

## THE ROLE OF DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIES IN THE DEVELOPMENT OF THE CULINARY BUSINESS FOR YOUNG BUSINESS LEADERS

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### ABSTRACT

*The use of social media for business development is not a new concept for business owners. Despite this, there are many people who work in the food industry on a small scale who benefit from social media. Many others are among those who have used social media but have experienced difficulties in using it. This study investigates the impact of social media on the growth of small businesses, particularly in the food industry, based on the opinions of those who have used it. Using a quantitative method with a focus on psychology, the findings indicate that social media use can significantly aid in the growth of businesses. In order for technology to be used to its full potential, businesses must continue to invest in social media growth. In the long run, social media is not the most important factor in increasing sales. Good product and service development is a key factor in achieving faster sales growth. The results of this study may be extended in order to obtain more precise results as a single theory of microeconomic development.*

**Keywords:** *Influence of Social Media, Promotion, Marketing, Consumer Decisions*

### I. INTRODUCTION

At the moment, the Indonesian people are no longer isolated by the use of internet-based technology. Traditional media such as television and audiovisual are being challenged and replaced by electronic media on computers and smartphones. This condition also improves people's social lives and contributes to the birth of a new era that transforms old age into new age for internet users. With the increased use of the internet in Indonesia, the rate of digital growth is also increasing. This will allow business owners to use this condition when distributing products and services. Internet media also provides a variety of services ranging from information to e-commerce to social networking. It is not surprising if internet users are required to use social media as part of their daily needs to interact with other users.

The social media era has accelerated the growth of internet usage among the lower-income population (Siswanto, 2013). There are numerous social media platforms, such as social networking sites (Facebook, LinkedIn, WhatsApp, Line, and Instagram), as well as content-sharing websites (YouTube, flicker). Of the total number of internet users, 97.9% use social media. Apart from making communication easier among users, social media makes communication more affordable. This means that the economy benefits the community, so many people like it (Asriani, 2011; Priambada, 2017).

Social media is one of the products that is booming as a result of the advancement of internet technology (Constantinides, 2014; Kaplan & Haenlein, 2012). The low cost of the

internet and the attractive facilities provided by social media encourage usage which continues to increase (Morissan, 2014; Ngafifi, 2014; Siswanto, 2013; Thobias, Tungka, & Rogahang, 2013). In recent years, social media has not only been used to foster interpersonal relationships among people, but it has also grown in importance in business. Nowadays, social media provides users with business opportunities. The most important thing is that they provide promotional spaces in their media, from free to paid.

In this digital age, many businesses use social media to strengthen their relationships with customers. This changes the traditional business model, which previously relied on long-distance (face-to-face) interactions with customers. Social media allows users to interact with one another, even if they are not physically present. This is done to promote and expand business relationships (Constantinides, 2014). In comparison to traditional media, which only promotes active products, social media has proven to be more beneficial than traditional methods.

Since the advent of technology, we have learned that distance is more than just a passing phase, and that other tasks can be accomplished in a more cost-effective and time-consuming manner. In the same way, marketing techniques with the help of technological media create no boundaries in terms of geography. Since the advent of technology, there have been numerous new ways to market and promote a product or service, such as through the use of social media. Social Media is an internet application group that uses Web 2.0 ideology and technology, where users can create or exchange information on the application, and Social Media empowers people to become information disseminators.

One of the cases studied in this journal is a product called Risol Mayo Mecca, which is used in the food industry. Where is the culinary business located? This is the newest culinary business. Where the business began by utilizing digital marketing strategy and social media in its early stages.

## **II. LITERATURE REVIEW**

### **A. Defensive Marketing**

According to (Kotler & Keller, 2016), marketing is a process in which individuals and organizations determine what they need and want to achieve through planning and negotiation with others. Kurtz (2012) but that marketing is an organizational function and a set of processes for creating communications, providing added value to customers, and managing customer relationships in ways that benefit the business and its stakeholders. Marketing can be completed in two ways: online and offline. One method of online communication is through social media or social networking sites.

### **B. Social Media**

According to Kertajaya (2008), social media is the evolution of sociology and technology that transforms monologue (one to many) into dialogue (many to many) and information democracy that transforms individuals from creators of content to curators of content. Social media has grown in popularity because it allows people to communicate online in areas such as personal, political and business matters. Social Media is an internet-based social media application that allows users to share information, ideas, tips, and advice (Kaplan & Haenlein, 2010). Using social media as part of a company's marketing strategy has become a necessity in

this day and age. However, it must be understood that the use of social media must be limited or consistent with the needs of the audience.

One of the main concerns of customers is the inability to learn about a company's online platform, because social media must be managed by the company's website. A company's website must be in the position of serving as a platform for the company's online customers (Constantinides, 2004; Constantinides & Geurts, 2005).

Moreover, according to other sources, social media can alleviate consumers' information needs by providing accurate, specific, and non-commercial information that can be accessed and disseminated via information sources outside the boundaries of the consumer's social life circle (Yoo & Gretzel, 2011 ). Social media is a type of media that facilitates interactive communication between businesses and their customers, as well as other organizations, at any time and from any location. Social media is a great way to get information and communicate with customers no matter where they are and how much it hurts.

Social Media is online (online) media that functions as a means of online social interaction on the internet. In social media, users can communicate, interact, learn, network, and participate in a variety of other activities. Social media uses technology based on websites or apps to transform any communication into an interactive dialogue.

The impact of social media and its utility in business development has been recognized by many people (Constantinides, 2014). The availability of social media allows for quick and inexpensive business communication. It is possible to build relationships with customers without having to start from scratch. There are databases that can be used to create business relationships that can increase revenue, which can be used to grow new businesses. According to Cox (2012), social media makes it difficult for businesses to grow with clients to strengthen relationships and gain a better understanding of their needs. Social media reinforces the notion that businesses want to employ as many people as possible (Constantinides, 2014).

Despite the fact that social media is widely used in society, the problem that microbusinesses face when using social media is that it is ineffective in assisting with business growth.

There are six types of social media (Kaplan and Haenlein, 2010), which are as follows:

- a. Collaborative project for a website that allows users to change, add, or remove content from a website, such as Wikipedia.
- b. Blogs and Microblogs, namely users are free to express something like this policy, for example Twitter.
- c. Content, namely users and website users to share content with each other, namely videos, images, sound, and Youtube.
- d. Social Networking Sites are applications that allow users to connect with other people and contain personal information that can be seen by others.
- e. Virtual Game World is a virtual world that uses 3D technology and allows users to interact with other people, such as Games Online.
- f. Virtual Social World refers to a virtual world in which users can interact with others, such as Second Life.

In social media, people not only share information, but also images, photos and videos. However, social media is not widely used for business purposes. Electronic commerce through

social media will expand the marketing area of the products it will sell, but buyers will make it easier to get and compare information about the products they will be bought.

### **C. Internet Marketing**

The digital marketing strategy is based on internet search engines and websites. When the internet first became popular in the year 2001, Google and Yahoo dominated the market as search engine optimization tools (SEO). Definition According to the American Marketing Association (AMA), digital marketing is an activity, institution, and process that is made possible by digital technology in order to create, communicate, and provide information to consumers and other stakeholders (Kannan & Hongshuang, 2016) .

Digital marketing is also defined as a marketing strategy that employs internet-based media (Wardhana, 2015). The internet is a powerful business tool. Roger Rahardjo (2011) stated that the internet's circuitry is as follows:

1. The capability of pervasive technology to facilitate inter-individual communication, such as interactivity and tagging. Communication is quite interactive, allowing users to communicate more reliably, effectively, and efficiently.
2. Demassed, you can hold a meeting with a large number of people. Asynchronous communication technology has the ability to send and receive messages at the time that each participant desires.

Social media allows businesses to reach more customers and build more personal relationships. Zhu and Chen (2015) divide social media into two groups based on their connectivity and interactions.

1. A profile, or social media based on a profile, that focuses on an individual. Individuals are reluctant to use social media, so the social media facilitates community connections (Facebook, Twitter, WhatsApp, etc.).
2. Content-based media is social media that focuses on content, discussions, and comments about the content being presented. The primary goal is to connect individuals with content provided by relevant profiles (YouTube, Instagram, Pinterest, and so on) because they enjoy it.

According to Evans (2012)'s book "Social Media Marketing," social media marketing is a collaborative process that involves the development, dissemination, transformation, and dissemination of information. Social media can disseminate a lot of information and knowledge, but the details must be worked out. As a result, social media plays a more effective role in interacting with, and influencing people, as opposed to speaking and managing them. The desire to participate in social media generates benefits and assists you in achieving your business and personal goals. (Evans, 2012: 34). The advancement of technology and information media has changed the way people promote themselves in the digital age. Some of the most common forms of digital marketing are social media campaigns, network websites, payment systems, and so on. Entrepreneurs who have embraced technology are in a better position to promote their businesses via the internet. Aside from being less expensive, it can attract more people, and the promotion process is becoming more streamlined and efficient. The benefits of digital marketing include lower costs, faster execution, and the ability to reach people all over the world who use the internet. In addition, because there are so many competitors in the field, digital marketing

requires creativity in order to continue to grow. In other words, the key to successful digital promotion is uniqueness and right on target.

Purchase intention (willingness to buy) is a component of behavior in the consumption process. Consumer buying interest is the stage where consumers form their choices that are incorporated in the device. , then make a purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on various considerations (Pramono, 2012: 136).

According to Kotler and Keller (2009:15), "Purchasing interest is a behavior that arises in response to objects that indicate the desire of consumers to make purchases". "Purchasing interest is something related to consumer plans to buy certain products and how many units of the product are needed in a certain period," wrote Durianto and Liana (2004:44). According to the description above, buying interest is a mental statement from consumers that reflects plans to purchase a number of products with that brand.

A product is said to have been consumed by a consumer after the product has been put on the market. The consumer personal characteristics that are used to improve stimulation are quite complex, and one of the most important is the presence of encouragement or consumer motivation to buy. Based on some of the data presented above, it can be concluded that buying is a conscious decision to pursue a specific goal, in which buying occurs because consumers are concerned about the quality of the products offered by the company. A person's behavior depends on his interest, and interest in behavior depends on attitudes and subjective norms for behavior. Beliefs in the consequences of behavior affect attitudes and subjective. Individual intelligence is formed by combining beliefs and evaluation of a consumer's most important beliefs, while subjective norms are determined by beliefs and motivation.

Factors that influence consumers' buying intentions to buy and when they buy will be discussed in this article. Where consumers will compare or contrast one item with another for their own consumption.

a. The attitude of other people, the extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, the intensity of other people's negative attitudes towards the consumer's preferred alternative and the consumer's motivation to comply with the wishes of others.

b. Unanticipated factor situation, this factor will change the attitude of consumers in making purchases. This is determined by the consumer's own perception of whether or not he or she will purchase a particular item. Indicator of minimum purchase quantity, A consumer does not have a point of contact when purchasing goods or services.

Consumers are increasingly seeking information from neighbors or people they trust in order to assist them in solving a problem.

### **III. RESEARCH AND METHODOLOGY**

#### **A. forms of research**

The study uses qualitative research methods in this study, the purpose of the study is to reveal facts, circumstances, phenomena, variables and circumstances that occur during the study and present them as they are.

#### B. Informant of research

The technique for eliminating an informant by using finality is selected because it selects certain ranks of people (informers) based on the needs of researchers and is thus deemed worthy of use as a source of information or source. As Jalaluddin Rakhmat put it, "intentionally, by picking out certain people as based on a given appraisal." (Rakhmat, 1997:81).

The Research Location is a small-scale business located on Jl. Kawat I in Tanjung Mulia. The research informant focuses on young business leaders. Regarding the number of business that will be interviewed online, up to 30 people, but when the subject's responses are the same, researchers record only unequal answers, forcing researchers to sift and sift again. Selecting the answers of respondents who disagree with each other. It's called a data saturation interview technique, which if there is a commonality of responses from one person to another, then researchers will no longer ask questions and restrict answers.

#### C. data collection

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

#### D. data analysis technique

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomic analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. (Sugiyono, 2008:294).

### IV. CONCLUSION

Today's media development provides a variety of opportunities for people to obtain information in novel ways. This is also contributing to the growth of a new media outlet, which has become less effective over time. In today's social media age, there is a shift from offline to online communication.

Promotion or digital marketing strategies using social media are also very effective in the process of promoting and marketing their new products for start-up businesses such as Risol Mayo Mecca, which are also very effective in the process of promoting and marketing their new

products. Whatsapp is used for more than just communication. However, it can also be used as a business promotion, whether for new or established businesses.

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