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Social Media Development in Herbal Soup Culinary Business in Batam City

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Abstract

L & D Herbal soup is an MSME engaged in the culinary field that was taken over in 2020, after being affected by the Covid-19 virus outbreak. L & D soup which has the opportunity to be able to increase their sales by developing on social media. The purpose of this study is to examine the impact of social media development on market segmentation, uploaded content, and the effectiveness of social media promotional marketing strategies. The author hopes that this writing can provide suggestions and input that can help the smooth running of the L&D Herbal Soup business. The benefit of this writing is to provide marketing strategies through social media networking platforms and assist in market segmentation, so that L&D Herbal Soup becomes better known. This study uses a qualitative data collection method in the form of a questionnaire. Descriptive analysis techniques are used to process the data obtained previously. Based on the findings of this study, the development of L & D Herbal Soup social media is effective and efficient. Because Soup Herbal social media allows potential customers to see a list of available menus. In addition, compared to before posting, the number of visits to Sop Herbal's Instagram has increased significantly.

Keywords:Social media, segmentation, promotion.

INTRODUCTION

L&D Herbal Soup is an MSME engaged in the culinary field. This UMKM was founded in August 2020 by Mrs. Nelly, precisely at the time of the Covid-19 virus

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outbreak. Nelly's mother managed to take over after the previous owner closed her herbal soup business due to the lack of merchandise during one working day. L & D Herbal Soup is located at Nagoya Food Court, Batam. With hours of operation Monday through Sunday, from hr17:00 WIB - 00.00 WIB.The various types of soup offered by L & D Herbal Soup are as follows:

1. *Turtle Herbal Soup*- IDR 60,000/bowl
2. *Black Chicken Herbal Soup*- IDR 60,000/bowl
3. *Cordyceps Flower & Peach Resin in Chicken Soup*- IDR 30,000/bowl
4. *Emperor Herbal Chicken*- IDR 30,000/bowl
5. *Kampong Chicken Herbal Soup*- IDR 60,000/bowl
6. *White Rice*- IDR 5,000/bowl

Through the number of bowls sold in a day, it shows the turnover of UMKM L&D Herbal Soup. Turnover is a cost or business expense that includes everything from building rental costs to operational costs, employee salaries, electricity costs, marketing costs, even cleaning costs. Turnover is useful for determining the size of a business and its ability to sell products in order to develop a better sales strategy. On weekends L & D Herbal Soup can sell as many as 25-30 bowls of herbal soup with various types of soup available. On weekdays, around 20 bowls are sold. Turnover per day can be calculated with a benchmark price of IDR 30,000/bowl with a total order of 25 bowls, so the turnover you get in a day is around IDR 750,000.00.

In the business world, competitors are one of the aspects that need attention, this is so that MSMEs, especially L&D Herbal Soup, can understand where the brand's current position is compared to other MSMEs. Understand the strengths that must be maintained, and what weaknesses must be addressed in the future. L & D Herbal Soup has competitors but not directly, because these competitors sell seafood, and there is only 1 ginseng chicken menu. For this reason, L & D Herbal Soup has a great opportunity in the trading market. Even though there are other soup sellers such as fish soup, chicken soup, vegetable soup, and Bak Kut Teh (non-halal) soup selling at the Nagoya Food Court, this is not a challenge for L & D Herbal Soup,

Objective

This article aims to

1. Grouping consumers based on data obtained from questionnaires
1. Knowing the type of content that is suitable for uploading on social media based on age
2. Measuring how effective the strategy is implemented to increase sales through the help of social media promotion

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Segmentation and Targeting for Social Media Marketing

Understanding correctly what is wanted and needed as well as the behavior of the target market is an important key in planning campaigns across social media which is one component of Integrated Marketing Communication (IMC).

1. **Create Targeted Segment Profiles**
   Marketing through social media is said to be successful and effective if it can reach customers who want to communicate with businesses in the digital space. A marketer will focus on certain customer segments where customer needs can be met and on the one hand can meet the goals of the organization. Understanding how the attitudes and behavior of market segments is very important for B2C (business-to-consumer) marketers in developing an effective social media strategy. Marketers can use this data and insights to create profiles that help them make better campaign decisions.

2. **Basics of Segmentation in Applications in the Digital World**
   Market segmentation is a process of dividing groups of buyers based on characteristics and providing similar responses to certain marketing activities. Market segmentation, according to Philip Kotler, is an attempt to improve the company's marketing accuracy. Market segmentation is used to increase the effectiveness of the company's marketing strategy for its products and services.

3. **Geographic Segmentation**
   Geographic segmentation is the division of markets based on a country, region, market density and size, or climate. This segmentation is important for social media marketers, because this geographic segmentation is not only due to location-based targeting based on distribution channels of companies, but also because social media platforms are increasingly incorporating GPS technology, a satellite system that provides real-time location and time information.

4. **Demographic Segmentation**
   Demographic segmentation is a convenient method for identifying markets based on data points such as status, age, gender, income, etc. Instagram, Twitter, Facebook and LinkedIn have made it easier for businesses to target prospects by providing targeting criteria such as interests, job titles, company size, revenue and more

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5. **Psychographic Segmentation**

Psychographic segmentation is a market segmentation technique in which groups are formed based on psychological characteristics that influence consumption habits stemming from people's lifestyles and preferences. Psychographics tend to provide the most detailed picture of consumer segments because descriptions of psychographic segments assist marketers in understanding the actual people making consumption decisions.

6. **Benefit Segmentation**

The categorization of marketing target audience based on the value they will receive from a business's products or services is known as benefit segmentation. Customers often seek different value propositions from the same product or service. Others believe that consumers want a more functional relationship with brands, but marketers who can meet their needs will gain loyalty from that target market.

Strategic Planning and Social Media Marketing

Strategic marketing planning is the process of developing and implementing marketing strategies to achieve certain marketing objectives. In other words, strategic marketing planning is the process of identifying the goals to be achieved, deciding how to achieve these goals with specific strategies and tactics, putting those plans into action, and measuring how well those plans meet the goals. Companies can create strategic marketing plans to increase revenue and profits, gain greater visibility, keep out competitors, or improve their overall appearance through a complete rebranding. Strategic planning is a three-level process that starts at the corporate level, then moves to the business level, and finally to the functional areas of the organization,

Social media marketing (SMM), also known as digital marketing and e-marketing, is the use of social media platforms, such as Instagram and Twitter, to build a company's brand, increase sales, and drive website traffic. Social media marketing (SMM) has a significant impact, due to social media's unparalleled capacity in three core marketing areas: connection, engagement and customer data. As an organization's social media marketing has grown, the Company plans systematically to ensure that its social media marketing activities are consistent with its marketing communications plan and are capable of meeting specific marketing objectives. Companies can be classified according to their level of sophistication in social media marketing in three levels namely experimental, transitional,

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a) *trial phase*(experimental), organizations in their pilot phase try out social media platforms but are unsuccessful to consider how social media can play a role in their overall marketing strategy.
b) *Transition phase*(transition), at this level, the organization continues to carry out activities on social media but randomly, but the way the organization thinks with their social media platforms is more systematic than the previous level.
c) *strategic phase*(strategic), when an organization reaches the last strategic phase, the organization uses a formal process to plan social media marketing activities with specific goals and metrics. Social media is now an important part of an organization's overall marketing strategy.

SMART Business Models

SMART strategic planning is a management process that helps facilities stay on track towards achieving goals. The acronym “SMART” stands for specific, measurable, achievable, relevant, and time-bound efforts. Using SMART principles, facilities can begin to achieve their strategic planning goals.

1. *Specific*
   The first stage of planning SMART goals is focusing your attention on what it is you really want to achieve. Set specific goals and will outline general ideas.
2. *Measureable*
   Measurable goals using metrics to track progress. Never assume that your efforts are successful when you can provide concrete evidence of success. Decide what data you can track to better decide if your efforts are on schedule.
3. *Appropriate*
   Goals should be achievable based on current skills, resources and knowledge. Achievable goals can still challenge your team, but it's important to set goals that are not destined to fail.
4. *Realistic*
   Planning SMART goals will take into account the importance of the results you are pursuing. Will your goals benefit the entire organization and be morally compatible? Relevant goals are useful, and can be implemented.
5. *Time Oriented*
   Choose an end date for your business endeavors. This part of the SMART planning process should take into account each part of the “SMART” acronym. Completion timelines allow you to create positive motivation to keep repairs on schedule.

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DISCUSSION

Market segmentation

Demographics

Market grouping based on demographic segmentation on L & D Herbal Soup can be seen in the graph below.

1. Respondent's age

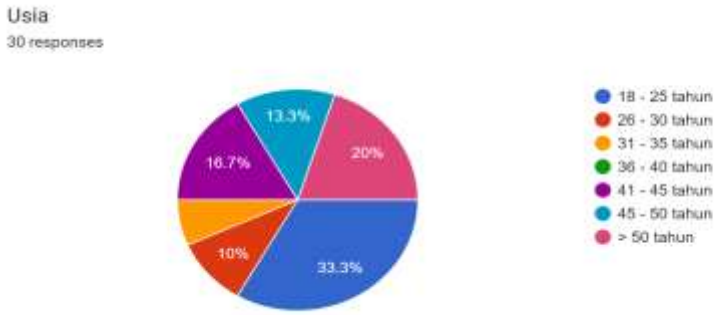


Figure 1: Age of respondents

Based on the graph above, it can be seen that of the 30 respondents, as many as 33.3% were respondents aged 18-25 years who could be referred to as teenagers towards adulthood, 20% were aged over 50 years who were early elderly. In short, respondents who consume L & D Herbal soup are teenagers to adulthood and also the elderly. It is undeniable that nowadays many teenagers and adults consume herbal soup after doing activities, such as exercising. Whereas in the elderly, herbal soup can help improve physical fitness through the herbal content in it.

2. Gender

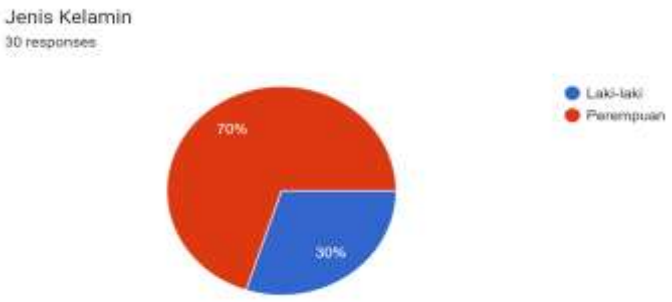


Figure 2: Gender

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Based on the diagram above, 70% of the respondents are women. Of course, women are more concerned about their health and it is also a form of self-care. While 30% of respondents are male. Based on information obtained from L & D Herbal Soup, most of the buyers are people who do sports and then consume herbal soup to maintain fitness.

3. Income

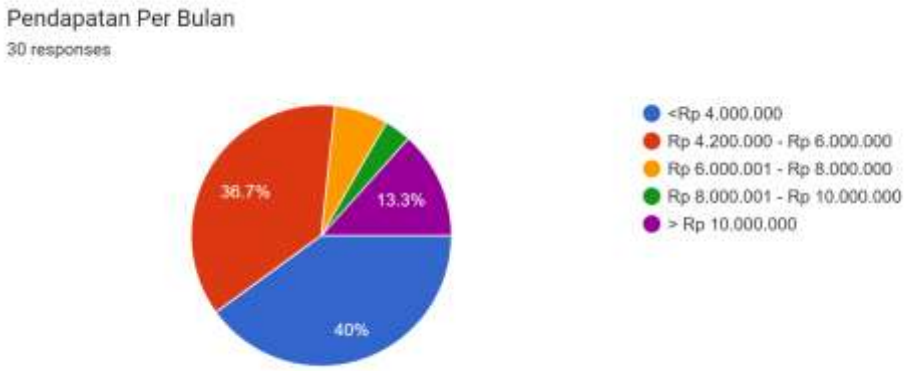


Figure 3: Income

In accordance with the graph above, various variations of income are obtained by each respondent. 40% of the total respondents have a monthly income of less than four million rupiahs, 36.7% of respondents have incomes ranging from four million two hundred rupiahs to six million, and 13.3% earn more than ten million per month. If grouped, it can be seen that Herbal Soup L & D respondents are from the lower middle class, middle class, and upper middle class. It is also comparable to L&D Herbal Soup's prices which range from low, medium, and high.

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4. Profession

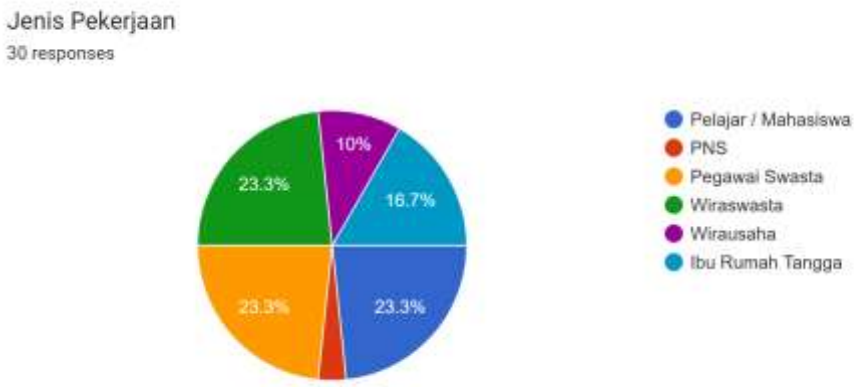


Figure 4: Jobs

Of the 30 respondents, there were 23.3% who had jobs as entrepreneurs, private employees, and students. While others, are housewives and entrepreneurs.

Psychographics

1. Lifestyle



Figure 5: Lifestyle

Based on the analysis results, it can be seen that L & D Herbal Soup customers consume herbal soup once every 4 weeks with a percentage of 65.4%, and once every 2 weeks with a percentage of 19.2%, and once a week with a percentage of 15.4%. This goes back to the lifestyle of each respondent. Assuming that consumers are loyal customers and are high value customers, the level of frequency of consuming herbal soup will be higher than customers who rarely consume it.

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2. Personality

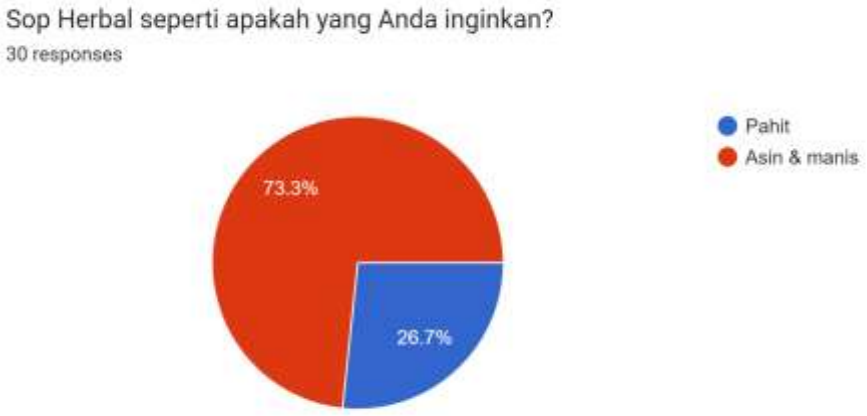


Figure 6: Personality

Of the 30 respondents, 73.3% liked the salty and sweet herbal soup and only 26.7% liked the bitter herbal soup. This depends on the preferences of each person, which is different.

Behavior

1. Repurchases

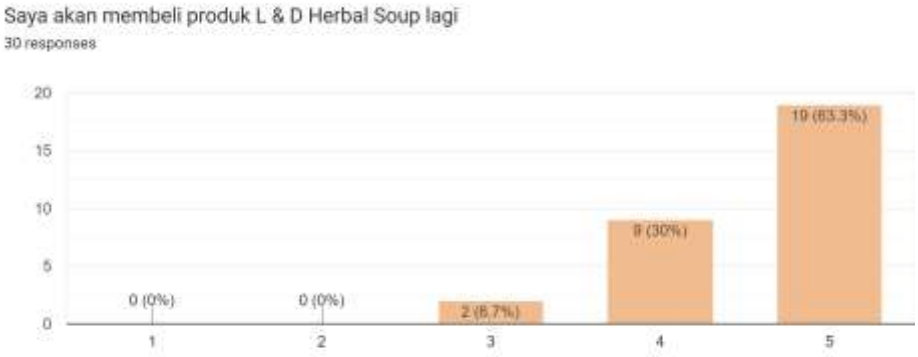


Figure 7: Repurchases

With questions using a Likert scale of 1 to 5, from strongly disagreeing to strongly agreeing, it was found that 19 people with a percentage of 63.3% had the

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response that they would buy back L & D Herbal Soup products with a point of 5. The 9 people with a percentage of 30% gave point 4, as many as 2 people each with a percentage of 6.7% giving a value of 3 for repeat purchases at L & D Herbal Soup. It can be seen that the highest score obtained for this question is the value of 5 which was selected by 19 people, this shows that L & D Herbal Soup products can attract consumers to continue to subscribe to L & D Herbal Soup.

2. Recommend to friends, relatives, family

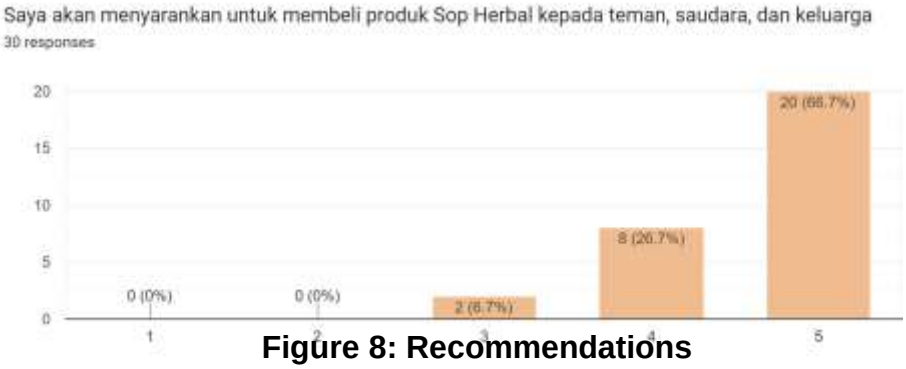


Figure 8: Recommendations

From the results of the questions above, 66.7% of respondents chose the "strongly agree" option to recommend L & D Herbal Soup products, while 26.7% chose the "agree" option to recommend L & D Herbal Soup products. Some of the testimonials that have consumed L & D Herbal Soup said that the herbal soup contains many ingredients that are healthy for the body so that it can be consumed by the general public.

3. Attitude towards the product

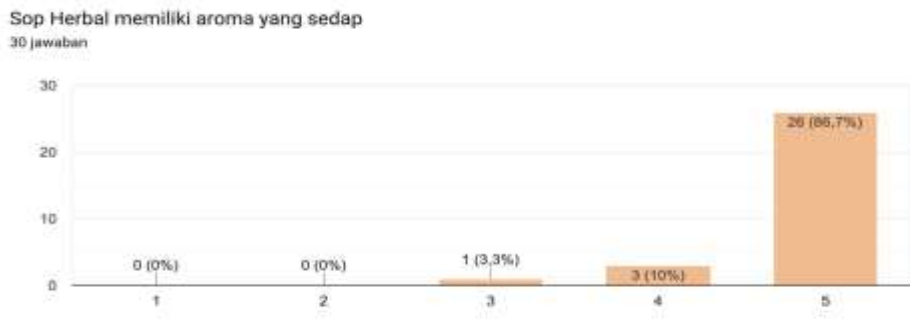


Figure 9: Attitudes towards the product

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From the results of distributing the questionnaire stating how the place of presentation for the product was, there were 83.3% or 25 respondents who chose the "strongly agree" criterion about the cleanliness carried out at L & D Soup Herbal, while 16.7% of respondents chose the "agree" option on serving level
cleanliness.

In this statement, there were 26 respondents or 86.7% who stated that Sop Herbal L & D had a pleasant aroma.

Program Progress and Implementation

The progress obtained from running the LnD Herbal Soup social media is as follows.

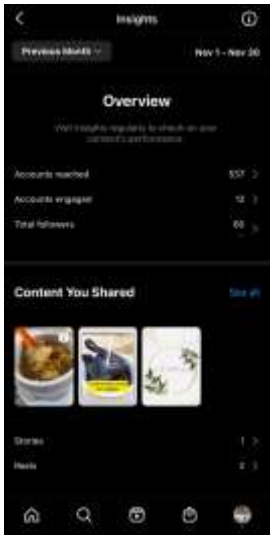


Figure 1: Account Insights

Account reached has reached 537 people, accounts engaged 12 people and the number of followers was 60 people. This is still in the development stage because LnD Herbal Soup has not previously tried to post and make an Instagram account a professional account. Even so, the number of orders for herbal L & D Soup has also increased since posting on Instagram. This proves that by developing social media marketing, it can influence conventional sales.

CONCLUSION

LnD Herbal Soup social media development *Considered* effective and efficient. Because potential consumers can see a list of available menus on Sop Herbal social media. In addition, the increase in visits to Sop Herbal's Instagram also increased

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significantly compared to before posting. Consumers of Herbal Soup also vary in age, starting from 18 years old to 50 years and over.

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