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The Effectiveness of Social Media Promotion in Purchasing Mushroom Products "Berkah Cinta Trenggalek (Bct)," Trenggalek Regency

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Abstract: Digital marketing communication is important because it is a way for companies able to interact both with internal parties of the company (employees) and externally (consumers, governments, competitors, etc.) to increase sales and maintain the company's image. This research aims to know the effectiveness of social media promotion in purchasing mushroom products "berkah cinta." This type of research uses qualitative methods. The number of samples for this research is 70 persons. The research was conducted using google form rather than face-to-face because it was carried out on weekdays and assisted by the business owner and several employees of the UMKM Berkah Cinta Trenggalek. the research was conducted on 15th January 2022 to 15th February 2022. A research instrument is a written guideline about an interview, an observation, or a list of questions prepared for information. Data collection techniques are a way for researchers to disclose or capture quantitative information from respondents according to the scope of the study. Data analysis with descriptive analysis by Likert scale. The result of this research is that the average social media variable has a very high category, namely 4.52, and above 45% of respondents answered agree and strongly agree.

Keywords: digital marketing, Likert scale, purchasing a mushroom product, social media

1. Introduction

Digital marketing communication is essential because it allows companies to interact with internal parties (employees) and externally (consumers, governments, competitors, etc.) to increase sales and maintain the company's image. One of the promotional mixes that companies use is social media. Utami (2021) wrote that social interactions and risks perceived through social media affect consumers' buying interest. UMKM Berkah Cinta Trenggalek is one of the businesses that fostered and facilitated brand certification from the Trenggalek Regency Industry and Manpower Office. The uncontrolled competition of hundreds or even thousands of brands and the proliferation of products in the domestic and foreign markets encourage UMKM to do more homework to survive and succeed in the market. These challenges can be met by building a strong product identity.

Brand image is in the head of consumers and potential consumers when meeting one of the brand attributes (Nemati, 2009). The appearance or impression in the pilot will affect

consumers' preferences and purchasing decisions. Every year, entrepreneurs will invest in improving and raising the brand image. Entrepreneurs will use various marketing strategies to restore the brand image if there is a decline. Consumers tend to choose products or services from known brands, which drives sales growth, and some consumers are more interested in brands or product brands that have just emerged. Consumers switch brands out of curiosity and want to compare quality and quantity. Consumers believe that a brand with a positive image guarantees product quality. Consumers will buy products that suit their needs, but the products purchased and purchasing decisions will be closely related to how they feel about the brand.

Some marketing tools used to create a brand image are the product itself, packaging/labels, brand names, logos, colors used, purchase promotion points, retailers, advertisements and all other types of promotions, prices, brand owners, countries of origin, even the target market and product users. Efforts to build a brand image before the booming social media era were carried out through conventional media, such as promotions in print media, TV and radio advertisements, or billboards. Since the internet became known, various companies began appearing on websites often visited by the Public, so social media has become a prima donna in cyberspace. Social media is an activity, practice, and habit of a group of people who interact with each other to share information, knowledge, and opinions that use online conversational media. Social media is just like a stage that many people can see. But the stage size is so broad that all users can enter and participate as stage performers or listeners. Information can easily flow due to the behavior of netizens who relay each other every piece of information received through social media. The unexpected presence of social media can change the pattern of human life and then be looked at by companies as a means of building a brand image.

The effectiveness of a branding strategy via social media will be much better than installing a banner on the shoulder of the road because the nature of the flag is very rigid and not entertaining. The world's top companies have official accounts on social media. The course aims to present and communicate with netizens as a market with excellent profit potential. With the growth of technology, businesses are now conducting marketing communications in various ways rather than just one, as they once did. Based on the explanation and background above. The author is interested in running a study entitled *The Effectiveness Of Social Media Promotion In Purchasing Mushroom Products "Berkah Cinta," Trenggalek Regency.*

2. Methodology

This type of research used qualitative methods. This type of qualitative research Sought to describe and interpret objects, according to Cresswel (2010). The post-positivist concept underlies the qualitative research approach, which is used to study natural object conditions instead of doing experiments. It used triangulation, purposive sampling, and snowball sampling as data-gathering tools (combined). Data analysis was inductive or qualitative, and the results of qualitative research emphasized meaning rather than generalization (Ibrahim et al., 2020; Putra, 2013; Sugiono, 2016). A qualitative approach is an approach that seeks to capture aspects of the social world that are difficult to measure in numbers. It gains access to people's motives, meanings, actions, and reactions in everyday life and the form of words or words.

The sample was taken by purposive sampling, with criteria (1) being an active social media user; (2) knowing the existence or existence of social media for Berkah Cinta Lestari; and (3) knowing the existence or existence of products Berkah Cinta Trenggalek. Rahman

(2001) wrote that according to Conroy (2015), in determining the number of samples using rough guidelines (rules of thumb), that is, the correct number of samples for this research was 70 persons.

The research was conducted using the google form and not face-to-face because it was carried out on weekdays and assisted by the business owner and several employees of the UMKM Berkah Cinta Trenggalek at Sumbergedong district, Trenggalek Regency. the research was conducted on 15th January 2022 to 15th February 2022. A research instrument is a written guideline about an interview, observation, or a list of questions prepared for information. Data collection techniques are a way for researchers to disclose or capture quantitative information from respondents according to the scope of the study. Data collection techniques are a way for researchers to disclose or capture quantitative information from respondents according to the scope of the study from primary (interviews, field observations) and secondary (Literature, Internet Research).

Data analysis with descriptive analysis. Research variables are described to describe the conditions following the respondent's answer. Variations in the descriptive analysis can be a table containing the average over the items questions (Neuhouser et al., 2004). Answers in the questionnaire use the calculation of class intervals or interval width as a criterion for interpreting the average score. The highest score is 5, and the lowest is 1, thus obtained range $R = 5 - 1 = 4$, then a wide interval of $k = 4/5 = 0.8$ is obtained. Interpretation of each respondent's answer is presented below:

- 1.00 – 1.8 = very low
- 1.8 > - 2.6 = low/bad
- 2.6 > - 3.4 = moderate
- 3.4 > - 4.2 = high/good
- 4.2 > = very high/very good

3. Research Results

Nasrullah (2022) states that social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with users, and form virtual social bonds. Three forms of social media refer to social meaning recognition (cognition), communication (speak), and cooperation (cooperation). The growth of online shops and then social media as a place to sell helped shift public spending behavior from shopping via online shops now starting social media got a place. The reason is that consumers can interact and consult directly with sellers. In addition to access interactions, buying and selling transactions through social media are more popular because they are safe and practical. Indonesian consumers are not too happy with the website's appearance 28 several very 'complicated' e-commerce. Not too excited to be bothered by filling out the purchase form, payment confirmation, etc.

Meanwhile, for online businesses, staying active on social media will benefit in maintaining customer loyalty (Hastuti & Setyawan, 2021). Social media is essential to a more extensive and comprehensive sales, service, communications, and marketing strategy. It reflects and adapts to the market and the people who define it. UMKM Berkah Cinta Trenggalek innovates modern marketing of "Mushroom ex" snacks, which not only market quality products. Make products at low prices and place products that are easily accessible to consumers, but companies also communicate by introducing their products intensively through social media advertising. Advertising is a type of indirect communication that centers on facts about a product's advantages or benefits and is designed to make the

consumer feel amused, influence their thoughts, and develop a positive perception of the brand.

UMKM Berkah Cinta Trenggalek was established in 2017, and the number of employees is three people. In 2022, the number of employees will be as many as 5, with more than 50 resellers throughout Indonesia. UMKM Berkah Cinta Trenggalek has won the "UKM WOW 2018" and "Best Sale 2018" at the Indonesian UKM Gebyar event 2018. Dedi Mahendra Sukma revealed to researchers that he often fails in business. Dedi said in his interview, *"Before, I was an oyster mushroom farmer in Kediri, but went bankrupt and switched to selling soybean extract, becoming a consumer goods agent household, game rental, buying and selling of vehicles, and others, but failed also. I was then assigned as bhabinkamtibmas in Surenlor Village, Dam District. I see the economic condition of the people can still be maximized. The majority of the population is engaged in agriculture and animal husbandry. The "former" brand was also inspired because I made it an icon during counseling to teenagers at my place in charge of the Bendungan District."*

The largest respondent in this study, sex women, were from an age range of 20 years to 40 years. Dunson et al. (2004) explain on the website databoks.katadata.co.id, namely women transact more often in one year, which is 26 times compared to men who do only 14 times. Besides that, an article on the databoks.katadata.co.id website written by Dwi Hadya Jayani explained that the results of the 2020 Population Census recorded the majority of Indonesia's population are generation Z and Millennial generations. Gen Z makes up 27.94% of the country's 270.2 million people, while the Millennial generation makes up 25.87% of the entire population.

Suwarsih et al. (2021) write that generation Y (millennials) is a generation that grew up in the trending internet era. This generation has positive views of how technology and information influence Their life. Millennials are consumers who dominate the market today. No wonder this is a business opportunity for business people, especially online businesses. Generation Z is a diligent social media user, but they prefer a different platform than the previous generation. Generation Z can apply all activities at one time (multi-tasking), for example surfing social media via cellphone, browsing using a PC, and listening to music using a headset. Anything affiliated does digital. Since childhood, Generation Z is familiar with technology and gadgets, so information and technology have become part of their lives because they were born where access to information has become a world culture.

Table 1. Response to social media variables

Response	X1.1	X1.2	X1.3	X1.4	X1.5	Total	Presentase
very agree	0	0	0	0	0	0	0.0
agree	0	0	0	0	0	0	0.0
enough	1	0	3	1	4	9	2.7
disagree	26	22	31	31	40	150	45.5
very disagree	43	28	36	38	26	171	51.8

Source: The primary data is processed by SPSS, 2022

Information: X1.1 : Entertainment X1.2 : Interaction X1.3 : Trendiness X1.4 : Customization X1.5 : Word of mouth

Based on table 1. 5 (five) indicators measure social media variables, among others, entertainment, interaction, trend, customization, and word of mouth. The average social media variable has a very high category, namely 4.52 (average 4.2 > meaning very high/very good), and above 50% of respondents answered strongly agree. The result of the

variable description of social media (table 4.4) obtained most of the distribution of answers from respondents (n=70) on the interaction indicator. Research conducted by Nisrina Atikasari et al. (2019) at UMKM Blessings of Love Trenggalek explained that Oyster Mushrooms crispy small business production of crispy mushrooms Blessings of Love Trenggalek for sale online and offline. Online marketing is done through social media such as Instagram, Facebook, TikTok, and WhatsApp and resellers (Saptaria & Setyawan, 2021). Effort small crispy mushrooms UMKM Blessings of Love Trenggalek has a reseller who resells "Museum Former" online and offline.

Table 2. Average social media variables

I4,6ndicator	Average	Interpretation
Entertainment	4,6	very high
Interaction	4,7	very high
Trendiness	4,5	very high
Customization	4,5	very high
World of mouth	4,3	very high

Source: The primary data is processed by SPSS, 2022

Based on table 2. The interactions in this study are (1) opening the reply/comment publicly, (2) allowing private messages / direct messages, (3) including the mobile number in the media content, and (4) organizing events (events) for consumers. The internet has changed the pattern of interaction or less Public. Interaction patterns are carried out without having to be in one room and simultaneously. It follows Moriansyah (2015) 's opinion that motivation is using the media for individuals. Social activities are seeking information, sharing information, entertainment, relaxation, and social interactions. As for organizations or companies, Social media is widely used as a medium or tool for social media to carry out marketing communications. It allows organizations to establish interaction between brands/companies with consumers via social media and with social media capabilities for two-way communication. Organizational and consumer interactions through social media improve brand relationship quality.

4. Conclusion

The average social media variable has a very high category, 4.52, and above 45% of respondents agree and strongly agree. For organizations or businesses, the distribution of respondents' answers (n=70) to the interaction indicator is where most of the results of the description of social media variables are found. Social media is a marketing communication tool because it allows brands and businesses to communicate with consumers and combines social media capabilities with two-way communication. Organizational and consumer interaction through social media has the effect of increasing brand relationship quality.

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