

## SOCIAL MEDIA MARKETING STRATEGY THROUGH INSTAGRAM AND FACEBOOK FOR MSMES IN SURABAYA CITY

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**Abstract:** *This study aims to determine the implementation of social media marketing through social media Facebook and Instagram carried out by SMEs in the city of Surabaya. The sample in this study is SMEs actors who use social media to market their products on Facebook and Instagram, domiciled in Surabaya. In this study, there were five SMEs actors in the city of Surabaya. This study uses a qualitative descriptive analysis approach. The results of this study indicate that SMEs in the city of Surabaya have implemented social media marketing through Instagram and Facebook in accordance with Silverstein's theory (2015).*

**Keywords:** *Facebook, Instagram, SMEs, Social Media Marketing*

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### 1. Introduction

From time to time, the rate of technological advancement in the digital age has increased. Each iteration of a newly developed technology will involve the integration of previously developed technologies in order to create something that is an improvement over its predecessors. This process will be ongoing and will be paced according to the passage of time (Sanjaya & Tarigan, 2009). The rapid advancement of technology has brought about a number of positive changes for humans, including the simplification of communication between individuals, the acceleration of the delivery of information, and the improvement of the productivity and efficiency of work (Coviello et al., 2001; Khan & Siddiqui, 2013).

People's behaviors have changed as a result of the development of technology, which is supported by devices that have increasingly functional capabilities. This includes the fact that many people now use the internet as an easily accessible source of information. As a result, communication in the community becomes more accessible, effective, and the dominance of online media is just beginning to take shape (Chen et al., 2011). Because of this, marketers now have a solid foundation upon which to build their digital marketing plans. A strategy for marketing a brand or product within the digital world or on the internet is referred to as a digital marketing strategy (Susanto, 2017). Hence, it is essential to have a rapid and accurate method of communicating with customers and potential customers.

In a world where electronic devices have become ubiquitous, social media marketing relies heavily on computers, laptops, tablets, and smartphones (Bimantoko, 2019; Untari & Fajariana, 2018). The device's use cannot be separated from the internet access used by the device's user. According to a survey conducted by We Are Social, the number of internet users in Indonesia has reached 202.6 million, or approximately 73.7 percent of the country's total population

(www.wearesocial.com). According to data from Internetworldstats, the number of internet users in Indonesia reached 212.35 million at the end of March 2021.

Among the many services used on the internet, social media is highly popular among Indonesian internet users (Gunawan et al., 2021). According to the results of a survey conducted by We Are Social, there are 170 million social media users in Indonesia. Facebook and Instagram are the most popular social media platforms, with an average usage of 17 hours per month (www.wearesocial.com).

As the percentage of Indonesians who use social media continues to rise, so does the opportunity for local businesses to capitalize on this trend through strategic use of social media marketing (Aliode, 2020). As its name implies, social media marketing is the process of using social networking sites to advertise a business and its products. With the help of social media marketing, companies can better serve their current and future customers (Piranda et al., 2022). Not only have companies implemented social media marketing, but so have micro, small, and medium-sized enterprises (Fathor et al., 2021; Ramdhany, 2020; Saraswati, 2021).

According to information provided by the Ministry of Cooperatives and MSMEs of the Republic of Indonesia, the number of MSMEs in Indonesia reached 65,465,497 in 2019 and will continue to rise until 2021. As of March 2021, the number of MSMEs entering the digital ecosystem increased to 4.8 million as a result of the government-initiated Proudly Made in Indonesia (BBI) movement, known "going digital." On the basis of the context that has been presented thus far, it is possible to formulate the problem that will be investigated in this study as following: how can small and medium-sized enterprises (SMEs) in the city of Surabaya implement social media marketing via Instagram and Facebook?

## **2. Research Method**

### **2.1. Population**

According to Sugiyono (2018), a population is a group of objects or subjects with specific qualities and characteristics that the researcher has chosen to study in order to draw conclusions. The population in this study are all MSMEs domiciled in Surabaya who use Facebook and Instagram to market their products.

### **2.2. Sample**

As according to Suharsimi (2019), a sample is part or representative of the population under study. With the purposive sampling method, the selected sample is MSMEs that use Facebook and Instagram to market their products and are domiciled in Surabaya. Then, the sample selected for this study were five resource persons from various MSME sectors in the city of Surabaya.

### **2.3. Data Types and Sources**

The types of data used in this study are primary data and secondary data. Sugiyono (2016) states that primary data is data that is directly obtained from the source and given to data collectors or researchers. Secondary data is data that has been processed first and only obtained by researchers from other sources as additional information (Kuncoro, 2009). The secondary data used in this study are literature studies, journals, and information obtained through the internet.

### **2.4. Analysis Techniques**

The analysis technique in this research is content analysis technique. Content analysis is research which is an in-depth discussion of the content of written or printed information in the media (Sitasari, 2022). The steps of the content analysis technique used in this study are formulating the problem by finding data that is in accordance with the research, looking for samples to be studied according to the purposive sampling method (Kotler & Keller, 2012). The selected sample is MSMEs who use Facebook and Instagram to market their products and are domiciled in Surabaya, collect various data conducted through interviews, observations, and literature studies, collect data from the results obtained and then compare MSMEs in Surabaya which are used as sources with each other, and analysis of the implementation of social media marketing strategies using eight rules according to Silverstein et al. (2015) through social media implemented by SMEs in Surabaya.

### **3. Results and Discussion**

#### **3.1. Application of Social Media Marketing through Facebook and Instagram for MSMEs in Surabaya Using Social Media Marketing According to Silverstein (2015)**

Social media marketing according to Silverstein et al. (2015) in his book “Rocket: Eight Lessons to Secure Infinite Growth” is a theory of social media marketing which is also used in this research. In theory, there are eight rules that entrepreneurs must follow to be successful in social media marketing because successful social media marketing converts customers into loyal customers, promotes brand use, and encourages others to enjoy the product or service.

Eight things that need to be considered in the implementation of social media marketing include virtual relationships, people do judge a book by its cover, showing customers what they want, focus on the biggest fans, welcome customer's scorn, employees as passionate disciples, take giant leaps, and schismogenesis.

The theory of social media marketing that uses these eight rules underlies the questions that the researchers posed to the five sources. Based on the results of the interviews conducted, it showed that the five sources carried out social media marketing strategies in accordance with the eight rules written in social media marketing according to Silverstein et al. (2015).

#### **3.2. The Suitability of Social Media Marketing Through Facebook and Instagram for MSMEs in Surabaya Using Social Media Marketing According to Silverstein (2015)**

Michael Silverstein highlights that there are eight rules to be successful in implementing social media marketing through these 8 rules: (Silverstein et al., 2015)

1. Virtual relationships: Maintain relationships with customers around the clock and all day long. Customers will love a seller who is always there when they need him.
2. People do Judge a Book by Its Cover: In marketing products through digital, appearance is the main thing. Smart marketers will allocate funds for the quality of the product display that will be marketed through social media because this will have a big impact on sales.
3. Show your customers what they want: Success requires curiosity and courage, instinct and great taste. This requires looking at more than just consumer responses and impulsive disapproval
4. Focus on biggest fans: Research supports the 2-20-80-150 rule where 2% of customers are personally responsible for 20% of sales. However, when they support friends and potential customers, they are responsible for 80 percent of sales and even up to 150 percent of the

company's profits. Companies often waste time generating losses by chasing the remaining 20% of sales.

5. Welcome customer's scorn: Complaints submitted are a warning that must be considered by the company. Digital engagement allows marketers and customers to know these things quickly.
6. Employees as passionate disciples: Involving employees in digital marketing journeys such as providing knowledge about products, services, and how to deal with customers.
7. Take giant leaps: It takes courage and perseverance to think big things that can be taken through social media marketing.
8. Schismogenesis: The law of schismogenesis means an unstable relationship. Brands are always moving up, up, up or down, down, down. Therefore, companies must learn to use quantitative metrics.

Based on the information obtained from the interviews that the five interviewees had carried out the eight rules written in social media marketing according to (Silverstein et al., 2015) so it fits the theory.

The five interviewees stated that during operating hours customers will be served well and quickly. When outside operating hours, customers are still responded to questions, complaints and others by templates that have been created on Facebook and Instagram. In marketing products through digital, the five interviewees said that they allocated their funds for product photos and videos. So that it will attract more customers because of the appearance of attractive photos and videos. The five interviewees said that they provide alternative choices that can help consumers to choose the product to be purchased.

For customers who have made repeat purchases, the five speakers gave appreciation such as product bonuses, tagging the customer on the MSME's Facebook and Instagram pages, and so on. Thus the customer will provide positive feedback and do word of mouth. In dealing with complaints, the five sources were very serious in responding to and overcoming complaints submitted by customers. If the complaint submitted is due to an error on the part of the seller, then they do not hesitate to provide compensation such as replacing the product with a new one, replacing it with money, and apologizing.

All resource persons are highly involved in their business processes. Providing knowledge about products, the use of social media, to how to serve customers. The five speakers in running their business were able to dare to take big steps aimed at increasing sales and maintaining their business. The five resource persons also conducted a digital marketing analysis which was carried out regularly in order to obtain effective results.

#### **4. Conclusion**

From the results of the analysis that has been carried out, the conclusions that can be drawn from this study are based on the results of interviews from the five sources when analyzed in the theory of social media marketing as highlighted by Silverstein et al. (2015) have carried out the eight rules written in the theory of social media marketing. The five informants said that during opening hours and outside customers would be served well and quickly. In digital product marketing, the five respondents said they had allocated their funds for product photos and videos. The five respondents stated that they provide alternative choices that can help consumers choose the product to be purchased. For customers who have made repeat purchases, the five speakers expressed their appreciation in the form of product bonuses, customer tagging on the

MSME Facebook and Instagram pages. In handling complaints, the five resource persons were very serious in responding to and resolving customer complaints and in providing compensation. Everyone from the resource is highly involved in the employee's business processes. The five resources in running their business dare to take big steps to increase sales and maintain their business. The five sources also conduct digital marketing analysis that is carried out regularly to achieve effective results.

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