. So, purposive sampling is a sampling technique that gives a self-assessment of the sample among the selected population. According to Dana P. Turner in Hartanti et al. (2023), purposive sampling is a sampling technique used when researchers already have individual targets with characteristics that match the study. From the above statement, purposive sampling is a sampling methodology for a study by choosing someone who knows all the information or data needed. In this study, the population is all employees of Siomay Jodoh, and the sample is the owner, marketing Siomay Jodoh, and followers of Siomay Jodoh. The author, in this case, uses purposive sampling techniques. The presentation provided is in the form of research based on a qualitative descriptive model that produces a presentation of the results of the analysis in the form of a narrative so that it is easy to understand by each reader. According to Sugiyono in Juliani et al. (2023), qualitative data is words, schemes, and images. Qualitative data is defined as data that approaches and characterizes something. These data can be observed and recorded. The data collection techniques include several sources, including Observation, Documentation, and Interviews. Data triangulation techniques carry out related data processing.

RESULT AND CONCLUSION

The Role of Instagram Social Media in Increasing the Number of Sales in Siomay Jodoh's Culinary Business

With the development of technology today, it will be easier to develop a business, especially a culinary business, by using social media, Instagram, as a tool. The use of social media today is very high due to its broad reach and rapid growth. Siomay Jodoh is an MSME that developed from Instagram. Despite experiencing challenges in digital marketing, Siomay Jodoh MSMEs can maintain consistency in product quality, the right portion, and provide good service.

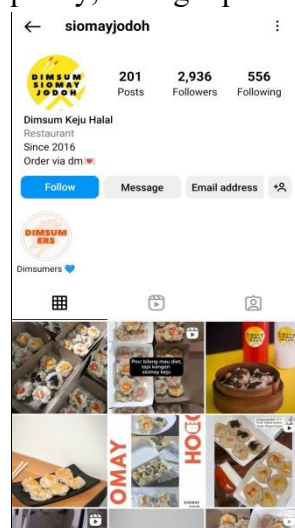


Figure 4. Instagram of Siomay Jodoh

Source: Instagram, 2024

As a first informant, the owner of Siomay Jodoh said that "many millennial young people randomly want to eat something but are lazy to search directly; that is where Instagram is beneficial for sellers because people can search for whatever they want quickly and easily from there we have the idea to create an online restaurant" (interview Nisya, November 18, 2023). "We

use Instagram more often because the target market is more on Instagram, so it is easier to reach out to customers" (Nisya Interview, November 18, 2023). Siomay Jodoh customers are dominated by consumers of productive age 25 to 34 years who already have income. This shows a preference for consuming ready-to-eat food in the millennial generation.

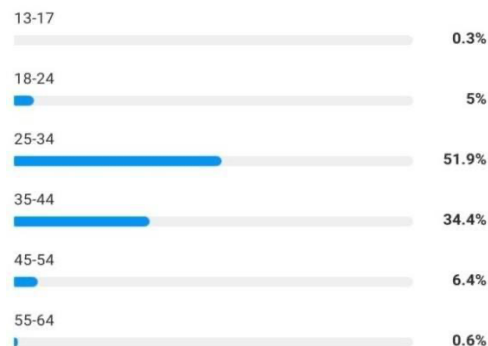


Figure 5. Age of Market Followers Siomay Jodoh

Source: Siomay Jodoh Instagram Engagement Documentation, 2024

Based on the statement above, by using social media, business actors can have a broad reach to reach a wider market than just the local area and save money for promotion. As also said by informant 2, namely marketing Siomay Jodoh: "By utilizing the features on Instagram, it will help to be more efficient because it can easily increase brand awareness to many customers at once with time and cost" (Riski Interview, November 18, 2023). The results of interviews with informants one and 2, namely Siomay Jodoh, explained that the use of Instagram becomes easier and attracts consumers' attention because it has many features, one of which is repost, which is very helpful in promoting to non-followers.

The results of customer reviews will be posted on the Siomay Jodoh Instagram account, without having to choose which photos are good first, because according to Riski marketing, Not a good picture that customer want to show, but customer reviews when reviewing the Siomay Jodoh menu that customer want to show. Siomay Jodoh chose Instagram as her promotional platform because she believes the images produced by this platform have good visuals and can display videos that can be uploaded directly to the gallery or on Instagram stories. In addition, In addition, Instagram is more focused on uploading photos so it is very suitable to be used as a promotional medium in the culinary field to increase sales. As revealed to Macarthy in Anjani & Sudradjat (2023), Instagram is a social media app based on someone who loves visuals and has fun features to use in taking photos to upload to a feed page that many people can view.

Accessibility

The ability of users to access information and services offered by advertising online. Accessibility usually refers to the ease of accessing social media sites. Instagram is a familiar social media platform; people can easily access Instagram through various devices such as mobile phones, tablets, and computers, making this platform very accessible to anyone. According to Chaffey and Chadwick in Savitri et al. (2023), Digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, email, databases, mobile/wireless, and digital TV to increase target consumers and find out the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals.

The results of interviews with Siomay Jodoh followers show that the average person spends about 7 hours every day to see the content offered. This is because Instagram can quickly update information. Instagram is used not only to communicate but also to explore and share their experiences intensively. Through this ease of access, Instagram has become the primary place for individuals to connect, socialize, and express themselves. Followers are followers or social media users, in this case, the account of someone on Instagram who interacts with the @SiomayJodoh business account by clicking the follow button. Here, the researcher presents an interview with one of the followers, marketing, and owner of Siomay Jodoh.

"With the use of Instagram, it is easier to find what we will need, such as finding information about something important or looking for food we want, not just entertainment" (interview Arief, November 20, 2023). Most followers used Instagram between 2013 and 2017 and followed the "Siomay Jodoh" account between 2018 and 2023. They think the same about Instagram, making finding what they need easier. "I started using Instagram social media in 2016 because the target market is the most there; it is easier to reach the audience. Many order online through our Instagram because they are too lazy to leave the house to buy directly. Instagram is very influential on our business sales" (interview Nisya, November 18, 2023).

Researchers can conclude that Instagram can reach widely for its users and as a Siomay Jodoh Culinary business actor. Siomay Jodoh began to get a lot of profit on its sales when marketing online or by using Instagram social media. In Instagram, "audience" refers to people who view, follow, and interact with content shared on Siomay Jodoh's Instagram account. According to Kotler and Kartajaya in Napitu et al. (2023), digital marketing applies digital technology to connect, interact, and communicate with customers to meet their needs and desires. Instagram social media has a lot of positive impacts on the development of the culinary business for Siomay Jodoh, which is one of the strong drivers to continue developing its business, increase product sales, communicate with consumers, and develop a broader market network.

Interactivity

Interactivity is a level of two-way communication referring to the ability of advertisers and customers to communicate with each other and respond to the information they provide.



Figure 6. Rekomendasi from followers

Source: Instagram, 2024

One follower said in his interview, "Because I've tried it several times and I like the taste, so I recommend it to my friends" (interview Oktavia, November 19, 2023). According to Kotler

and Keller in Famiyasi (2023), they were stated, that Social media is a means for consumers to share text, image, audio, and video information with other companies. According to researchers, the role of social media is increasingly recognized by consumers in encouraging businesses to be built. Social media allows a small business to market its products. With Instagram, businesses can reach a wider audience and get notifications from potential customers.

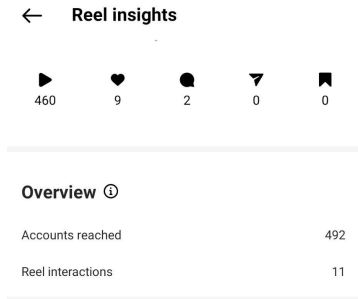


Figure 7. Engagement of content

Source: Instagram, 2024

Besides being a promotional channel, social media is also a place to communicate and interact directly with customers. This interaction is not only limited to answering questions or providing information but also building a close relationship with customers. By staying active on social media, small businesses can form a positive brand image, increase customer loyalty, Increase sales and achieve long-term success.

Entertainment

Promotions can provide fun or entertainment to customers while providing them with information. The purpose of entertainment content is to entertain and attract attention through images or videos. Content advertising cannot be separated from entertainment content, which is used to create ads promoted through Instagram. Creative promotion is essential to attract the attention of customers. The main focus is to increase knowledge about the product. If successful in attracting many followers, the content is considered attractive.



Figure 8. Examples of Entertainment Content

Source: Instagram, 2024

Based on interview data that researchers conducted with several followers of Siomay Jodoh on November 19, 2023, Siomay Jodoh offers attractive promotions but still needs to improve its monotonous or underdeveloped content. Researchers concluded that attractive promotions can provoke consumer interest, diversity in content presentation and consistency in time in uploading content are also vital in maintaining follower interest. By accommodating a variety of customer-based content and including special promotions, Siomay Jodoh can provide a more diverse and engaging experience for consumers in hopes of increasing sales.

Credibility

Credibility is the level of consumer trust in online promotion and is strongly related to the extent to which advertisements provide reliable, impartial, competent, and specific information. When consumers feel that advertisements provide honest, accurate, and relevant information, the level of trust in the product or brand increases. Consumer trust is also influenced by the credibility of other sources of information, such as testimonials, user reviews, and recommendations from fellow buyers, which can give greater confidence to promotions. "Because the taste has never changed from the first time I bought it, so I often suggest it to my friends" (Oktavia Interview, November 19, 2023). In addition, ads that present information with interesting content tend to have higher trust because the components of credibility are—expertise, trust, and attractiveness. "We maintain trust by consistently providing the same flavor and appearance as the ads we create" (Nisya Interview, November 18, 2023).

The interview data obtained by the researcher concluded that when a customer reorders, there is clear evidence that Siomay Jodoh's products and advertisements have succeeded in building strong trust. Customers will be loyal if they feel trusted and satisfied with the products sold. They tend to make repeated purchases and become promoters for the product, which will increase sales through word-of-mouth. As Firdayanti (2012) said, consumer trust is a perception from a consumer's point of view of the reliability of sellers in the experience and the fulfillment of consumer expectations and satisfaction.

Irritation

Products that conform to customer expectations and needs are called product conformity. However, if a product does not meet customer expectations or promotions are manipulated, it causes "irritation," which is then known as a "complaint." When a product does not meet customer expectations or the promotions are manipulated, this can significantly negatively impact the relationship between the brand and the consumer. In addition, manipulation in promotion can create brand distrust. "We make promotions that have the amount of content and form similar to what customers will receive, and before we send the product, we will double check to ensure we do not disappoint customers" (Nisya Interview, November 18, 2023). "The products I receive always match the ads promoted on Instagram" (Laras Interview, November 19, 2023)

Researchers can conclude that the suitability promoted means that the advertisement or promotion must be appropriate to the circumstances and provide accurate information about the product offered. Matching what is promised in advertising with the reality of the product is vital in building and maintaining consumer trust. So that it can cause long-term communication that has the impact of increasing the number of sales

Informativeness

The ability to provide advertisements that can convey information to customers and provide an accurate picture of goods to increase the number of sales. Instagram is becoming a very effective platform to provide product information to a broad audience in an engaging and accessible way. Through features such as posting images, captions, and stories, businesses can creatively present product details, benefits, and the story behind them. Image and video uploads provide powerful visualizations, allowing users to view products from multiple angles and contexts of use. The story feature allows businesses to share temporary content, such as special deals, giveaways, or customer reviews. Instagram is not only a visual gallery of products but also a marketing channel that can provide product information in a way that is interesting, engaging, and directly integrated with the online buying process.

Based on an interview with one of Siomay Jodoh's followers, "I first knew Siomay Jodoh products from Instagram whose content was interesting and quite eye-catching, so I was

interested in scrolling Instagram, from there I also knew what promos were offered" (Lara's interview, November 19). In conclusion, business actors can not only provide detailed product information on Instagram, but must also present it with an attractive content style to easily convey it to followers, so that buyers have a higher desire to buy. Siomay Jodoh has advantages in the form of topping variants and large sizes in its products, this is the attraction that offers a unique dumpling sensation experience for customers who are looking for variety and filling portions.

Promotional Strategies in Increasing the Number of Sales Through Instagram In Siomay Jodoh Culinary Business

We can get many more benefits through social media marketing, including more efficient costs and making it easier to find market segmentation. Consumers will know the menu and price range when events or product bazaars are known. Through the results of interviews conducted by researchers with Siomay Jodoh marketing on November 19, 2023, several marketing strategies have been implemented in promoting Siomay Jodoh products as follows:

Product

According to Informant 1, the owner of Siomay Jodoh said: "So that buyers do not get bored, we try to keep trial and error in updating the menu to find out which ones are in the customer's tastes and which ones are lacking" (interview Nisya, December 6, 2023). As conveyed by Kotler and Keller (2022) in Dianamurti et al. (2023), products must also meet customer needs and desires.

Therefore, researchers can conclude that businesses must understand customer needs and desires to continue innovating to develop their products to help Siomay Jodoh remain competitive in the market. According to Kotler and Keller (2016: 37), product quality is a product's ability to perform its functions; that ability includes durability, reliability, and accuracy, which is obtained by the product as a whole. As the name of the business Siomay Jodoh, the main product marketed is dumplings dim sum, but not only dumplings, there are also other products, as shown below:



Figure 9. Examples of Siomay Jodoh Products

Source: Instagram, 2024

Products include both quality and non-physical features; creating content using high-quality product images and videos can give potential buyers a better view of a brand.

Place

The place where products are sold is increasingly diverse, including marketplaces, social media, and online stores. Siomay Jodoh uses Instagram as its selling platform, which is easily accessible and user-friendly. Utilizing social media as a place of sale can reach a wider market share so that it can increase the number of sales. Marketing Siomay Jodoh said, "Social media can be used more effectively because when using Instagram can easily increase brand awareness and inform our products widely to many customers at once with time and cost-efficient." (Riski

interview, November 18, 2023).

This is supported by Santoso (2017), who said social media marketing is a form of marketing used to create awareness, recognition, memory, and even action on a brand, product, business, individual, or group either directly or indirectly using tools from the social web. Researchers can conclude that using Instagram social media can increase convenience because of the exciting images and features on Instagram, as well as the many testimonials and comments that are useful for potential buyers to find out more and grow trust for consumers.

Price

Price is an essential factor in a consumer's decision to purchase a good or service. The price of Siomay Jodoh products is significant to maintain its competitiveness in the dim sum food market. "We sell products from Rp 15,000,00- Rp 35,000,00 for small portions, while for large portions, we start at Rp 65,000,00-Rp 400,000,00" (Riski interview, November 18, 2023). Siomay Jodoh determines the price of its products by considering many things, such as product quality, production costs, and market prices. In addition, the price of Siomay Jodoh's products must be adjusted to its marketing goals, namely the middle-class market.

According to Kotler and Armstrong (2019), six price adjustment strategies exist. The first is discounted pricing, where "the price reduction is immediate to purchases over a while." The second is the establishment of rebates, which is "a reduction in the price imposed on a product given by a producer to a consumer." The third is segmented pricing, which is "selling products at two or more prices, where the price difference is not based on cost differences."

Fourth is psychological pricing, where "a pricing approach that considers price psychology and not just economics, price is used to say something about the product." The fifth is promotional pricing, where "the product price is below the official price, and sometimes even below the cost to increase short-term sales." Finally, "geographic pricing, i.e., setting prices based on customers located in different parts of the country or the world."

Promotion

Social media is used by young people and for other purposes. Now, many adults also use social media. The use of social media can minimize the costs used for promotion in business. Comprehensive area coverage can also penetrate a broad market, not only in its area but also in national and international markets. In addition to the broad reach, the use of social media also moves very quickly, judging from the current very high use of social media.

Create content and captions with exciting and contemporary sentences, and interact with followers directly, such as answering comments or direct messages to make customers feel closer. In the process of making content planning to be more routine, scheduled and structured, it is recommended to post at strategic hours, such as around lunch time around 11 a.m or late afternoon between 3p.m to 7p.m. After that, it's important to identify audience behavior by analyzing insights from posts that are already running. It is recommended to create campaigns on Instagram ads to reach a wider market and more detailed insight.

This helps to evaluate the most effective time to interact with the audience. In addition, interesting content can include the use of funny stickers, logos with colors that increase appetite, such as: yellow, red, or orange, and providing discount or cashback promos. It is also recommended to use a post format such as videos such as reels with a short duration of about 15 seconds, and follow ongoing trends. Invite followers to participate by asking questions, giving away, giving polls, or inviting them to share their experiences with Siomay Jodoh. By responding to followers quickly and in a friendly manner, Siomay Jodoh can influence sales levels. One of

Siomay Jodoh's followers stated, "The service here is quite a fast response, so there is no need to wait long when I give advice; the input is also well received and done" (interview Diva, November 19, 2023). Provide information about the promos provided. Giving promo prices or discounts quickly can affect buying interest because buyers will become impulsive buying (buying without thinking or spontaneously).



Figure 10. Example of Siomay Jodoh Instagram Promotion

Source: Instagram, 2024

In addition, free shipping is in great demand. Also, without shipping costs, it can save expenses because we usually consider shipping costs more when shopping online. Shipping costs are sometimes more expensive than the price of the goods we buy, so many consumers will be interested if there is a free shipping promo. Researchers concluded that applying the strategy used by Siomay Jodoh can enable creativity in managing the @SiomayJodoh Instagram account. Along with the growth of Internet usage, the market potential will be excellent and increase dramatically. The market potential that Siomay Jodoh focuses on is following its target market, namely individuals who actively use the Instagram social media platform.

It is supported by Instagram users every year in Indonesia, which is increasing, so the market opportunities owned by Siomay Jodoh will increase. In the opinion of researchers, promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by sellers to buyers, who then become happy and buy the product. As Kotler and Armstrong (2012) state, promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. Discounts are one of the ways that companies use to attract buyers to make purchases.

SIMPULAN, KETERBATASAN DAN SARAN PENELITIAN

Definition: Socialmedia is a platform that individuals utilize to interact with each other by creating, sharing, and exchanging information in a network and virtual community. The choice of Instagram by entrepreneur "Siomay Jodoh" as a promotional medium is a wise way with many advantages. Instagram is indeed the right tool for increasing brand awareness for customers. Instagram is growing widely, so it allows it to be a medium for selling products. "Siomay Jodoh" is one of the MSMEs engaged in online culinary business that utilizes social media as a place to market its business.

The phenomenon that occurs in Siomay Jodoh's culinary business, the decline in the number of followers, is caused by content that is considered unattractive, which has a significant adverse impact on sales. The content appeal is key in retaining and attracting followers' attention on Instagram's social media platform. In addition, due to the lack of promotion, it is necessary to carry out a more active marketing strategy to rebuild consumer interest in more intensive promotional efforts through various ways that Siomay Jodoh hopes can overcome the decline in

followers.

The study results show that the role of Instagram social media seen from Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness can increase sales in the Siomay Jodoh culinary business. With product, place, price, and promotion strategies, sellers can also increase sales with Instagram by creating quality content, interacting with followers, using influencers, and using many hashtags.

SUGGESTION

The results of this research can be helpful in the world of culinary marketing, knowing the prospects of marketing activities on social media. There is a possibility of being used as a reference for marketing strategies, such as promotion through social media, especially Instagram. The company must present informative promotions (presenting information about the product is interesting) and follow developments (updates). This research can be a reference in the development of further research.

REFERANCE

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