



Marketing Strategy of Local Products through Social Media in Segara Jaya Village

Andrian Haro¹ Agung A. W. S. Waspodo¹ Friska Aviyati Lestari¹ Cindy¹

¹ State University of Jakarta

ARTICLE INFO

Article history:

Received: 1st March 2020

Accepted: 11 Aug 2020

Published: 1st December 2020

Keywords:

Online Marketing, Social Media,
Training, Local Products.

ABSTRACT

To introduce local products made by the community, it is necessary to conduct training on effective and efficient strategies in marketing products through social media. The purpose of this training is to motivate and educate the community in managing their businesses by using social media marketing. This training uses the demo and counseling method which is participated by 30 participants. Participants are given motivation and introduction to social media marketing (i.e. Facebook, Twitter, Instagram, and e-commerce like Shopee, Tokopedia, and Bukalapak) that could facilitate them in promoting their local products with several marketing strategies. The target of this training is the participants able to market and to sell their local products online with social media. Also, the existence of interactive social media training is expected that the community to create greater and more developed business opportunities toward their local products. These conditions will certainly have a positive impact on increasing their business revenues in the future.

How to cite: Haro, A., Waspodo, A. A. W. S., Lestari, F. A., & Cindy. (2020). Marketing Strategy of Local Products through Social Media in Segara Jaya Village. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 4(2), 161-170. <https://doi.org/10.21009/JPMM.004.2.01>

* Corresponding Author.
andrian.haro@unj.ac.id (Andrian Haro)

INTRODUCTION

In the current era of globalization, information technology makes it easy for people to access information. The community benefits from this information so that they can exchange information from a long distance with a relatively fast time using the internet/social media (Safira, 2018). Recently, the development of information technology is developing very rapidly. This could be seen from the existence of various small to large business activities utilizing information technology to run their businesses. One of the marketing strategies which is appropriate and effective in this globalization era is online marketing through social media (Pribadi *et al.*, 2018). The emergence of online marketing via social media has finally led to a new phenomenon namely "Buzz Marketing" or "Viral Marketing" which is a product or service marketing technique to produce business through information from one social media account to another social media account (Pratama, 2017). The use of this marketing strategy makes it easy to reach the target market to influence the sales volume and profit revenue to become higher (Pradiani, 2017).

Social media is essentially an internet-based technology that facilitates one's conversation. The existence of social media itself could be an effective solution in running technology-based businesses, such as Facebook, Twitter, Instagram, Shopee, Tokopedia, Bukalapak, and others. But for entrepreneurs or companies must use carefully the social media, it caused by social media has two promotional roles that are interrelated between entrepreneurs/companies to customers and customers to customers (Matthews, 2015). Social media is part of the internet that has the function of one of them as a media to promote home industry products or local products in an area that has a uniqueness. This social media is used as a promotional tool because it has a direct response to its users. Nowadays there have been many accounts appearing on social media that are used more widely to market home industry products or local products. The benefits gained by using social media in promoting products include low-cost promotional costs, brand building, and a means to promote efficient products to consumers (Misnawati and Yusriadi, 2018).

One area in Bekasi, specifically in the village of Segara Jaya, Taruma Jaya District, shows great activity and potential to be able to develop and market widely for its superior products through social media marketing (Post, 2019). The superior products they offer include tourism villages (mangrove forest tourism, love bridges, and water games such as duck bikes), local products in the form of seafood (sea fish, shredded tuna, seaweed cultivation, and stripping shells), and handicrafts Betawi batik. All of these products will certainly improve and help the Segara Jaya village income source and be able to prosper its citizens through village infrastructure development (Nusantara, 2019). However, there are some obstacles faced by Segara Jaya residents in marketing the local products they produce, especially seafood. These local products are felt to be still not developing rapidly and there are several obstacles

faced, including not optimal product packaging, product identity that has not been systematically recorded, the lack of a promotional budget, and no less important product marketing systems that are still conventional (offline marketing). This is why local products of the Segara Jaya community are still not widely known by the society outside of this village. Seeing the phenomena and problem that arise now is how to motivate and educate the people of the Segara Jaya village community regarding the importance of conducting marketing strategies through online marketing so that their businesses could be more advanced and target a wider market share by starting to use social media such as Facebook, Twitter, Instagram, and also e-commerce such as Shopee, Tokedia, Bukalapak and many more. By doing this training or community development, the aim is to open up their insight on promoting their products to a wider market by utilizing social media like Facebook, Twitter, Instagram, and e-commerce (online buying and selling sites). It is hoped that this training will help develop greater opportunities and more business opportunities towards their local products (Widyaningrum, 2016). Besides, this training will have a positive impact on increasing sales of their products in the future (Pradiani, 2017).

LITERATURE REVIEW

Promotion is an activity in marketing carried out by introducing goods or services to the community where the target is to increase sales and customer satisfaction in the long run (Suhendra and Indrianto, 2014). Promotion can be used as a marketing tool to influence consumers, both directly and indirectly. Two types of marketing can be applied by entrepreneurs or companies (Tjiptono, 2015), the first is offline marketing or traditional marketing which is done by finding customers or clients through face-to-face meetings with those who might be interested in becoming customers or clients. Second, marketing that uses a website as a marketing medium is known as online marketing. In connection with the presence of information technology, promotion can be done online so that the effectiveness of business performance is achieved, coupled with the use of less energy and capital. Online marketing is the development of traditional marketing where the application of marketing used adopts internet media (Ramadhan, 2017).

Entrepreneurs or companies see that internet users become easy targets for their business in the future. Digital advertising is starting to become a trend in the internet era. The brand owners began to make digital media a new promotional and marketing media. They gradually began to abandon conventional marketing/traditional switch to modern marketing through digital marketing, such as social media networking (Misnawati and Yusriadi, 2018). Seeing the increasing number of users, social media can be a place to increase profits and expand business (Pratama, 2017). Social media has changed how consumers interact and how companies market products. The existence of social media sites is a good business opportunity to market or promote products to be sold. With social networks communication and transactions could be done in real-time and could be global.

From a business point of view, social media is a place, aids, a service that allows individuals to express themselves to meet and share with other colleagues through internet technology. According to Kotler and Keller (2016), social media is a means for consumers to share text, image, video, and audio information with one another and with companies and vice versa. Social media itself could have a positive or negative function, depending on its use. Tjiptono (2015) said that social media is just one set of new tools, new technologies that make us more efficient in dealing with and building relationships with our customers and prospects. Social media as an online media with various convenience features that could be obtained by its users, could easily participate, share in other virtual worlds (Matthews, 2015). It called social networking because of its ability to connect quickly between one community domain with other communities so that these opportunities could easily be used for business. Today, social media has an important role in marketing strategies for small and large businesses. The advantages gained by marketing through social media include as a means of communicating with consumers, as a media to collaborate if there is consumer dissatisfaction, as a promotional media, and brand building (Suryani, 2014).

Social media marketing means that online promotion of media with the involvement of the community to form a market in cyberspace (Kotler and Keller, 2016). Based on Solekhan and Winarso (2016), social media marketing is an online marketing effort by creating visibility, the existence, and existence of a website on social media networks (social media networks) such as Facebook, Twitter, Instagram, E-commerce and even Youtube. In brief, social media marketing is marketing efforts that use social media as a channel. Social media marketing is a marketing process carried out through third parties, namely social media-based websites (Widyaningrum, 2016). Many social media could be used for marketing or promoting a product or service. The rise of social media-based websites in Indonesia requires a company to pay more attention to the quality of services to products marketed, this will certainly have an impact on satisfaction for customers and will also affect their loyalty (Haro *et al.*, 2019). Through this media, companies or brands could conduct structured and targeted promotions. In addition to marketing content, Social media marketing also markets brands. The purpose of brand marketing here is to introduce the brand (in general) to the community as a whole or often referred to as brand awareness (Kotler and Keller, 2016). By introducing a brand and giving a good impression, the public trust would increase and could increase the conversion of promotions to sales (Sukri and Arisandi, 2017). According to Tjiptono (2015) in Amanu (2017), social media is grouped into five types:

1. Egocentrics sites

Allows users to create a profile of themselves on a virtual platform, which then facilitates construction and identity connections.

2. Community sites

Imitating real-world community, thus allowing groups to form.

3. Opportunistic sites
Enables the formation of various social organizations of users and facilitates business connections.
4. Passion-centric sites
Enables users to connect based on interests and hobbies.
5. Media sharing sites
Allows users to share media, such as images, audio, and video.

MATERIAL AND METHOD

The method of approach in community development is the PRA (Participatory Rural Appraisal) where a group approach method that allows villagers to share, improve and analyze their knowledge of village conditions and life, as well as making plans and further action. The PRA method is carried out by involving more "insiders" consisting of all stakeholders, facilitated by outsiders who function as speakers or facilitators. The basic conception of the PRA view is an approach that emphasizes community involvement in the overall activity. The PRA method aims to make the community members as researchers, planners, and implementers of development programs and not just objects of development. The technique used in community development is through counseling, simulations, and demonstrations. The tools used in the PRA method emphasize the level of participation of villagers in practice in the field. This process will empower the community and provide them with opportunities to carry out activities in solving their problems better than through external intervention (Pribadi *et al.*, 2017).

In this case, the partner is the village community of Segara Jaya as many as 30 participants who already have their businesses become the subject of the community development project. Those who will participate in this community development can improve their abilities to be better than before. In this community development training, the people of Segara Jaya village will be the subject who will learn the material presented related to online marketing through social media such as Facebook, Twitter, Instagram, and E-Commerce (Shoppe, Tokopedia, and Bukalapak). After this training, the participants are expected to be able to understand the online marketing strategies of a product, able to have one social media account for promoting their business, and finally, they are expected to be able to apply the use of social media marketing to their business products.

RESULT AND DISCUSSION

This social media marketing training was using counseling and demonstration techniques in front of the participants. The steps consist of the opening session, an explanation session on social media marketing strategies, a discussion session (Q&A), a practice session/demo on social media applications, and a closing session. The application used in social media marketing training is quite

well-known by the participants and fairly easy to use, namely Facebook, Twitter, and Instagram. Besides, the participants in this training were also given an introduction and knowledge related to the application of e-commerce (Shopee, Tokopedia, and Bukalapak) that could help in marketing their business products. Before starting this training, participants were asked to fill in their data and were asked about their knowledge and experience in participating in social media marketing training. The following demographic profiles could be seen in Table 1.

Table 1.
Demographic Profiles of Participant (N=30)

1	Age	< 20 y.o.	1	3.3%
		20 - 50 y.o.	24	80.0%
		> 50 y.o.	5	16.7%
		TOTAL	30	100%
2	Sex	Male	0	0%
		Female	30	100%
		TOTAL	30	100%
3	Field of Business	Selling Fish	15	50%
		Selling Shrimp "Bakwan"	10	33.3%
		Grocery Kiosk	4	13.3%
		Massage Therapist	1	3.3%
		TOTAL	30	100%
4	Latest Educational	Elementary School	13	43.3%
		Junior High School	5	16.7%
		Senior High School	4	13.3%
		College	1	3.3%
		No School	7	23.3%
		TOTAL	30	100%

The majority of the training participants are dominated by women (100%) with participants ranging in age from 20-50 years old (80%) with the latest educational most are elementary school graduates (43.3%) and have a major business field that is selling fish (50%). Besides, the initial response from the participants related to the training was that the majority of them were not accustomed to using online marketing in selling their business products. They stated that they were very enthusiastic to take part in this training because this training could improve their abilities and skills in expanding their business ventures and could help in their household economy. Therefore this social media marketing training is highly expected by all participants in the village of Segara Jaya.

This training received a good response from the participants. Participants were very enthusiastic and listened carefully to the information provided and actively asked questions about how to market this product online, as shown in Figure 1.



Figure 1.
Social Media Marketing Training

Some participants asked whether the results of the marketing and online sales could be received quickly, then questions about what applications could be used to market products online. Some participants were also very enthusiastic to want to do their online product marketing practices. The training participants even suggested that this training could be followed up at the stage of the sales transaction to the customer. However, there are obstacles in this practice of online marketing, especially people who do not understand how to use social media applications and the use of communication tools such as mobile phones.

This training provides participants with knowledge about marketing products online through social media effectively and efficiently. This training spurred participants to develop an entrepreneurial spirit by using social media applications that are very easy to do and so simple. This online marketing system can be done for the sale of community products because that why the products can be distributed optimally. With this activity, people are open-minded and motivated to make the skills they acquire as the basis for marketing their business products so that they can help their household economy. Before ending this training, a post-training questionnaire was also conducted to see how well participants could follow this training, for further detail could be seen in Table 2.

Table 2.
Post Training Results Questionnaire (N=30)

No	Items	Yes	No
1	This training is useful	30 (100%)	0 (0%)
2	This training creates an effective and efficient business marketing strategy	29 (96.7%)	1 (3.3%)
3	This training can develop a business	29 (96.7%)	1 (3.3%)
4	This training makes interested in using social media technology	28 (93.3%)	2 (6.7%)
5	This training makes being productive and creative	29 (96.7%)	1 (3.3%)
6	This training provides insight and friendship relations	27 (90%)	3 (10%)
7	This training motivates to market business products	28 (93.3%)	2 (6.7%)

Participants also expressed feedbacks and responses regarding the results of online marketing training. Based on the actual conditions in the village of Segara Jaya, some of the products that were sold were only sold on Saturdays and Sundays, as well as national holidays with traditional marketing carried out as usual. This caused many visitors to only come on holiday if on weekdays the sales generated are not as expected because fewer visitors come to visit. Nevertheless, the participants look forward to other supporting training as a form of ability that they already have.

CONCLUSIONS AND RECOMMENDATION

Marketing strategies with social media for local products that have been given to the people in Segara Jaya Village have received very good and positive responses. This was seen from the response of the participants who were enthusiastic about trying to activate their social media accounts to implement how to market their local products. Overall, it could be concluded that by following this training the participants gained new insights and knowledge in using social media to market their local products. Also, training participants get the opportunity to increase their promotions and sales effectively and efficiently without having to sell directly (face to face) and of course, it could have an impact on increasing their income.

It could be recommended that the grouping of local products from Segara Jaya village which owned by each participant should have to do to show the superiority and uniqueness of each product to be offered through social media accounts. Moreover, collecting data of participants who have activated their social media accounts so that they could continue to be monitored to what extent their online marketing developments have made. Therefore, it is necessary to conduct periodic evaluations of the social media account from the participants in promoting and selling their local products so that they could succeed in the future.

REFERENCES

- Amanu, T. D. U. (2017). *Strategi Promosi Produk Wise Coffee Melalui Media Sosial Instagram Untuk Meningkatkan Jumlah Engagement*. Malang: Universitas Brawijaya.
- Haro, A., Zakiah, H. K., Muthahhari, M. M., Bachtiar, W. K., & Suangkupon, A. (2019). Evaluating the Effect of Service Quality towards Customer Satisfaction and Customer Loyalty (Case Study of Tokopedia in Jakarta). *Proceedings of the 34th International Business Information Management Association Conference*, Madrid: 13-14 November 2019.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management*, 15th ed. England: Pearson Education, Inc.
- Matthews, P. (2015). Social Media, Community Development, and Social Capital. *Community Development Journal*, pp. 1-17.

- Misnawati & Yusriadi. (2018). Efektifitas Pengelolaan Kewirausahaan Berbasis Kognitif Personal Melalui Penggunaan Infrastruktur Digital (Media Sosial). *JMM Online*, Vol. 2, No. 3, pp. 138-145.
- Nusantara, G. (2019). Desa Segara Jaya, Dana Desa untuk Wisata Rakyat di Tepi Laut Jawa. <https://inovasidesa.kemendesa.go.id/desa-segara-jaya-dana-desa-untuk-wisata-rakyat-di-tepi-laut-jawa/>
- Post, S. (2019). Wisata Rakyat Desa Segara Jaya Kab.Bekasi di Tepi Laut Jawa. <http://sindikatpost.com/wisata-rakyat-desa-segara-jaya-kab-bekasi-di-tepi-laut-jawa/>
- Pradiani, T. (2017). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *JIBEKA*, Vol. 11, No. 2, pp. 46-53.
- Pratama, R. Y. (2017). *Strategi Pemasaran Menggunakan Media Sosial untuk Meningkatkan Jumlah Pelanggan*. Bandung: Universitas Komputer Indonesia.
- Pribadi, A., Ghozali, K., Hidayanto, B. C., Hafidz, I., Muqtadiroh, F. A., Al Hafidz, M., Sintiya E. S., & Puspitaningrum, A. C., & Sari, R. (2018). Pelatihan Teknik Social Media Marketing sebagai Sarana Pemasaran Produk pada Konveksi Kerudung ‘Al- Kattar’ Di Kelurahan Merjosari, Malang. *SEWAGATI*, Vol. 2, No. 1, pp. 53-59.
- Ramadhan, E. G. (2017). *Pemanfaatan Sosial Media dan Situs Jual Beli Online Pada Era Teknologi dan Perannya Bagi Para Entrepreneur Untuk Memasarkan Produk*. Bandung: Universitas Komputer Indonesia.
- Safira, P. N. (2018). Pemanfaatan Media Sosial sebagai Media Promosi Baru dalam Usaha Kuliner. <https://www.kompasiana.com/putryriadiasafira3957/5b4df89f6ddcae2eb669c112/media-sosial-sebagai-media-promosi-baru-dalam-usaha-kuliner?page=2>.
- Solekhan & Winarso, R. (2016). Pemanfaatan Media Sosial Sebagai Media Pemasaran Sangkar Burung di Kabupaten Kudus. *Prosiding SNATIF Ke-3*, pp. 445-448.
- Suhendra, I. & Indrianto, E. (2014). *Kajian Analisis Strategi Pemasaran Produk Unggulan Kota Tangsel*. Tangerang Selatan: Sekda Kota Tangerang Selatan.
- Sukri & Arisandi, D. (2017). Analisis Strategi Pemasaran Dengan Media Sosial Produk Kuliner Usaha Kecil dan Menengah di Pekanbaru. *Jurnal Buana Informatika*, Vol. 8, No. 4, pp. 235-242.
- Suryani, I. (2014). Pemanfaatan Media Sosial sebagai Media Pemasaran Produk dan Potensi Indonesia dalam Upaya Mendukung ASEAN Community 2015 (Studi Social Media Marketing Pada Twitter Kemenparekraf RI dan Facebook Disparbud Provinsi Jawa Barat). *Jurnal komunikasi*, Vol. 8, No. 2, pp. 123-138.
- Tjiptono, F. (2015). *Strategi Pemasaran*, Edisi 4. Yogyakarta: Andi.
- Widyaningrum, P. W. (2016). Peran Media Sosial sebagai Strategi Pemasaran pada Sewa Kostum Meiyu Aiko Malang. *Al Tijarah*, Vol. 2, No. 2, pp. 230-257.