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Optimizing E-Marketing Using Social Media in Increasing Sales Turnover of Rifles

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Abstract

Airguns are popular tools in sports, hunting, or households due to their compact size and low price compared to other items, such as heavy vehicles like cars, etc. Facebook and Instagram are two popular social media platforms in Indonesia. The problem is, consumer interest in purchasing products that have used rifle products is decreasing. This problem is caused by a less than optimal rifle sales strategy. The results of the study also reveal that Facebook is the most powerful media in terms of business practices. The researcher is a businessman who needs a strategy to increase his sales. This research was designed to optimize the use of social networks Facebook and Instagram to increase rifle sales. This research is qualitative research using interview and observation research methods. The analysis method used uses SWOT analysis with five research samples taken based on the closest location criteria. Search Results Build broader relationships within the gun enthusiast and seller community via social media. Create a definite advertising schedule and create content that is safe, engaging and interactive. Calculate a clear budget to set the right price and obtain optimal profits for the market through social networks. Set specific times for editing content and uploading content. Obstacles faced include inadequate availability of equipment and information to produce less than optimal content ideas..

Keywords: Social Media, Facebook, Instagram, Gun Sales.

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INTRODUCTION

An air rifle is a popular sporting, hunting or home support tool due to its compact size and low cost compared to other items, such as heavy vehicles like cars, etc. Now so many variations of air rifles with their advantages and disadvantagesIt is not easy to determine which one is better and suitable for buyers. In Indonesia, according to survey data from the Indonesian Internet Service Providers Association (APJII), the number of Internet users in the second quarter of 2020 increased quite sharply compared to the results of behavioral surveys in 2019 and 2018. In this quarter, internet users were recorded at 196.7 million or equivalent to 73.7 million people. This number increased by around 25.5 million users compared to last year (Jatmiko, 2020). Based on the results of preliminary research, it was found that consumer buying interest in rifle products has decreased. This problem is caused by a less than optimal sales strategy for rifles. The results of a survey conducted by Sea Insights show that up to 54% of MSMEs are increasingly adapting to the use of social networks to increase their sales (Katadata.co.id, 2023). Facebook and Instagram are two popular social media platforms in Indonesia. As of April 2023, Statista reported that Indonesia has 135.05 million Facebook users. This ranks Indonesia as the third largest number of Facebook users in the world (Katadata.co.id,2023).

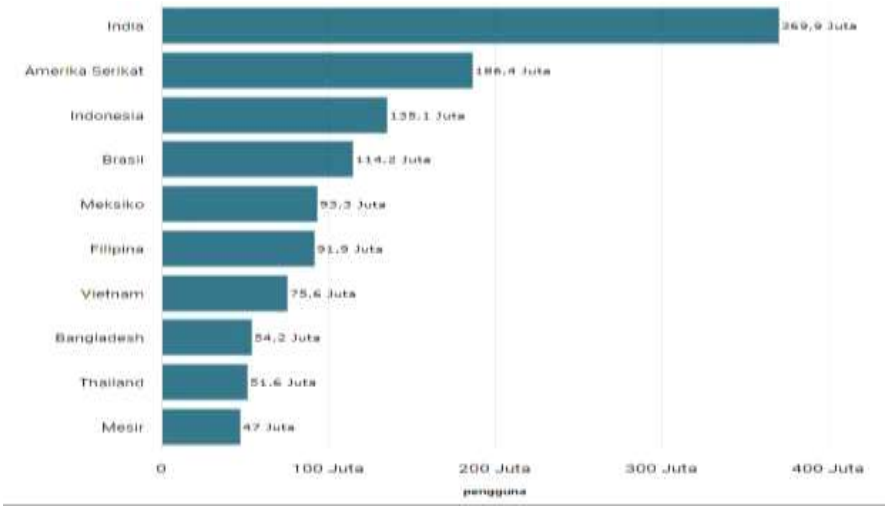


Figure 1. Graph of Facebook Users in 2023
Source: Databoks.katadata.co.id

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Research results also reveal that Facebook is the most powerful medium in business practices (Alrsaja et al., 2020). One of the causes of the increasing number of Facebook users is the availability of business promotion tools.

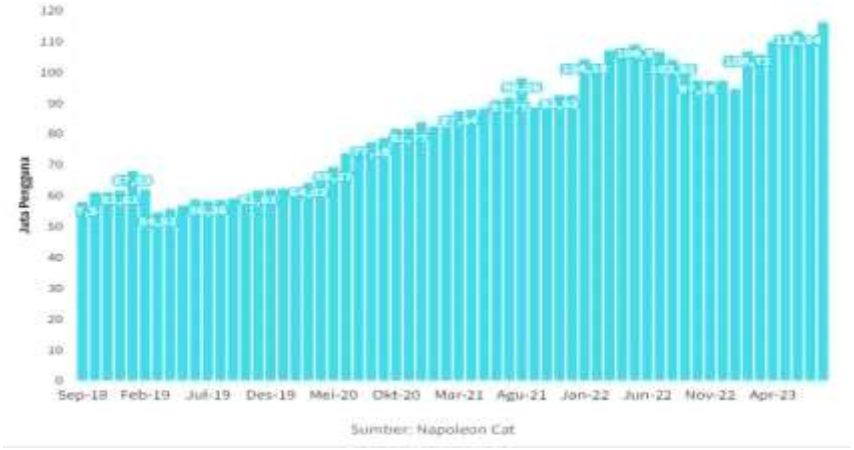


Figure 2. Graph of the number of Instagram users in Indonesia (September 2018-August 2023)
Source: Napoleon Cat (Katadata 2023)

According to Napoleon Cat data (Katadata.co.id (2023)), as of August 2023, there were 116.16 million Instagram users in Indonesia. This number increased by 6.54% compared to the previous month of 109.03 million users. Compared to the previous year, the number of Instagram users in Indonesia increased by 11.8%. Until August 2022, the number of Instagram users in the country was 103.95 million users. The researcher is a businessman who needs a strategy to increase his sales. Based on the results of preliminary research, the researcher selected several weapons companies to study their sales strategies and how business owners use social media to increase sales. Based on the above background, researchers want to conduct research with the title "Optimizing e-marketing using Facebook and Instagram social networks to increase weapon sales". With the aim of optimizing the implementation of e-Marketing by using Facebook and Instagram as a support for advertising and marketing of rifle sales.

Basic Theory

The definition of strategy in general according to Kotler (2011) can be understood as an individual or collective effort to create a program to achieve the desired goal. The main goal of strategy in every activity is to achieve success. Strategy can be summarized

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as a series of decisions and the art of developing, implementing a series of plans, actions, and allocating key resources to achieve basic goals and objectives, taking into account competitive advantages or advantages. The definition of marketing management according to Shinta (2011) is as follows: "Marketing management is the business of planning, implementing (including organizing, directing, coordinating activities) and monitoring or controlling. Controlling marketing activities in an organization to achieve organizational goals effectively and efficiently. Marketing strategy involves making decisions regarding marketing costs, marketing mix, marketing allocation based on expected environmental conditions and competitive conditions (Farida, 2019). The purpose of marketing according to Rahmawati (2016) is to make our products known to the market and convince customers why they should buy. SWOT analysis is an analysis based on the assumption that effective strategies come from internal sources (strengths and weaknesses), especially external sources (opportunities and threats). According to Dwi Imelda Tamba (2020) SWOT analysis plays a very important role because the internal and external factors of SWOT are formulated with the concept of strategic fit. In other words, determining SWOT is important because it can determine the next step in your plan to achieve competitive advantage. Strengths and weaknesses are factors that exist within the company, while opportunities and threats are factors that exist outside the company. According to Risnawati et al, (2021) a new concept formed in order to respond to changing times is SWOT analysis, which is an analysis of the situation formed from 4 points of view, namely:

- Strength (Strenght)

Specifically, the internal conditions of the organization in the form of competition / capabilities / resources owned by the organization that can be utilized to deal with opportunities and threats....

- Weaknes

Especially internal conditions in the form of resources that can be used to respond to opportunities and challenges.

- Opportunity

Particularly external conditions of the organization that are likely to benefit the company. Organizations operating in various industries often believe that they will benefit from situations like this.

- Threats

Namely an external condition that has the potential to weaken or cause difficulties for the company.

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SWOT analysis can produce four alternative strategies that can be considered by business owners as a basis for judgment (David, 2019), namely:

- SO (Strength-Opportunity) Strategy

This plan uses the company's internal strengths to create external opportunities. Therefore, in the event of a shortage, entrepreneurs should be able to overcome the lack of competition. When entrepreneurs face threats, they should avoid them and try to focus on opportunities.

- WO (Weakness-Opportunity) Strategy

This plan is used to mitigate deficiencies in the internal business environment by capitalizing on external weaknesses. Companies may have difficulty capitalizing on opportunities due to weaknesses in the internal environment. So in this case the entrepreneur is highly dependent on the strategy used.

- ST (Strenght-Threat) Strategy

This option is used by business owners to prevent and minimize the impact of external risks.

- WT (Weakness-Threat) Strategy

This planning is used by entrepreneurs to reduce weaknesses in the internal environment and survive by avoiding threats from the external environment.

Electronic marketing is a stage of product marketing that uses advanced technology in the form of the internet. E-marketing includes the process of product introduction, distribution, and pricing through the Internet or other digital tools (Jasmine, 2021). According to Garet (2021), social networks are tools, services, and communications that facilitate relationships between people with similar or different interests. According to Rudi Haryanto in Nursanti (2018), Facebook is an internet-based social networking site that allows us to communicate virtually with anyone we want. Through Facebook, goods/services are offered by uploading photos or short videos so that potential customers can see the type of goods or services offered. Instagram application (Winarso, 2015) is an online photo sharing and social networking service application that allows users to take photos, apply digital filters, and share various results through various social media services such as Facebook, Twitter, and other media sites.

RESEARCH METHODS

This research is a field research that will be conducted in January 2024 with the Bandar Lampung area. The sample was taken based on the nearest location and

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acquaintance and ownership of social media accounts. four individually owned business entities in the form of rifle shops with rifle shop owners, namely Mr. Mulyana's rifle shop, the owner of a rifle workshop in Palapa, Budi who is located on Ratulangi street, Supi who is a Rifle Seller on Damar Island, eman the owner of a rifle shop workshop on Ratulangi street. The type of research applied in this research is qualitative research, the method used in this research is a qualitative research method using a descriptive approach. The data used in this research is qualitative data, the data obtained in the form of primary data derived from interview data, observation and documentation. Data analysis in this study used Milles and Huberman analysis.

RESULTS AND DISCUSSION

Research locations are in five places in Bandar Lampung. The first location is in Durian umbrella, kec. Tanjung karangan Pusat, Bandar Lampung, the location of this shop is in a residential area in the middle of the city of Bandar Lampung with a shop in the form of a house with a house. The shop, which is a workshop, is next to the house. The second location is on Jl.Sam Ratulangi No.44 Kel.Tj. Karang center in the form of a rifle shop. The second research location is easy to find because it is in a row of shops in the middle of the city and has a large shop sign in front of it. The third research location is on Damar Island, Sukaramai, Bandar Lampung. The third location is the same as the second location which has a shop to sell rifles. While the fourth research location is Baitul makmur 18. alley musola penengahan kel Tj.K Pusat. The eman entrepreneur runs his business at home and does not yet have a shop.

Based on the results of the interview at question point 1, the average informant has started a business for 6-8 years against the background of hobbies and economic demands, supported by increasingly extensive relationships through previous jobs, therefore starting to try to do business by word of mouth to open a shop selling and servicing rifles. Starting from a hobby which then began to build relationships through the rifle lover community, business ideas emerged into an opportunity to benefit through selling rifles. At question point 2, the informant stated that the most frequently used social media is Facebook. The use of Instagram itself is only one informant who uses it as a marketing medium. The informant did not provide a reason why he only used Facebook and the Google Maps page on the profile feature as a store location direction. Question point 2 is related to question point 4 where the social media that most often gets buyers and attracts potential buyers is Facebook. Along with the increasingly advanced development of the internet, it can be seen that today almost everyone has, uses or even

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utilizes social networks. With the advancement of the Internet, Internet users are increasingly easy to use social networks. Not only sharing timeless moments through uploads on their social networking sites, now many social media users also utilize social media for professional purposes. Social networking users are starting to introduce products and services created on their social networking sites. The development of the internet has made it easier for entrepreneurs to promote/market the products or services they manage. The ease of marketing a product or service without entrepreneurs realizing the geographical and time limitations in marketing their products, motivates entrepreneurs to continue to innovate using social networks.

Point question 3 informants' answers regarding the form of marketing media management carried out in the use of social media facebook instagram vary, the posts made are posts of items to be repaired or sold, as well as videos of rifles and repair activities which are then uploaded just like that. In addition, business owners who already have employees on average leave the task of managing social media to employees. Question 3 is related to question point 10 where good social media management according to informants includes making a definite and routine upload schedule.

At the point of question 5, the stages of content creation carried out by informants are taking photos from various sides and there are informants who create content by taking videos when they first open a rifle that comes from a supplier or from a person who will sell it. Other content creation is also carried out when repairing rifles that will be resold.

At question point 6, the obstacles in using social media Facebook and Instagram according to informants are time, account usage regulations that cause violations of content from Instagram. Three out of five informants argued that the time to create content and manage social media is wasted during repairs or because of work.

Therefore, content creation and product uploads are not carried out according to the predetermined schedule. Question 6 relates to question 16 where in the management of social media, there are more violations on Instagram when uploading with elements of violence such as content when testing rifles. At question point 7, only one informant evaluated the content uploaded, namely informant 3. Other informants did not evaluate and only uploaded continuously.

Point question 8 regarding sales turnover after the use of Instagram social media Informants 1,2,3, and 5 stated that sales turnover continued to increase, while Informant 4 experienced fluctuating turnover every month. Question 9 is the informant's plan to increase turnover, namely by focusing on the content created regarding the introduction of rifle types, educating the use of rifles, opening stores for informants who do not yet

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have a store, and completing existing rifle products. Question 8 and 9 are related to question 17 regarding informants' solutions in overcoming market demand. Most informants take goods from other shops, some only rely on existing stock, besides that the solution informants make is to limit orders.

Question 11 points about the reputation of rifle products sold according to informants based on recommendations from person to person, for rifle shops that are already complete, they only wait for requests from customers, question 11 is related to questions 13 and 14 where the selling price of goods is standard with the existing market but there are some items that are difficult to find, informant 2 already has a supplier of goods that provides various types of rifles so there is no difficulty in finding goods.

Question 12 inden sales for some informants are a little heavy compared to selling orders, but more informants are light with inden sales for cost and capital allocation. In question 13, the market positioning of the rifle targets various lower to upper classes because the enthusiasts of the rifle itself are quite a lot in all circles.

Question 18 discusses how the informant overcame local community resistance, the issue of However, it turns out that no rejection has occurred in the community due to the sale of rifles by informants. Question 19 According to the informant, facing conditions where competitors are better at marketing and complete products is to meet consumer needs.

Answering question 19, informants believed that the applicable restrictions should be adhered to by making clear permits, but there are some informants who do not have permission to sell according to the Constitution, the sale of air rifles cannot be above 4.5 caliber and only sell air rifles for sport.

After presenting the data, SWOT analysis is then carried out based on the information obtained. Based on the analysis and conditions in the field, there are 4 kinds of factors from SWOT analysis, namely:

• Strength Factors

Good management, standard prices with sales on social media, indent sales reduce capital, strategic location close to the highway.

• Weakness Factors

Monotonous promotional content, no time to create content and do promotions, rarely evaluated.

• Opportunity Factors

Target market for all groups, Utilizing social media and technological developments, Market share is quite broad, More and more social media users.

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• Threat Factors

Very minimal gun licenses, many competitors who are better at marketing and complete products

Table 1 SWOT Analysis of Research Results

***Internal* factors**	***Strengths***	**Weaknesses**
***External* factors**	Good management Standard price Indent sales relieve capital Strategic location close to the highway	Monotonous promotional content No time to create content and promote Rarely evaluated
Opportunity -Target Market all walks of life -Utilizing media social and technological development -Sufficient market share Broad -User media social media users are increasing	**SO strategy** Build broader relationships through communities of gun lovers and sellers on social media Using relationships to increase the dissemination of information on Facebook and Instagram social media accounts used as sales media. Make a definite promotion schedule.	**WO Strategy** Search for rifle *suppliers* to increase rifle stock through social media. Calculate a clear budget to price accordingly and get the optimal profit to offer on social media. Maintain a clear budget and save to increase capital and cost allocation. Which is clear.
Threats very minimal gun permits Many competitors are better at marketing and complete products	**ST Strategy** Building relationship with competitors. Create a content plan that safe from violation Maintaining prices on social media is tailored to	**WT Strategy** Create safe content that is engaging and interactive. Organize content editing time and upload content with specifics. Apply to the authorities for licenses to distribute and use rifles. Evaluate every month after the content is uploaded.

Source: Processed (2024)

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Business owners need to know the right time to upload images or videos as this can determine whether the uploaded content can be accessed and viewed by others. Calculate a clear budget to set the right price and obtain optimal profits to market through social networks. There are many differeThe problem of a decrease in buying interest from consumers who have used rifle products. This problem is caused by the lack of an optimal strategy in selling rifles, the researcher is a businessman who needs a strategy to increase sales. Based on these problems, researchers have conducted research on How to Optimize E-Marketing Using Social Media Facebook and Instagram in Increasing Rifle Sales Turnover by looking directly at entrepreneurs who have first been in the field of rifle business as informants. There are five research informants that researchers use information spread in various places in the Bandar Lampung area with samples drawn based on the researcher's work area to attract buyers in the Lampung area.

And its surroundings. The analysis method that researchers use is to use SWOT analysis to develop strategies based on the strengths, weaknesses, opportunities, and threats found during the rifle business as well as strategies to optimize the use of Facebook and Instagram social media as a means of sales.

Based on the results of the research that has been carried out, various kinds of information are obtained about what strategies are used to optimize sales turnover using social media, where the information contains external factors and internal factors of rifle sales.

Based on the results of the SWOT analysis, the strategies carried out by researchers to increase turnover are

Through optimizing the use of Instagram social media, one of the strategies that need to be done is to build wider relationships through the community of gun lovers and sellers through social media. This is supported by the opinion of Abdullah (2013) who argues that through the community social capital, especially networks and relationships, is a potential that can synergize and reveal other potential and capital. In other studies, the community is one of the accesses to expand the marketing network, Muttaqin (2023) in his research results using the Asset Based Community Development Concept which is a method that aims to utilize the strengths that exist in the community as a means for sustainable development in which there is a development process to see what potential the community has. Using relationships to increase the dissemination of information on Facebook and Instagram social media accounts used as sales media is also an interrelated strategy by establishing relationships through the community to get rifle suppliers to increase stock.

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By creating a definite advertising schedule and creating safe, interesting and interactive content, this strategy is also supported by Maulana's research (2023), where content marketing carried out by Bittersweet By Najla currently creates interesting content with a focus on the uniqueness of its characters and the quality of its products. Through interesting content and collaboration with food influencers, the dessert box has succeeded in stimulating the buying interest of new customers and maintaining the buying interest of old customers. In his research, Maulidia (2023) states that the absence of a regular schedule for uploading results to Instagram causes very few consumer networks. According to the theory of Heidrick & Struggless published in the journal (Nurina et al., 2020), digital marketing is the development of marketing through the web, cell phones, and other devices that provide advertising and have great influence. When downloading, it is very important to know the right time. Now is the best time to upload images or videos in order to accurately reach the company's target market (Buinac & Lunberg, 2016).

Nces in selling prices on social networks and direct prices in stores. The importance of optimizing investment costs plays a role in minimizing the impact of sudden price increases. This is supported by Sholikha's research (2023) which states that the production cost optimization strategy plays an important role in minimizing the impact of price increases. With optimal price control, losses can be avoided. It also helps maintain budgets and savings accounts to increase capital and allocate costs clearly.

When accounting is done on a sales transaction, a clear budget is required to achieve the maximum profit with sufficient capital.

Electronic marketing is a stage of product marketing that uses advanced technology in the form of the internet. E-marketing includes the process of product introduction, distribution, and pricing through the Internet or other digital tools (Jasmine, 2021). According to Garet (2021), social networks are tools, services, and communications that facilitate relationships between people with similar or different interests. According to Rudi Haryanto in Nursanti (2018), Facebook is an internet-based social networking site that allows us to communicate virtually with anyone we want. Through Facebook, goods/services are offered by uploading photos or short videos so that potential customers can see the type of goods or services offered. Instagram application (Winarso, 2015) is an online photo sharing and social networking service application that allows users to take photos, apply digital filters, and share various results through various social media services such as Facebook, Twitter, and other media sites. Taking care of licensing to the authorities in order to obtain a permit for the distribution and use of rifles so that when a community violation occurs on social media or directly

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the entrepreneur already has a permit for distribution. The use of the rifle itself becomes a crucial issue if it does not get permission when used for things outside the use of sports activities. Consumer and entrepreneur protection is needed in accordance with the law that the sale of rifles should not exceed the 4.5 caliber limit.

Promotion through social media does not always run smoothly. There are several obstacles that arise in the process of creating social media content. The availability of adequate equipment is the key to producing quality content. Conducting an evaluation every month after the content is uploaded is very important to find out what obstacles need to be improved. Therefore, it is a challenge for social media managers to learn independently to improve their skills in creating social media content. The challenges and needs that arise in this context include the support needed to support improved social media management. The short answers of some informants became one of the obstacles for researchers in digging up further information. Another obstacle is that researchers did not provide age information and did not ask about age information as one of the other factors why social media use has not been maximized.

CONCLUSION

From the results of research and discussion, it can be concluded that in optimizing the use of social media facebook and instagram to increase sales turnover, strategies can be carried out, namely by building wider relationships through the community of gun lovers and sellers on social media, using relationships to increase the dissemination of information on social media accounts facebook and instagram which are used as sales media, making promotional schedules, building relationships with competitors, making content plans that are safe from violations, maintaining prices, finding rifle suppliers to increase rifle stock, calculating a clear budget.

To give the appropriate price and get optimal profit, conduct clear budget bookkeeping and save to increase capital and clear cost allocation. Create safe and interesting content, manage the time to edit content and upload content specifically, take care of licensing to the authorities in order to obtain distribution and gun use permits, conduct evaluations every month after the content is uploaded.

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