

## Analysis of Using Social Media to Increase Income of Micro and Small Business in South Tangerang.

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### ABSTRACT

*In the current digital and new normal era, social media was being an important source of information, for entrepreneur, especially UMK (Micro and Small Business) players in marketing their products by optimizing the use of technology. The lack of income for micro and small business entrepreneur, because the majority of them still market their products in traditional and conventional ways. Knowledge, technological stuttering, internet access and technological devices were separately obstacles for MSE actors, but not a few of them have started using technology in product marketing, especially with the Covid-19 pandemic which has begun to spread in the world and Indonesia, especially those whose impact has been felt since February 2020, which has encouraged business actors to be able to use technology, especially social media to keep their product marketing ongoing. This study aims to analyze the use of social media with the use of applications of GoFood and/or GrabFood to increase income for MSEs in South Tangerang. The research method used in this research was a case study with a qualitative descriptive method, the data source in this study uses primary data from 122 respondents of MSEs (Micro and Small Enterprises) in South Tangerang based on purposive sampling, namely MSEs actors who market their products online. at least the last three months used applications on social media, such as applications of Gofood and/or Grabfood. The results of the study show that 61.5 percent of MSE respondents use application services for food delivery, both Gofood and GrabFood. From the above application users, the most widely used is GrabFood (51.65). There was an increase in income after using social media such as the Gofood and Grabfood delivery applications (82%).*

*Keywords: Social Media, Income, MSEs.*

### INTRODUCTION

Today's social media has a very important role as a center for information circulation compared to other media. Therefore, the researcher wants to examine the use of social media to help the people of South Tangerang, especially the UMK (Micro and Small Business) actors in marketing their products by optimizing the use of technology. This study aims to look at the use of social media that is integrated with MSEs and to make it easier for MSEs to market their products and to bring together producers and consumers with the help of social media.

Researchers want to help the people of South Tangerang in improving their mastery of information technology and social media-based business as a tool to introduce and market MSE products in South Tangerang so that they are widely known at the national level. This study aims to integrate the use of social media to facilitate MSEs in marketing their products as well as bring together producers and consumers with the help of social media.

Currently, the business world is strongly influenced by the development of information technology, as can be seen from the very fast circulation of information and has even become a

major requirement in carrying out activities in life. Especially during this COVID-19 pandemic, with the large-scale social restrictions (PSBB) in Banten, then the policy was extended with the Implementation of Community Activity Restrictions (PPKM) causing a slowdown in economic activity that had an impact on all levels of society, and especially micro and small entrepreneurs.

The impact of the COVID-19 pandemic will continue to be felt by various levels of society during 2021. The response at every level of society needs to be continued to improve family welfare. Therefore, activities carried out by academics together with the community are sought to help the community to increase family income and welfare which in turn can reduce poverty in their environment.

This research was conducted during the implementation of Community Activity Restrictions (PPKM) in breaking the chain of transmission of the Corvid 19 pandemic. This of course has a huge impact on residents whose daily lives are traders, both micro to medium scale, government employees, private employees, and services whose income is obtained from how to meet directly with consumers or clients.

Therefore, creative and innovative breakthroughs and optimizing the technological infrastructure of every business actor are expected to play an active role so that the economy continues to run and have an impact on people's income.

One technology that supports these needs is the Internet. The internet is a form of information technology that is used to support various human jobs. Apriliya (2013) said that the Internet provides unlimited information where information is constantly changing and very dynamic. With the Internet, the flow of information becomes very fast, cheap, and able to reach a very wide range.

Data from HootSuite (2020) shows that in 2020 in Indonesia, the number of Internet users is 175.4 million out of a total of 272.1 million. Social media users through mobile devices, or also called active social media users, are 160 million people. These data show that the number of

Internet and social media users in Indonesia is very high. In the field of marketing, Internet or online media in marketing is very important and is referred to as Internet marketing or internet marketing. Internet marketing (e-marketing) then became part of the current marketing model. The internet is used as a marketing and business medium. One of the services is online shopping or online shopping. For business people who sell products through the marketplace or independently, online shopping makes it easier for them to promote their products because product information will reach potential consumers very quickly, cheaply, and can reach potential consumers very broadly.

South Tangerang has many MSEs based on household industries and need online marketing assistance and they can use delivery applications such as Gojek and Grab in marketing home products from MSEs in South Tangerang. Researchers hope that with online marketing through the help of Gojek and Grab, they can develop and work together with MSEs as micro-business units that have great access to their territory.

Business actors who want to survive or develop must be creative and innovate, otherwise sooner or later they will leave the business world. Prospective entrepreneurs must be really ready and able to take advantage of the right business opportunities, creativity and innovation are also the basic capital that prospective entrepreneurs must have. With the presence of Gojek and Grabfood, they have made it easy to support all small businesses such as MSEs in Indonesia and especially in South Tangerang to sell their products by joining as a merchant at Gofood and Grabfood.

By looking at the phenomenon above, this study was conducted to analyze MSE business actors who have used digital marketing in partnership with Gofood and Grabfood, to increase MSEs' opinions. It is hoped that the results of this study can provide input for MSEs to be able to consider strategic steps from the point of view of marketing management. This study aims to analyze the use of digital marketing on income, while the independent variables are

GoFood (X1) and GrabFood (X2) and the dependent variable is REVENUE / INCOME (Y)'.

## METHOD

According to Sugiyono, the framework of thinking is a conceptual model that is used as a theory that is related to several factors identified as important problems. The framework of thinking has the benefit of helping researchers to place research in a wider context. In addition, it also helps researchers in testing the problem.

In this study, the population is MSEs (micro and small enterprises) in South Tangerang, which using purposive sampling technique, because this method uses criteria that have been chosen by researchers, namely MSEs (micro and small businesses) in South Tangerang who have used digital marketing in the last three months as their business development, which is around 122 MSEs.

This study uses primary data from MSEs (micro and small businesses) in South Tangerang, 2020/2021. In collecting the required data and information, the researchers conducted direct research on micro and small businesses that were studied using the Observation method. Direct observations of MSE data (micro and small businesses) in South Tangerang in 2020/2021 were conducted, where observations were limited to the subject matter so that attention was more focused on real data that was more relevant to the object of research where the data that had been obtained could be used for analysis.

## RESULT and DISCUSSION

1. Respondents amounted to 122 MSEs consisting of gender:
  - 73.8% male and
  - 26.2% women.

This indicates that MSE actors who actively use social media are men, and women who prepare their products.

2. The education of the majority of MSEs is high school (SMA) graduates by 32%. This indicates that many high school graduates

choose the informal sector such as MSEs or street vendors as their source of income.

3. Income before using social media is mostly below IDR 500,000 (36.1%). This indicates that they are encouraged to do marketing through social media for business development and efforts to increase their income.
4. MSEs partner on both Gofood and Grabfood applications through social media (61.5%). This indicates that MSEs are trying to improve their product marketing, especially during this pandemic. Awareness of the importance of digital marketing is felt by MSEs today.
5. The type of order most ordered by consumers is Food (97.5%) compared to drinks. This indicates that the development of food menu variations will have a more positive impact on increasing MSE income compared to beverage products.
6. The types of applications that are often used by consumers are; majority of Grabfood (42.6%). This indicates that consumers prefer Grabfood, so MSEs can increase their promotions through Grabfood.
7. The types of applications that use a lot of promos are: Grabfood (51.65). This is reinforced by the many promotions so that consumers are more interested in using Grabfood.
8. Among the online messaging applications that have many service features for consumers are both (50%). This indicates that the competition between Gofood and Grabfood will benefit users of this application for both MSEs and consumers.
9. The social media used by MSEs is Grabfood (40.2%). This informs that MSEs also use Grabfood more because they use many promotional programs that are attractive to consumers, and also have interesting features.
10. Marketing through social media through delivery messaging applications has an impact on increasing revenue (82%). This indicates that the existence of applications on social media that help promote UML products can increase the income of MSEs.

11. This can be seen from the increase in their income from previously below Rp. 500,000, to around Rp. 500,000 sd. Rp. 1,000,000 (80%)..

## CONCLUSION

Based on the results of the research and discussion, it can be concluded that based on the results of the questionnaire conducted by the researchers, of the 122 MSE respondents in South Tangerang:

1. Around 61.5 percent of MSE respondents use application services for food delivery, both Gofood and GrabFood.
2. The users of the application above, the most widely used is GrabFood ((51.65).
3. There was an increase in income after using social media such as the Gofood and Grabfood delivery applications (82%). And the increase in income after using the application is above Rp. 500,000, - to Rp. 1,000,000, - (80%).

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The trend of ordering food via online applications is increasingly popular for the people of Indonesia. There are several reasons it was found that consumers prefer to order via the application rather than eating on the spot or even take-out (bring food home), namely: among others, because ordering food online there are various attractive promotions/offers, payments are more practical and flexible , or because the food outlet they want to go to is far away.

The way to order food via an online application is very easy. The average existing application requires the same procedure, namely downloading the application on a smartphone. Gofood and Grabfood are two superapps that provide multiple services in one place. So it is recommended to use a delivery application.

This is evidenced by the use of gofood and grabfood application services, based on data from respondents, as much as 82% percent said that their income had increased.

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