

Promotion Analysis Through Media Social to Improvement of Small Business and Medium

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Info Articles

Abstract

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*Social Media, Economic Moderation,
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enterprises (SME).*

The development of the internet today, e-marketing is a new form of business in marketing products or services and building communication with consumers through social media. The use of social media marketing as media communication in marketing is influenced by the more fast development of communication technology, especially the internet. Over time, Instagram, which is one of the social media that is currently trending used as a place to the promotion of various forms of business, many forms of the business are promoted via social media Instagram that is an effort Culinary and social media technology are also a means of connecting in increasing moderation in the economy. Development SMEs being one of the pillars in supporting the economy of the region, region, and country, it is necessary to promote small and medium enterprises, one of which is through social media Instagram through the food blogger account that can be accessed by the whole community. Destination study this is for knowing how to influence promotion food blogger The sample is @kuliner_lampung on Instagram social media and find out if promotions are through food bloggers @kuliner_lampung could improve the development of SMEs, especially in the sample of this study, namely culinary. The type of research used in this research is descriptive qualitative research in the study in form of results Interviews with 8 . sample SMEs in way Halim in observation or observation. The technique used in the sampling of this research is a purposive technique sampling, the criteria for respondents who became the sample in this study were respondents who had Small and Medium Enterprises (SMEs) especially culinary in Way Halim District, Bandar Lampung which is a user Instagram and those who promote a product or the restaurant through account food bloggers. Based on the results obtained from interviews and observations regarding promotion through food bloggers and interviews with 8 SMEs culinary in way Halim, could be concluded that occur an increase in sales turnover in the 8 SMEs. Promotion via food blogger @kuliner_lampung over and over again in accordance needs, because feel effect which positive after promotion, the business owner earns more profit than usual and can continue his efforts. Indications of equity in economic moderation through welfare can be seen from the increase in the income of SME economic actors, social media is used as a promotional platform that is cheap, easy, and can achieve access to all lines, making social media one of the links in increasing economic moderation.

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INTRODUCTION

Development Internet moment this, e-marketing is formed effort new in-market products or services and build communication with consumers via the internet. The use of internet marketing as a communication medium in marketing is influenced by: the rapid development of communication technology, especially the internet. The Internet is the face of the world today, especially in the business world, the internet is growing very rapidly and has been a part of which important life Public (Edwin Kiky Aprianto, 2021).

Indonesian people are included in active access on social media. It is supported in a survey summarized on the “We Are Social” website (site management services content that provides online media services linked to various networking sites and social media) stated that the total population (total population) in Indonesia in January 2019 there are 268.2 million souls, user active social media reach 150 million souls (Hootsuite, 2020).



Figure 1. Use the Internet and Media Social in Indonesia

Lots reason for accessing the Internet is known according to a survey we are social 88% of Indonesians use the internet to access YouTube, 83% access WhatsApp, 81% access Facebook, and 80% access Instagram (Hootsuite, 2020).

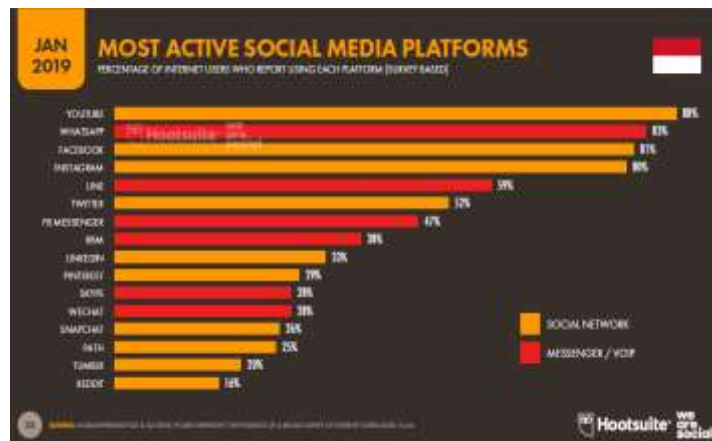


Figure 2. Use the Internet and Social media in Indonesia Year 2019

According to the figure above, Instagram is the 4th most frequent social media user and become the favorite social media of the Indonesian people. Instagram allows users to share photos and videos and can share everyday stories in instastories.

along with running time, Instagram is now also used as a place promotion. Various forms of business are promoted through Instagram, one of the many businesses promoted through Instagram, namely culinary businesses. Known from lamppost.co on the 6th February 2019, that economic growth in Lampung experienced a positive increase In terms of production, the highest growth was dominated by the accommodation provider business field and eat and drink by 10.49% . Economic growth is a good thing, but because of that culinary business owners will have more competitors, therefore culinary SME owners are required to innovate and promote to survive and can still exist and can develop their business.

The development of SMEs is one of the pillars of supporting the country's economy. In Indonesia Small and Medium Enterprises are the business groups that have the largest number. In addition, this group has proven to be resistant to various kinds of shocks from the economic crisis. So It has become imperative to conduct SME groups involving many groups. Here is the SME data which exists in the city of Lampung.

Table 1. Bandar Lampung City SME Data Until December 2020 Per Subdistrict

NO	Subdistrict	Effort Small	Medium Enterprise
1	Tanjung Karang Pusat	893	342
2	Tanjung Karang Timur	712	246
3	Tanjung Karang Barat	789	241
4	Kedaton	845	309
5	Rajabasa	714	270
6	Tanjung Senang	788	326
7	Sukarame	915	267
8	Sukabumi	672	315
9	Panjang	917	268
10	Teluk Betung Selatan	798	236
11	Teluk Betung Barat	654	220
12	Teluk Betung Utara	635	291
13	Kemiling	857	232
14	Teluk Betung Timur	788	301
15	Enggal	945	240
16	Bumi Waras	683	270
17	Way Halim	683	266
18	Kedamaian	732	287
19	Labuhan Ratu	828	257
20	Langkapura	720	261
Amount		15.568	5.445

Source: Dinas MSME

One way to develop a business is to promote products for sale. Promotion is activity marketing that tries spread information, influence or persuades, and remind the target market of the company and its products so that readily accept, buy, and are loyal to the product offered by the company (Kotler & Keller, 2009).

There are many ways to do promotions. The new trend now consumers like to look for references to culinary past media social, so perpetrators effort even use applications and social media to sell their products. One of them is promotion through the account Food Blogger this interest by various perpetrators effort culinary to introduce their restaurant because many people seek information through social media before making a purchase. Culinary business people also take advantage of this food blogger for communicating business culinary with promotion through account food bloggers. Following are multiple accounts of food bloggers in Bandar Lampung.

Table 2. A number of Food Account Blogger Bandar Lampung at Instagram

Name Account	Followers	Posts
Culinary_Lampung	296,000	9.197
Sigerfoodies	104,000	5.744
Lampung Culinary	71,000	3.584
Iwan admiral	21,000	6,998

Source: www.instagram.com, in access 23 August 2021

Data on Table 2, shows that account food blogger Culinary Lampung has amount followers which most many from on account food blogger other, this shows that Culinary Lampung is the account which many interested Public Lampung so that it makes followers want to try because there are more followers which owned so the bigger also possibility will be seen by many people which then interested even interested to buy what which promoted, so occur enhancement sales and SMEs can expand their business.

Return to promotion, using e-marketing, Internet marketing, or digital marketing is very important. Digital marketing is a source of entertainment, news, online shopping, and social interaction. Users have full access to information which they want to, where and anytime.

Because that promotion through media social help SMEs for finding consumer and building an image about a brand product for sale, increase productivity, could develop the product to the market larger again, could increase volume sales, thus impacting for business development of the SME alone.

Based on the description that has been explained previously, the researcher then wishes to conduct more in-depth research which is then compiled in the form of a research thesis with the title " Analysis of Promotion Through Media Social for Small Business Improvement and Intermediate ". Based on the background of the existing problems, the formulation of the problem in the research these are: How form promotion through Social Media (Instagram food blogger @kuliner_lampung); is promotion via Social Media (Instagram food blogger @kuliner_lampung) could increase the development of SMEs, especially in the culinary business?

METHOD

1. Type and Nature Study

The type of research used in this research is qualitative research. Study qualitative is a method study based on philosophy postpositivism, used for researching on condition object natural one (Sugiyono, 2017).

This research is descriptive. Descriptive research is research that is intended to investigate the state of the condition or other things that have been mentioned, the results of which are displayed in the form report study (Sugiyono, 2017).

2. Source Data

- Data Primary. Primary data is a data source that directly provides data to collectors data (Sekaran & Bougie,

2017). Primary data in this study is the result of interviews with SME owners focused on the region way Halim in observation or observation.

- b. Data Secondary. Data secondary is data obtained from documents graphic (table, notes, meeting minutes, SMS, etc.) which can enrich primary data(Sugiyono, 2017). Data secondary in a study this obtained from the journal, book, as well as information other which relate with research.

3. Population and Sample

- a. Population. The population is a region generalization which consists of an object or subject which have quality and characteristics certain set by the researcher for studied and then drawn the conclusion (Prof. Dr. A. Muri Yusuf, 2016). In a study on this population the target is 44 SMEs in Way. District Halim. Following is SMEs culinary which To promote account Culinary Lampung on the moon August 2021.

Table 3. List of 44 SMEs in Bandar Lampung Promoting Through Culinary Lampung in August 2021

No.	Region	No.	Name Account
1.	way Halim	1.	@abahduren81
		2.	@seblak.jagobdl
		3.	@nasikapauuniyanti
		4.	@martabakmanisminibos
		5.	@kulinerjogja_larise
		6.	@hompizzlampung
		7.	@solorialuwes
		8.	@cushychurros_lampung
2.	Kedaton	1.	@kopituya.lampung
		2.	@shabukkitchenonago
		3.	@chanoyu.indonesia
3.	Tanjung Karang	4.	@dripscoffeelampung
		5.	@ayam_gebrak_bikes
		6.	@inikebab_bdl
		7.	@mie_djudes_lpg2
		1.	@babebakery
		2.	@dapoembokrondo
		3.	@encim.fat
4.	Sukarame	4.	@kinarresto
		5.	@pucha.co
		6.	@rmcabemas
		1.	@bamieta
		2.	@kuebalok412.bdl
		3.	@oyacookies.lpg
4.	@ayamasix.korperilampung	4.	@ayamasix.korperilampung
		5.	@king_frozenfood_n_sanck_2
		5.	Pahoman
5.	Pahoman	1.	@ezesteak.id
		2.	@dapoergober.lpg
		3.	@kebabdurianbeccek
		4.	@kedaikopikulo
		5.	@kopipai.co
6.	Sukabumi	1.	@soonfat.lampung
		2.	@rajapisangkeju_arjunasurabaya
		3.	@brasselcoffee
7.	Teluk Betung	1.	@hungrill.lampung
		2.	@waroenkrakyat_wr
		3.	@xcoffe.id
8.	Kemiling	1.	@merapizza
		2.	@pempekmikayla
9.	Rajabasa	1.	@hotpangsitnyonyor.lpg
		2.	@ramenmecepat_rajabasa
10.	Enggal	1.	@tuank.id
		2.	@phanphan.bdl
11.	Kedamaia	1.	@kopiitukata.lampung

Source: Instagram, August 2021

- b. Sample. The sample used in the sampling of this study is a non-probability method sampling, which is a method of taking samples by not providing sufficient opportunities same for every element or member population for chosen Becomes sample and using a purposive sampling technique. According to Sugiyono, purposive sampling is a technique determination sample with certain considerations. ²¹

The SME sample criteria used in this study are as follows: Own assets Rp 50,000,000.00 – IDR 10,000,000,000.00; Have turnover maximum IDR 50,000,000,000.00 per year.; Is at in Region way Halim, because way Halim is a district where there are many SMEs who promote through the internet; The sample social media, namely Instagram, was further elaborated through food blogger @kuliner- Lampung.

Here are 8 resource persons who have culinary small and medium enterprises (SMEs) in Indonesia: Way Halim Sub-district which promotes its products through a food blogger account Culinary Lampung as of August 2021; @abahduren81; @seblak.jagobdl; @nasikapauuniyanti; @martabakmanisminibos; kulinerjogja_larise; @hompizzlampung; @solorialuwes; @cushychurros_lampung

2. Method Collection Data

Observation. According to Creswell, observation is processed for getting data from hand first with the observed person and the place When conducted study (Sugiyono, 2017). Interview. Interviews are used as technique collection data if the researcher will doing studies preliminary for find problems that must be researched, and also researchers want to know things from respondents who are more in-depth and amount the respondent little/small. The interview used in a study with submitting questions structured because the researcher used an interview guide arranged systematically and completely to collect data which searching for. Technique Interview is source data primary in research this. Documentation. Documents are records of events that have passed. Documents can be in the form of writing, picture, or works monumental from somebody (Sekaran & Bougie, 2017). For example documentation media social account Instagram @Kuliner_Lampung and also which relate with SMEs culinary in Way Halim.

3. Method Analysis Data

Data analysis in qualitative research, is carried out at the time of data collection takes place, and after the completion of data collection within a certain period. At the time of the interview, the researcher had already Done an analysis to answer which interviewed. When the answer interviewed after being analyzed feels unsatisfactory, then the researcher will continue After another question, to a certain extent, data that is considered credible is obtained. Miles and Huberman suggest that activities in qualitative data analysis are carried out interactive and take place continuously until complete so that the data is saturated. Activity in data analysis, that is reduction data, presentation data, verification (Sugiyono, 2017). Data Reduction. Reducing data means summarizing, choosing the main things,

focusing on the important thing, look for themes and patterns. Thus the reduced data will give a description that more clear, and make it easy researcher for To do collection data to continue and look for it when needed; Data Display. In qualitative research, data presentation can be done in the form of a brief description, chart, connection between category, flow chart, and the like. In Thing, this Miles and Huberman stated "which most used to serve data in study qualitative is with text which character narrative. With display data, it will make it easier to understand what is happening, and plan work next based on what understood; Verification. Step third in the analysis of data qualitative according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are still temporary and will change if not found evidence strong that supports the next stage of data collection. But when the conclusion is put forward on Step beginning, supported by the evidence which valid and consistent moment researcher return spaciousness gather data, so conclusion put forward is the credible conclusion.

THEORY

1. Marketing

The term marketing appeared for the first time since the emergence of the term barter. Marketing is research activities needs and desires of consumers, producing goods and services by the needs and wants of consumers, determining the price level, promoting it so that product is known to consumers, and distributing the product in place to the consumer.²⁸

Philip Kotler defines marketing as a managerial process by which individuals and groups get what they need and want with methods that create as well as exchange products and value from other parties (Kotler & Armstrong, 2012). Kotler and Keller state that marketing is a function organization from one set of processes for creating, communicating, and delivering value to customers and to building customer relationships that benefit the organization and parties interested in the organization (Kotler & Keller, 2009). According to Hair Jr., marketing is the process of planning and implementing draft pricing, promotion, and distribution of products, services, and ideas aimed at creating satisfaction among the company and its customers. According to Shimp, marketing is the set of activities by which businesses and other organizations create exchanges value between business and the company itself, and para the customer (Laub, 1999).

Marketing is something process social and managerial where individuals and groups obtain what they need and want by creating and exchanging products and services and values between one person and another. Role marketing moment not only conveys product and service to hand consumers but also how the product or service can provide satisfaction to consumers customer by sustainable so that profit company could obtain with happening online purchase repeated.

Marketing goals is to attract new customers by creating a product that matches consumer desires, promise superior value, set attractive prices, distribute products easily, promote effectively and maintain customer already there is with permanent adherence to the principle of customer satisfaction (Dr. Budi Rahayu Tanama Putri, S.Pt., 2017).

The marketing function in a business is not only limited to concept understanding, forecasting, behavior consumer, and segmentation marketing, marketing also covers These important variables including product, place, price, promotion, and distribution. Four variables it is called the marketing mix (Dr. Budi Rahayu Tanama Putri, S.Pt., 2017).

2. Islamic Marketing

The term marketing is not widely known at the time of the Prophet. At that time there were many concepts What is known as buying and selling (bay') which already existed before Islam came. Marketing can be carried out through communication and friendship to introduce products or merchandise. In the Hadith of the Prophet from Anas ibn Malik narrated by al-Bukhari and Muslim: "Whoever wants his sustenance to be expanded and his influence expanded then" should he connect rope friendship" (Alma, 2009).

Md. Mahabub Alom and Md. Shariful Haque defines Islamic marketing as Falah (welfare and success) which means well-being and success world hereafter, which is a value that must be upheld in every economic activity. Size prosperity and success is certainly not how much profit you get, but must also pay attention to ethical and moral aspects." This definition emphasizes the importance of meeting the needs of the world and the hereafter in the Islamic marketing concept. Islamic marketing concept must be able to represent the interests of companies that want to get optimal profits but must still pay attention to the halal products and services offered to consumers. Besides that, must there is a balance Between employee welfare and owner share (Alma, 2009).

Islamic marketing is all marketing activities with values, principles, and basics marketing is based on sharia law. Bribes (rishwah), supply manipulation (ihtikar), manipulation of demand or supply (najash), deceit and cheating (tadlis), and injustice (zulum) are actions that must be avoided by marketers in carrying out their activities the marketing.

In Islamic Economics which is accompanied by sincerity is only to seek a happy God, so form the transaction God willing Becomes the value of worship before Allah SWT. There is a number of that makes Prophet Muhammad succeed in To do business ie (Alma, 2009): Siddiq (honest or true) in trading the Prophet Muhammad was always known as a marketer which honest and true in informing the product; Fathanah (intelligent) in Thing this leader which capable understand, appreciate, and know the task and business responsibility with very good; Tabligh (communicative) if a marketer must capably convey superiority- product excellence by attracting and staying on target without abandoning honesty and truth.

The forerunner of Islamic marketing knowledge has been seen from the business practices of the Prophet Muhammad and Muhammad SAW para Muslim merchant earlier. Here are some tips for Prophet Muhammad's marketing PBUH: Honest is a brand; Love customer; Fulfill promise. Segmentation of the style of the Prophet Muhammad, PBUH. Rasulullah SAW have traits glorious which push success is in doing business, such as shiddiq

(honest or true), amanah (trustworthy), fathonah (intelligent and wise), and tabligh (argumentative and communicative).

Marketing in Islam (Islamic Marketing) as a study developed with the Islamic framework has principles that should not conflict with the principle of aqeedah, shari'ah, and morals which is a three-part big which there is in the discussion of Islam as a comprehensive way of life Islamic marketing principles Among other as following (Abbas et al., 2020): Rabbaniyyah / spiritual (faith) to God Allah SWT underlies every activity in marketing so that these activities are a form of worship to Allah SWT and include good morals (akhlaqiyyah) and using appropriate strategies allowed (wisdom); Based on needs, no desire; Humanistic (including inside mutual consent, honesty, justice, balance, etc); Realistic (flexible, large, and flexible, but religious); well-being man (falah).

3. E-Marketing

Internet marketing (marketing Internet) also called marketing-i, web marketing, online marketing, e-marketing or e-commerce is the marketing of products or services service through the Internet (Kayumovich & Annamuradovna, 2020). Kotler and Armstrong state that e-marketing describes the efforts of companies to inform, communicate, promote, and market products and services via the internet. According to Strauss and Frost, e-marketing is the use of technical information in the process to make, communicate, and give a score (values) to a customer. E-marketing influences marketing traditional in two methods. First, e-marketing increases efficiency in traditional marketing functions. Second, the technology of e-Marketing consists of many marketing strategies. The result of changes in the new business model can add value (value) to customers and increase the profit company (Kotler & Amstrong, 2012).

According to Chaffey, e-marketing is a development from marketing traditional where marketing traditional is something that processes marketing through media communication offline like through deployment brochures, advertisement on television and radio, etc (Chaffey & Hemphill, 2019). After the rise of the internet and the ease of communication it offers, the application of marketing in companies began to adopt internet media, which was then called e-marketing.

Meanwhile, according to Kotler in Widodo, internet marketing has five advantages: big for a company that uses it. First, both small and large companies can do it. Second, there is no real limit in advertising space if compared with media print and media broadcasting. Third, access and search for information are very fast when compared to express mail or even fax. Fourth, the site can be visited by anyone, anywhere in this world, anytime. Fifth, shopping can be conducted more fast and alone.

According to Hermawan, there are two points main benefits of Internet marketing ie (Hermawan, 2012): The relatively inexpensive cost. Internet marketing is relatively more inexpensive if calculated based on the ratio of cost to target audience reach. Companies can reach a wide audience when compared with traditional means of advertising. The nature of the medium allows consumers to examine and compare products conveniently; Load information that big. Benefit other related to Internet marketing is the availability amount big information. Compared to traditional media such as print, radio, and TV, Internet marketing only use costs relatively low compared with media other. Companies that use internet marketing can also store data accurately and save financial transactions. Overall, internet marketing helps expand business from market local going to market international with more fast.

Internet marketing has the characteristic typical that is the utilization of media Internet to do activity marketing and promotion a product or service. Appearance the use of marketing by using internet media, encourage the emergence of the term new to this, namely inbound marketing. This term is something that different from the technique of conventional marketing or which is more known for outbound marketing. In outbound marketing activities to advertise a product or service no can free media billboards, tv/radio commercials, print advertisements, and direct mailings. Temporary in inbound marketing use method which new on basically can not be separated from the relationship with the internet world, for example blogging, social media marketing/ post, SEO, and online newsletters (Yustim, 2015).

Channel which used for in E-Marketing or Digital Marketing that is among other (Chaffey & Hemphill, 2019): Optimization Machine finder (Search engine optimization). The search engine is a machine seeker which worn to looks for information and access other sites. No need to know the specific location of the web address, just type say the key, and the machine seeker will look for all site that provides the information. Search engine optimization (SEO) is a strategy for optimizing content so that it is on the first page of search engine results such as Google; Search engine Marketing (SEM). Search engine Marketing (SEM) is a form of marketing that utilize site search engines such as Google, Yahoo, Baidu, and other search engine sites to make the site advertiser will enter in line top when there is the consumer looking for something on search engine site; Advertising display (Display advertising). Advertising display used for promote page. strategy this conducted besides for bringing traffic to but also get transaction sale. Installation advertisement chooses channels which can do target in installation the ad, it means for reach consumer which expected, para digital marketers have to work with many sites in the hope that consumer site the can be consumer our; Program Community (Community platforms). Program community (Community platforms) is a strategy so that users could write on a page which provided with various review products as well as story inspirational and informative about experience shop, where every writing written on page Community will get points which can be exchanged with the present; Media social Marketing. Social media is the most widely used means of communication today. social media which was originally used as a place to communicate and share information now used by businessmen as a means of product or service promotion which they offer. Examples of social media which often used as means of promotion is like Facebook, Instagram, Youtube, Twitter, and blogs. Use Social media as a means of promotion is considered very effective and efficient because almost everyone is using social media most likely the promotion will be seen by many people as well spend relatively a little even free; E-mail Marketing. E-mail By his name means marketing this use e-mail. E-mail Marketing can be obtained when you have registered on a website or a website application that requires users to register an account using e-mail. E-mail Marketing is conducted to guard the consumer for permanent get information about products which are offered. With e-mail Marketing, user or consumer

will Keep going to get the information updated _ about the company's products. Information about promos and vouchers as well as products interesting, and information on other different periodically; Press Release. A press release is a form of public relations conducted by a company to increase awareness. public relations online, not only awareness which got but also traffic, because inside it can be included link going to a site.

4. Social Media Marketing

Currently, internet users are no strangers to conducting marketing activities for their products. With the development of increasingly sophisticated technology, internet users compete for attempts to promote the product through media which is often called media social. Marketing conducted through Internet specifically media social has a very potential opportunity in capturing as many consumers as possible. more through social media does not require much more expensive marketing costs than other media such as TV or radio. Directly, consumers can dig up information knowledge about products which wanted and feel convenience in To do search products on a social media and can interact with the same time with seller.

Social media is a medium of socialization and interaction, as well as interesting others to view and visit links that contain information about products, etc. So it's natural that its existence is used as the easiest marketing medium and cheap (low cost) by the company. This is what ultimately attracts business people to make social media a promotion media mainstay. Media social is a medium on the Internet that allows users to represent themselves as well as interact, cooperate, share, communicate with a user other, and shape bond social virtual.⁶²

Social media has been used as one of the tools used to do marketing products or the usual too called Social media marketing (Neneng Nurmalasari & Masitoh, 2020). Media social is technical information based on Internet as a tool for communication and as a promotional medium in business. As for the various media social according to follows Rulli Nasrullah (2017) is as: Blog. A blog is a social media that allows users to upload daily activities, comments, and sharing, both other web links, information, etc; Microblogging. Types of social media that facilitate users to write and publish activities or opinions. The presence of this type of social media refers to the emergence of Twitter which only provides space for a certain or maximum of 140 characters; Facebook. Facebook is a social networking site that humans use to interact with a man others within a distance which far. Facebook has various types of applications addition as games, chat, video chat, page communal, etc; Therefore, Facebook has been considered a social media with features that are considered most familiar with various the good old and young; Twitter. Twitter is a website owned and operated by twitter.inc and is an online social networking and microblog service that allows its users to send, receive and read text-based messages amount the character reaches 140 characters, which is known by the designation chirp (tweets); Instagram. Instagram is a social network in which the focus is on sharing photos with its users. The name Instagram consists of two words, namely "insta" and "gram". Insta comes from the word instant, which can be interpreted with ease in taking and viewing photos. Gram comes from the word telegram, which can be interpreted as sending something (photo) to people other; LINE. LINE is a free instant messaging application that can be used on various platforms such as smartphones, tablets, and computers. LINE is enabled with the use of the internet network so that line users can perform activities such as sending message texts, sending pictures, videos, messages voice, etc.

5. Development of SMEs

Definition Effort Small, and Intermediate (SMEs), many definitions of small and medium enterprises put forward by several institutions or agencies and even laws. Pemerintah Republik Indonesia, (1995) defines Small businesses as follows: Productive businesses are owned by Indonesian citizens in the form of individual business entities, a business entity that is not a legal entity, or a business entity that is a legal entity, including Cooperative; Subsidiaries or branches of companies that are owned, controlled, or affiliated, either directly or indirectly, with medium or large businesses are not included in the category of small business; Has a maximum net worth of IDR 200,000,000. 00,-, excluding land and building a place of business, or having sales of a maximum of Rp. 100,000,000.00,- per year.

Inpress Number 10 the year 1999 about Empowerment Effort Intermediate defines medium-sized enterprises as productive businesses owned by Indonesian citizens who in the form of an individual business entity, a business entity that is not a legal entity, or legal entities, including cooperatives; stand-alone and not child companies or branches of companies that are owned, controlled or affiliated, either directly or indirectly, with great effort; and has a net worth greater than IDR 200 million up to IDR 10 billion, excluding land and buildings for business premises, or have results most sales a lot Rp100 million per year .

Based on the explanation of Constitution number 20 the Year 2008 CHAPTER I Chapter 1 concerning Micro, Small and Medium Enterprises, then what is meant by Micro, Small Enterprises and Medium ie (Menengah et al., 2017): Effort Micro is Effort Productive owned by a person individual and or business entity individuals who meet the criteria for Micro Enterprises as regulated in the Law law; Small Business is a stand-alone productive economic enterprise, which is carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or becomes a part either directly or indirectly of Medium Enterprises. or Large Businesses that meet the Business criteria Small as referred to in this Law; Medium Enterprises are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or a branch of a company that is owned, controlled, or becomes a part either directly or indirectly of small businesses or large businesses with a total net worth or annual sales results as regulated in Constitution this.

DISCUSSION

How to form promotion via Social Media (Instagram food blogger @kuliner_lampung) ?

Promotion is a marketing activity carried out by a person or organization to disseminate information to consumers about their products so that consumers are interested and willing to accept and buy the products offered by the company. Promotion through social media is important because it helps SMEs to find consumers so that they can

increase volume sales, which impacts for development of business SMEs themselves. In this case, according to the theory put forward by Heuer in M. Fariz Syahbani and Arry Widodo there is 4C in use media social as media promotion, 4C it has been applied by @kuliner_lampung that is as follows:

a. Context (context)

Context is how to form a story or message (information) and the content of the story the message is interesting. In this case, @kuliner_lampung can convey information interesting by paying attention to the quality of the photo or video and the use of captions and clear language is also detailed, so it can help inform things that important things such as a culinary address, operating hours, telephone number of the culinary owner, price range product promoted. Following example post @kuliner_lampung:

b. Communication (communication)

Communication is how to convey the message as best as possible in various ways which make the user feel comfortable and the message is conveyed well. In terms of communication, @kuliner_lampung did a smart review and honest review. A smart review is an intelligent review, and an honest review is a review honestly. When currently reviewing food, @kuliner_lampung (Alejenes) will review honestly and intelligent, if it feels good then he will say that the food is good, but if food the felt not enough by tongue so he will review _ without exaggerating, and he will highlight more about the advantages that the culinary has, example like price which inexpensive, or the place eat which clean and other, etc. @kuliner_lampung applies smart reviews and honest reviews in every review food because they do not want to deceive potential consumers or culinary customers. When consumers believe what has in reviewed by @ kuliner_lampung so will more and more people are interested and want to try, so there is an increase in sales and naturally good to develop business culinary the. For example review @kuliner_lampung with smart reviews and honest review:

c. Collaboration (collaboration)

Collaboration is how to work together to make things better. @kuliner_lampung doing a good collaboration with other brands such as gofood, bank Mega, Shopee pay, BRI, and many others that they will indirectly follow the advice that has been recommended by @kuliner_lampung, to try and buy a product which promoted. Here's an example post by @kuliner_lampung:

d. Connection (connection)

Connection is how to maintain a connection that has been built. With this @kuliner_lampung make it happen by uploading regularly photos, videos, too stories on the account Instagram @kuliner_lampung every day. Expected with routine and istiqomah could satisfying reader for always follow information about culinary up to date.

Admin @kuliner_lampung mentioned that it would be consistent to upload 5 photos or videos can also be more or not enough, if not enough so @kuliner_lampung will post the paid ones that work together and the unpaid ones like merchants around or foot five.

Product culinary which he promotes is a good product and quality and information can be trusted without badmouthing other products. Promotion based on This honest attitude (siddiq) can be trusted (amanah) by potential consumers who will buy culinary products that have been promoted. Fathanah in promotion which has been applied by @kuliner_lampung, which is smart in reading the situation of the target market and looking for loopholes so that promotion use account food blogger @kuliner_lampung this can different from promotion offline or personal social media because it is very helpful to introduce restaurants and product that is being offered. Promotions that are by the nature of the Prophet Muhammad that is tabligh, could make para candidate consumer enthusiastic with a promotion that the. Communicative here is meant to be between the seller, the promoter, and all the candidate's buyers who read the promotion through the food blogger account know the product the culinary offer.

is promotion via Social Media (Instagram food blogger @kuliner_lampung) could increase the development of SMEs, especially in the culinary business?

In this study, 8 (eight) SMEs that used the promotion services of the Instagram account @kuliner Lampung received positive feedback for their business. In the first 2-4 weeks, it not only affected their increasing business income but also affected the number of followers on Instagram accounts in the 8 samples of this study. However, the promotional services carried out by @kulinerlampung must be carried out continuously. This is because the @kulinerlampung account promotes food/beverage from various businesses, so for the 8 samples of this study, the promotions carried out by the @kulinerlampung account must continue. With 300 thousand followers and connections to various Lampung celebrities, the @kulinerlampung account is one of the promotions that are still widely used today by MSME actors in Lampung Province. The number of followers of an account will affect the good results received. The number of followers of the @kulinerlampung account has a positive effect on the income results of business actors. In addition, the impact of promotions carried out by the @kulinerlampung account besides affecting income also affects the number of followers of SMEs that are promoted, especially in the sample of this study. 5 of the 8 research samples have expanded to open branches after being promoted by the @kulinerlampung account. This proves that the number of followers of an account will provide potential consumers it will effect increasing sales results and provide inspiration for business actors to innovate in their business and increase the amount of production so that in the end it opens up opportunities to establish business branches.

CONCLUSION

Based on the results obtained from interviews and observations regarding promotions through food bloggers on culinary business development for working business owners same with @kuliner_lampung could conclude that: Form promotion which does by @kuliner_lampung by theory 4C in the use of media social Among other: Context (context).

@kuliner_lampung pays attention to the quality of photos or videos and the use of captions and clear and detailed language so that it can help inform important things such as a culinary address, operating hours, owner's phone number culinary, the price range of the product being promoted; Communication (communication). @kuliner_lampung doing a smart review and honest review in every food review, because they don't want to deceive potential customers and also to keep the trust of the consumer; Collaboration (collaboration). @kuliner_lampung To collaborate which good with a brand other like Gofood, Bank Mega, Shopee Pay, BRI and many others that indirectly direct they will follow suggestion which has recommended by @kuliner_lampung, for a try and buy a product that promoted; Connection (connection). @kuliner_lampung builds connections by regularly uploading photos, and videos, to stories on the Instagram account @kuliner_lampung every day. It is hoped that routinely and istiqomah could satisfy readers for always following information about culinary up _ to date.

Promotion via Social Media (Instagram food blogger @kuliner_lampung) could increase the development of SMEs, especially in the culinary business: Based on results from the Interview with 8 SMEs culinary in way Halim, could conclude that occur enhancement turnover sales on 8 SMEs the. Para perpetrator SMEs the To promote food blogger @kuliner_lampung by over and over again in accordance needs, because feel effect which positive on developing his business after To do work same. Whereas for the asset, from 8 SMEs only there are 5 SMEs which already have branch effort, 3 SMEs other say promotion through food blogger @kuliner_lampung has an effect, but only endure During 2 week until 1 month after To do promotion. However, it could be confirmed that after To do promotion, the owner effort earns more profit than usual and can continue their business. Development effort in perspective economy Islam of course must be grounded in values that have been set by Allah and His Messenger. Likewise, the form of business which is run by SMEs culinary in way Halim corresponds, with operating effort no cheat customer, no compel and also each other open Among buyer and also seller, as in developing his business must base on faith to God S.W.T, operate His commands and stay away from all His prohibitions, so that just effort _ for getting pleasure and blessing life in the world and the hereafter.

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