IJSSCS
International Journal of Social Science and Community Service
https://ijsscs.com/index.php/journal
Online ISSN 3047-5406

Determinants of Consumer Behavior on Social Media: An MBKM Student Activity at UIGM Supporting AKWET Pempek SMEs

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ARTICLE INFO

Article History
Received : 16.10.2023
Revised : 24.10.2023
Accepted : 29.10.2023
Article Type: Research Article

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ABSTRACT

Pempek Akwet is a food sector MSME located in 26 Ilir, Palembang. which has been around for approximately 7 to 8 years. As the name implies, Pempek Akwet provides a variety of food products such as pempek, tekwan, gado-gado and others. The purpose of this research was to find out the data method of consumer grouping and the use of social media. The method used is a qualitative method by interviewing the owner of Pempek Akwet. The results of this research are useful for pempek Akwet in understanding consumer behavior so that they can develop appropriate marketing content on social media owned by pempek Akwet. By using organic marketing techniques through social media, specifically Instagram and Whatsapp, Pempek Akwet managed to increase turnover and sales by reaching a wider market and increasing brand awareness in Palembang. The use of social media features such as likes, comments, engagement, and insights has helped Pempek Akwet analyze consumer data and expand content reach, making this research a valuable reference for MSMEs looking to leverage digital marketing for their business growth.

Keywords: Culinary, Marketing Communication, Social Media, Social Media Marketing, MSME

1. Introduction

In the growing digital era, the role of social media as a communication and marketing channel is increasingly important, especially for Micro, Small, and Medium Enterprises (MSMEs). (Hertati, Syafitri, et al., 2023). One of the MSMEs that has felt the positive impact of social media utilization is "Pempek Akwet." As part of the Student-Based Internship Program (MBKM) of Universitas Indo Global Mandiri (UIGM) students, investigating consumer behavior on social media is relevant and useful. Changes in consumer behavior are becoming increasingly visible in the digital context. Consumers tend to search, access and interact with brands or products through social media platforms. (Syabitha et al., 2022).

Social media has become an effective, affordable and accessible marketing tool. For MSMEs like "Pempek Akwet," a strong presence on social media can increase visibility and competitiveness in the market. The MBKM program provides an opportunity for UIGM students to contribute to MSMEs, one of which is "Pempek Akwet." Research on consumer behavior on social media is a strategic step to improve the digital presence and product appeal of "Pempek Akwet." (Susanti et al., 2023)

Social media users not only search for products or services, but they also engage in social interactions and seek experiences. Therefore, a deep understanding of consumer behavior on social media is key in designing effective marketing strategies. "Pempek Akwet" as a local MSME has great potential to utilize social media as a bridge to communicate with loyal customers and attract new customers. This will support local economic empowerment and business growth. In the face of increasing business competition, the

sustainability of "Pempek Akwet" business requires adaptation to digital trends. (Hertati,et,all 2022). Investigating consumer behavior on social media can help create responsive and innovative strategies. Student activities at MSME "Pempek Akwet" align marketing strategies with consumer preferences and expectations on social media. This includes creating relevant content, managing customer interactions, and analyzing data for continuous improvement. (Safkaur & Hertati, 2020).

By understanding this background context, research on consumer behavior on social media to support "Pempek Akwet" can make a significant contribution to the development of sustainable marketing strategies and empowerment of local MSMEs under the umbrella of the MBKM Program. Micro, Small and Medium Enterprises (MSMEs) are trading businesses managed by business entities or individuals that refer to productive economic businesses in accordance with the criteria set by Law Number 20 of 2008. Micro, Small and Medium Enterprises is one of the businesses that improve the economy in Indonesia. Various types of MSME fields include beauty, lodging, baby equipment, culinary and others. One of the businesses that never dies and is very promising to run is the culinary MSME sector. (Hertati et al., 2021).

Because food is a basic need needed by everyday people and businesses can start with small capital. As well as the habits of Indonesian people who really like a variety of delicious foods and snacks are great opportunities for those who run MSMEs in the culinary field (Safkaur et al., 2021). One of the traditional culinary that is famous in Indonesia and has even begun to reach markets outside Indonesia is pempek. Pempek is a product processed using meat and sago and can be found in shops or streets in Palembang, which is why we recognize pempek as a typical Palembang culinary (Purnamasari & Hartati, 2023). T he results of Marbun's research (2016) stated that the history of the name pempek originated from a pempek seller who was usually an old man of Chinese descent who was usually called 'apek', usually when there were buyers who wanted to buy products from this apek they would call 'pek...beli pek'(Hertati & Safkaur, 2021). Pempek Akwet is one of the pempek businesses in Palembang city, this business has been established since 2015 by Akwet as the business owner, which is located in Baloi Mas Park, Batam. Pempek Akwet provides several menus such as gado gado, tekwan, and the most famous is several types of pempek such as model, lenggang, submarine, lenjer (Sari et al., 2022).

In opening a business, of course, there are obstacles that will certainly be experienced by every businessman, the easiest obstacle to see is in terms of competitors especially pempek is a culinary specialty that has long existed in Indonesia, one of the biggest competitors for Akwet pempek is Citra Pempek which has 5 branches in Batam City. In addition, Citra Pempek has also focused on online promotion, namely on its Instagram social media with a fairly attractive photo display and is equipped with address and contact details that can greatly facilitate customers to shop. (Hertati et al. 2021).

In addition to competitors, there are also internal obstacles or problems that hinder the sale of this business, including the location that does not allow to expand the business because the location of the business itself is in a complex and is a residential house. The second problem is limited labor (Marlina et al., 2023). Business owners prefer not to have employees because of the age factor and the unsatisfactory attitude of new employees in the eyes of the owner (Fabiana Meijon Fadul, 2019). Whereas the sales potential of pempek in Palembang city is quite potential (Hertati & Safkaur, 2020). The purpose of this research is to assist the owner of pempek Akwet in collecting consumer data, analyzing consumer behavior and compiling appropriate social media content for the owner of pempek Akwet. It is expected that the results of this research will be able to help the owner of pempek Akwet to increase the number of customers and increase sales of its products. (Rabiah et al., 2022).

2. Literature Review

Social media is a means for online communication, collaboration, and cultivation among networks of people, communities, and organizations that are interrelated and interdependent and are strengthened by technological capabilities and mobility. (Nugraha et al. 2023) states that social media is a medium used by consumers to share text, images, sound, and video information both with other people and used by companies with the same purpose (Asari et al., 2023). It can be concluded that social media is not just a tool for communication but for cooperation, expanding and strengthening relationships with each other, besides that

social media also has a big role in organizations, especially medium and large organizations. Large organizations use several social media such as Twitter, Instagram and YouTube as a means of disseminating information, responding to questions, complaints and suggestions from the public (Azmi et al. 2023).

Marketing Communication According to Philip Kotler & Kevin Lane Keller (2009) marketing communication is a means by which a company tries to inform, persuade, and remind consumers both directly and indirectly, about the products and brands that the company sells. Marketing communication is a communication tool used to facilitate exchanging ideas between buyers and sellers (Samahudin, 2011).

The purpose of this marketing communication is 3, among others:

1) Disseminate information (Informative communication).

2) Influence to make purchases or attract consumers (Persuasive communication).

3) Remind consumers to make repeat purchases (Reminder communication).

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 such as blogging, microblogging, and social networking (Nugraha et al.2023.). With the presence of social media marketing, it can ease the burden on entrepreneurs when they have to interact with customers online, for example through WhatsApp, Zoom and other media (Cahyani & Hertati, 2023). The use of social media as a marketing platform also has the benefit of not consuming very large costs and not being limited by anything as long as the media is still connected to the internet.

There are advantages in using social media marketing according to Neti (2013), namely:

1) Providing a place that not only serves to market products or services to customers but also to be used to listen to complaints and suggestions from consumers.
2) Make it easier to identify individuals or groups, which can be a provider of information about the brand and help in the growth of the brand.
3) Low cost as most social networking sites are free.

3. Methodology

In this research, there are several data collection techniques that will be carried out on Pempek Akwet MSMEs, as follows:

1. Observation This method is carried out by surveying the location of MSMEs to obtain information directly on phenomena or events that are happening. So that the data and information obtained can be accurate and in accordance with the facts.
2. Interview This method is carried out by meeting directly with business owners to conduct more in-depth communication about the problems / constraints experienced by these MSMEs in accordance with the information that has been obtained.
3. Questionnaire Distribution This method is done by making a questionnaire distributed to pempek consumers in Batam, the total questions in the questionnaire are 7 questions and get 33 respondents.

The training method in exploring the determinants of consumer behavior on social media to support MSMEs "Pempek Akwet" in the UIGM student MBKM program can involve the following series of steps:

1. Training Needs Analysis:
   - Identify training needs by analyzing the knowledge and skills of students and owners of UMKM "Pempek Akwet" related to social media, digital marketing, and consumer behavior(Hertati & Puspitawati, 2023b).
2. Introduction of Basic Concepts:

- Provide a basic understanding of the concepts of social media, digital marketing, and factors that influence consumer behavior. This includes the concepts of target audience, brand positioning, and online marketing strategies (Hertati & Safkaur, 2020).

3. Pempek Akwet Case Study:
   - Use the case study of MSME "Pempek Akwet" as the foundation for the training. Analysis of the successes and challenges faced by Pempek Akwet on social media can provide concrete examples for students (Hasan et al., 2023).
4. Practical Workshop:
   - Organize a practical workshop that involves students in designing a digital marketing strategy for Pempek Akwet. This includes content creation, social media management, and the use of analytics tools to measure performance (Umar 2023)
5. Role Play dan Simulasi:
   - Gunakan role play dan simulasi untuk memberikan pengalaman langsung dalam berinteraksi dengan konsumen di media sosial. Latihan ini dapat meningkatkan keterampilan komunikasi dan manajemen respon terhadap berbagai situasi (Hertati & Iriyadi, 2023).
6. Use of Analytics Tools:
   - Teach the use of social media analytics tools, such as Google Analytics or Insights on specific social media platforms. Students can learn to analyze data to understand consumer behavior, look for trends, and evaluate campaign success (Safkaur et al., 2021).
7. Q&A and Discussion Sessions:
   - Provide Q&A and discussion sessions to address students' questions, share experiences, and explain concepts that may still be confusing (Cahyani & Hertati, 2023).
8. Performance Assessment:
   - Evaluate student performance through assignments, projects, or case studies. Provide constructive feedback to help them understand the areas that need improvement (Anggraini et al., 2023).
9. Mentoring:
   - Provide mentoring and coaching sessions, both face-to-face and online, to provide individualized support to students. This can help them overcome specific challenges or get advice directly from the mentor (Hertati, 2015).
10. Evaluation of the Training Program:
    - After the training is completed, conduct a thorough evaluation to assess the effectiveness and sustainability of the program. Take feedback from students and MSME owners to identify areas for improvement in the future (Hertati & Puspitawati, 2023a).

By following these steps, the training program can be more focused, interactive, and can have a significant positive impact on students and UMKM "Pempek Akwet" in supporting MBKM. (Tripermata et al., 2023).

4. Results and Discussion

There are several STP (Segmentation, Targeting, Positioning) marketing strategies in the implementation of marketing programs carried out by UMKM Pempek Akwet, including: Demographic Segmentation In running a business, UMKM Pempek Akwet markets its products to all groups ranging from teenagers to adults aged 17 - 40 years, even the prices given are also quite affordable for students and workers, which ranges from Rp. 20,000 - Rp. 38,000 per serving. In determining the price of food, business owners also calculate the price of raw materials in accordance with the COGS (Cost of Goods Manufactured) so that this pempek

product can be enjoyed from various ages and genders. Psychographic Segmentation Pempek Akwet does not rule out consumers who have a simple lifestyle, but with the distinctive taste of Palembang that is different from other products, this will also attract consumers who have a high lifestyle. (Hertati, Asharie, et al., 2023).

Figure 1. Pempek Akwet

Geographic Segmentation In terms of geographic segmentation, Pempek Akwet chooses a location to open and run its business in urban areas. However, because Pempek Akwet MSME is located in a residential complex, this is a barrier for Pempek Akwet to get a large number of consumers. One way that Pempek Akwet overcomes this is by placing orders online through social media, such as Whatsapp (Endarwati, 2021). Consumers can contact via Whatsapp in advance to place an order and do self pickup / or be delivered via Grab, which will incur additional costs. Behavioral Segmentation Pempek Akwet also provides a delivery service by contacting via Whatsapp first to order and make a self pickup or be delivered via Grab for which an additional fee will be charged. This is done so that consumers do not have to bother spending time buying pempek in its place directly. So that consumers can enjoy pempek products more either at work, home, and so on (Cahyani & Hertati, 2023).

Targeting In this business, the target market of Pempek Akwet is among teenagers to adults with a total of 33 samples. However, based on the results of the questionnaires that have been distributed, it proves that the age grouping that more often buys pempek products is among teenagers aged 17-22 years. In addition to targeting customers, Pempek Awet also utilizes social media as a promotional tool. This is done because social media users continue to increase until now, with the number of social media users, the promotions carried out will spread faster to the public and finally the public can find out that there is a pempek that is no less delicious than the famous pempek, namely Pempek Akwet. (Awalia, 2022).

Pempek Akwet's positioning advantage over other competitors is that you can buy finished or frozen products which will last longer and can be processed at any time according to the buyer's wishes. The quality and type of fish used are also proven to be fresh without excessive fishy odor. There are also several methods in implementing the marketing program carried out by UMKM Pempek Akwet, including:

1. Preparation Stage In the preparation stage, this research begins with communicating with pempek partners via Whatsapp. With the aim of explaining the digital marketing program that will be applied to these MSME businesses. After obtaining approval from the partners, the research team conducted a survey to find out and collect information on the description and problems experienced by the partners. As well as conducting discussions and interviews with business owners about the solutions that have been planned and offered by the research team to these MSMEs. (Hartati et al., 2021).
2. Implementation Stage In this stage, the research team has obtained permission to implement a solution that has been agreed upon with MSME business owners. By creating an Instagram account @pempek.akwet as a platform to develop the business and promote to potential buyers through Social Media Marketing. In addition, the research team also created 15 contents that will be used and published on Instagram to attract the attention of buyers such as videos, posters, menu catalogs, and others. (Hertati, 2021).

3. Evaluation Stage At this stage, the research team will discuss with MSME business owners about the changes or feedback obtained by the Pempek Akwet business after implementing Social Media Marketing. In addition, the research team will also evaluate and revise the content that has been published, to find out whether the content created has an influence on increasing sales or on the contrary the content created does not have a strong influence so that Pempek Akwet MSMEs cannot develop and compete with other competitors (Hartati et al., 2021). After collecting data through questionnaires, grouping consumer data and conducting the results of grouping consumer data, the marketing content on social media is prepared as follows: Type of content, channel/platform selection and measurement method.

Type of Content In conducting research on Pempek Akwet MSMEs, the research team has several contents that will be used to develop the business, namely:

1. Video about Pempek Akwet business location
2. Food menu catalog
3. Poster
4. Fun fact
5. Tips and how to cook frozen pempek
6. The origin of pempek food
7. Benefits of pempek food
8. Nutrients contained in pempek food 8.
9. How to order through online system
10. Types of fish used to prepare pempek
11. This or That
12. Brochure

Channel / Platform used in promoting Pempek Akwet MSMEs using Instagram media (Syafitri et al., 2021). Currently, Instagram is one of the social media platforms that is in great demand by the public. This platform can not only be used in everyday life, but many people have used Instagram as an opportunity to open a business and a means of promoting the business that is being carried out. With Instagram, the Pempek Akwet business can manage the business that is being run with an attractive appearance, besides that by diligently uploading content Pempek Akwet can also develop its business without spending any money at all. In addition to Instagram, there is also a Tik Tok application that will be used to increase the type of video content that is more interesting and varied.

Figure 2. Packing Pempek

The measurement method used is through Instagram Insights. Through this method, Pempek Akwet MSMEs can find out information about activities and content that has been published, such as data from followers, people who visit Instagram accounts, the number of people who see Pempek Akwet story posts, and comments suggested by consumers to business owners. In addition to questionnaires, the source of data used to categorize consumers is also obtained from @pempek.akwet Instagram social media, namely insight.

Insight is a business account feature that informs about followers or followers on Instagram business accounts where there is also engagement, account reach which is able to display how many accounts have reached Instagram @pempek. Akwet and there is also a Reach Audience feature, which is a page that displays the percentage of followers who reach the most Akwet pempek Instagram accounts in any region or city. (Hertati & Iriyadi, 2023).

From the results of the questionnaire analysis and Instagram insights above, the form of consumer grouping obtained is, the age most collected based on questionnaire data is from the age range 17-22 years and 23-27 years. Then for the method of purchase based on the questionnaire data, the most is to buy offline or directly to the location, then the selection of product forms is more on finished products than frozen products, there is a relationship between the type of purchase where respondents prefer offline, then on the form of products that prefer finished products. Then in the budget, most choose in the price range of IDR 15,000 - IDR 25,000 and IDR 30,000 - 45,000. From the summary of the data that has been obtained, the form of content created will be adjusted from the results of the analysis of Akwet pempek consumers. Where more modern content will be created, and more attractive to the public so as to increase the attractiveness of potential customers to visit Instagram pempek Akwet and of course will be accompanied by content that is happening on social media so that pempek Akwet posts are more quickly recognized or followed by potential customers. (Hertati, Asharie, et al., 2023).

The results of implementing the consumer feedback program The importance of customer feedback for a business to be able to find out how customers respond to what has been bought and tried so that it can be used as a reference for business actors to improve and improve the quality of various aspects of the business, be it sales, service, quality, and others. Here are the results of one of Pempek Akwet's customer feedback. Since the existence of the @pempekakwet social media account, pempek Akwet is no longer known as pempek selling in front of the house or commonly known as pempek Baloi Mas (the address where the pempek is sold). However, the creation of an Instagram social media account is indirectly able to increase public brand awareness regarding the brand name itself, namely Pempek Akwet (Hertati, 2015). This can encourage the influence of the community in recommending pempek to other colleagues by sharing through social networks or social media (Hertati & Puspitawati, 2023a). he existence of social media also expands the market reach of Akwet pempek, where many new consumers know about Akwet pempek through promotions carried out on Instagram and place orders online via whatsapp or direct message. The total sales obtained from social media are 14 packs of Pempek products with a total of 10 customers, where the increase in profit obtained is approximately Rp 812,000. It can be stated that Pempek Akwet has experienced a fairly good increase in online orders received (Endarwati, 2021).

5. Conclusion

With the aim of increasing turnover and sales, Pempek Akwet uses organic marketing techniques by utilizing social media as a promotional platform, specifically on Instagram and Whatsapp by frequently posting unique and quality content and information for followers of Pempek Akwet's Instagram account. The impact of using social media as a promotional tool for Pempek Akwet is that the products offered by Pempek Akwet can reach a wider market so that product sales can increase. In addition, Pempek Akwet's brand awareness has been widely recognized by people in Palembang. This is driven by the factor that Pempek Akwet uses and utilizes the existing features of Instagram social media well such as the like feature, to find out who likes posts, Comment, to find out comments related to posts posted by Pempek Akwet, engagement, a feature that Pempek Akwet uses to analyze consumer data by seeing who and to what extent Pempek Akwet's Instagram account is seen and who reacts to the content that has been uploaded, and insight to measure and know the size of the audience who see and react to the content uploaded by Pempek Akwet. This research can be used as a reference for MSMEs that are just starting a business to further utilize digital marketing such as social media marketing because it has a huge impact on the growth of MSMEs and is easier to be recognized by the wider community.

ACKNOWLEDGMENTS

Thank you to the related MSMEs for all their assistance and cooperation so that the training and question and answer activities of the PKM MSME program run successfully.

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