

# The Use of Social Media for Rendang Product Marketing by SMEs in West Sumatera

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## ABSTRACT

The use of social media is important to affect business performance, especially for small businesses. One of the benefits of using social media for marketing products to build relationships with customers because it allows sellers to talk directly with customers or followers. The aim of this study to describe using social media on the Rendang brand performance of small medium-sized enterprises (SMEs) in West Sumatera. A survey study is using to analyzed data collected from social media SME followers. A total of 310 respondents with purposive sampling used in this study. The result of the study shows WhatsApp is the most social media used by SMEs followed by Facebook. Overall, the findings inform social media has an important role of benefits in determining business performance for small businesses.

*Keywords: social media, SMEs, marketing, business performance, rendang product*

## 1. INTRODUCTION

The use of social media has become a common practice in the marketplace. The current situation created potential benefits such as selling and buying products using social media platforms. For instance, some companies promote products to increase awareness for consumers that influencing the intention to buy the products. For SMEs using social media to advertise products is the strategy gets communicated with target markets. Through social media, sellers allow to communicate and respond to consumers directly and share information about the product. Also, using social media for business is low cost and low maintenance. Furthermore, platforms are being developed to support SMEs by using social media marketing such as WhatsApp, Instagram, Facebook, and so on. Social media functions provide choices for SMEs to promote products and brands that can increase sales because the

sellers and consumers can interact more before deciding to purchase products.

The current study aims to describe the benefits of social media on rendang products marketing by SMEs in West Sumatera. Furthermore, to understand the consumers' attitude toward social media the findings of this study explains descriptive research on the demographic segment from the consumers who followed SMEs' social media. Social media as marketing activities for SMEs to enhance business performance with a purpose to build trust between sellers and customers instead uses conventional way (Deelmann & Loos, 2002).

According to Safko (2010), social media is a development of conventional media that has been used for interacting, customer relationships, and social communication. Furthermore, social media has the potential to influence consumers to advertise a product (Safko, 2010). There are aspects that need to be considering using social media as marketing tools by SMEs because social

media capable to influence to establish viral activities for the specific purpose to increase online word of mouth marketing (Miller & Lammas, 2010). Using internet technology such as interactive media will support companies to organize business from anywhere at any time (Chen, Chen, & Yang, 2008). Along with technologies more customers using social media looking for information about the companies instead of using search engines such as Google. In other words, social media able to provide information about the products by encouraging consumers to interact with interactive communication (Cook, 2008). Additionally, Cook (2008) explained that social media classified 4C's; communication, co-operation, collaboration, and connection. This classification explain about the variety of individual conversation to participated and collaborated between social media and business.

Moreover, previous studies related to the use of social media among SMEs found the benefits of internet marketing with social media platforms for instance marketing, advertising, innovation, information, and customer relationship (Meske & Stieglitz, 2013; Öztamur & Karakadılar, 2014). Besides, social media provide several advantages to SMEs performance both financial and non-financial (Ainin et al, 2015). Besides, social media influence buying decision to get more information about products

## 2. METHODS

In this study, purposive sampling was used because it is to get a sample from the unlimited target population. The sample of this study is consumers who were followed the social media of SMEs who selling Rendang. The online survey was used because of its convenience. Data collection recruiting online respondents that diverse demographical population. A total of 310 respondents completed the survey. Open-ended questions are asked to participants about demographics information and the frequency buying Rendang from social media. Descriptive

analysis is used to describe data from a study that provides demographic information such as age, income, work, education, and so on from the survey.

## 3. RESULTS AND DISCUSSION

The demographic information for the 310 participants is shown in table 1. The majority of participants were male with 53,2 percent and 46,8 percent were female. Moreover, out of three hundred ten (310) who responded to the questionnaire, 41,3 percent with an age between 41-50, 38,1 percent with and age between 31-40 followed by average age between 21-30 15,5 percent and 4,5 percent above 51 years old. The results indicate that the respondent majority were above 20 years old. Furthermore, educational demographics show that 52,3 percent of the respondents are university graduates followed by 33,2 percent with high school graduates, and 9,5 percent with a master's degree and higher. The results indicated that respondents were well educated.

According to household income, the majority of respondents ( 41,9 %) earned more than IDR 7,500,000,-. Those who earned between IDR 2,500,000, - 5,000,000,- made up to 26,8 percent of the respondents followed by those earned between IDR 5,000,000 – 7,500,000,- and 8 percent less than IDR 2,500,000,-. The results show the majority of the respondents from the middle class. A total of 61,6 percent of the respondents were company employees. This is followed by 15,5 percent of the respondents were enterpriser and 12,6 percent were housewives. Moreover, 8,7 percent of the respondents were government employee and 1,6 percent of the respondents were students. By the occupation, the sample represents the majority of the respondents were blue-collar.

From the data in table 2, consumers admitted intense purchases from social media. It is found that buying frequency of 2 or 4 times per month accounts for approximately 51,9 percent of the

respondents who buy rendang products on social media. This is followed by 21,9 percent who buy once per month and 21,3 percent were sometimes. Furthermore, only 4,8 percent of the respondents who buy more than 4 times per month. The results indicated that respondents had an average 2-4 number of times that consumers purchase to buy rendang products in a given period of time.

The results also showed that popular apps advertised on social media using today with a majority of respondents (62,3 %) buy Rendang on WhatsApp. Followed by 23,2 % used Facebook then 14,5 percent of others on Instagram. The results indicated that more half of the respondents have decisions influenced by what sellers post on WhatsApp social media.

More than half (73,9 percent) of the respondents living in West Sumatra because most of SMEs are in this province. About 26,1 percent of other respondents from a province outside West Sumatra such as DKI Jakarta, Central Java, West Java, North Sumatra, and other provinces. According to results showed that SMEs are still focused on sell rendang products in West Sumatra province.

In terms of the brand there are many various of Rendang brands by SMEs in West Sumatera but according to this study found five popular brands of Rendang. Data in table 3 showed 131 consumers prefer to buy Rendang Siti Nurbaya followed by Rendang Christine Hakim with 109 consumers. Moreover, 97 consumers decide to purchase Rendang Asese. Additionally, 63 consumers choose to buy Rendang Sultan, and 57 bought Rendang Mak Tuo. The results indicated that although SMEs has been used social media to promote Rendang products the evidence of this study shows that consumers not fully aware of the brands.

These results showed that although SMEs believed that social media can be used to improve their business performance but findings of this study indicated that SMEs in West Sumatera not able to maximize their social media to advocacy brand to markets. To expand the use of social media more effectively, SMEs must have active social media account created loyalty between customers and companies to interact and engage on social media.

**Table 1.** Demographic Profile

		Frequency	Percentage (%)
<b>Gender</b>	Male	165	53,23
	Female	145	46,77
	<b>Total</b>	<b>310</b>	<b>100</b>
<b>Age Group</b>	< 20	2	0,65
	21-30	48	15,48
	31-40	118	38,06
	41-50	128	41,29
	>51	14	4,52
	<b>Total</b>	<b>310</b>	<b>100</b>
<b>Education</b>	High School degree	104	33,55
	Diploma Degree	15	4,84
	Bachelor Degree	162	52,26
	Master Degree / Higher	29	9,35
	<b>Total</b>	<b>310</b>	<b>100</b>
<b>Household Income</b>	< IDR 1.000.000,-	6	1,94

	IDR 1.000.000 - 2.500.000	19	6,13
	IDR 2.500.000- 5.000.000	83	26,77
	IDR 5.000.000 - 7.500.000,-	72	23,23
	> IDR 7.500.000,-	130	41,94
	<b>Total</b>	<b>310</b>	<b>100</b>
<b>Occupation</b>	Students	5	1,61
	Government employees	24	7,74
	Legal and law enforcement	3	0,97
	Company employees	191	61,61
	Employer	48	15,48
	Housewives	39	12,58
	<b>Total</b>	<b>310</b>	<b>100</b>

**Table 2.** Details Purchasing

		<b>Frequency</b>	<b>Percentage (%)</b>
<b>Purchase frequency</b>	sometimes	66	21,29
	once time per month	68	21,94
	2-4 times per month	161	51,94
	> 4 times per month	15	4,84
	<b>Total</b>	<b>310</b>	<b>100</b>
<b>Geographical</b>	Aceh	1	0,32
	North Sumatera	24	7,74
	West Sumatera	229	73,87
	Riau	2	0,65
	Jambi	1	0,32
	Bengkulu	3	0,97
	South Sumatera	3	0,97
	Banten	2	0,65
	West Java	8	2,58
	DKI Jakarta	12	3,87
	Central Java	15	4,84
	Yogyakarta	4	1,29
	West Nusa	1	0,32
	East Kalimantan	4	1,29
	Maluku	1	0,32
<b>Total</b>	<b>310</b>	<b>100</b>	
<b>Social media used to purchase</b>	Instagram	45	14,52
	Twitter	1	0,32
	WhatsApp	192	61,94
	Facebook	72	23,23
	<b>Total</b>	<b>310</b>	<b>100</b>

**Table 3. Rendang Brands**

No	Brand	Frequency
1	Siti Nurbaya	131
2	Christine Hakim	109
3	Asese	97
4	Sultan	63
5	Mak Tuo	57
6	Selamat	54
7	Minang	52
8	Katuju	44
9	Rang Bukik	36
10	Restu Mandé	33
11	Yolanda	25
12	Uni Adek	25
13	Mak Yus	24
14	Situjuh	23
15	Gadiah	21
16	Takana Tuna	19
17	Uni Lili	18
18	Nenek	16
19	Karissa	15
20	Boenda	14
21	Teri Umi	12
22	Lokana	11
23	Uni Cili	6
24	others	11

#### 4. CONCLUSIONS

From what has been presented, it can be concluded that social media can be used to influence intention to provoking product brands. Besides, the interaction between sellers and consumers can give more information about the products and brands. Moreover, the current study finding social media can be used to increase sales the products because using social media to direct selling can intensively frequency to buy rendang products. In this study demographic analysis is the method used to find the report that SMEs like in West Sumatera can developing strategy using social media for business on the marketing Rendang products.

The information provided in this study gives an insight into consumers especially the target market. For SMEs by using social media marketing for businesses giving various benefits such as improving brand awareness, build relationships with customers, attracts consumers, increasing sales, and make repurchase intentions.

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