

ANALYSIS OF MARKETING STRATEGIES THROUGH SOCIAL MEDIA TO INCREASE SALES OF CARP BREEDING BUSINESS IN CAUANG TANDKEK SELATAN PADANG PARIAMAN

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ABSTRACT

Marketing is one of the main activities that need to be carried out by a company, be it a goods or service company in an effort to maintain the survival of its business. This is because marketing is one of the company's activities, where it is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market. Social media is an online medium, with users able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. To increase the sales of carp hatcheries, a marketing strategy through social media is needed.

Keywords: Marketing, Social Media, and Carp Breeding

INTRODUCTION

Islam has a view of working and striving, including entrepreneurship, which can be said to be inseparable from human life because its existence as a caliph of fil-ard is intended to prosper the earth and bring it in a better direction. The encouragement to strive and work hard as a form of realization of human ephemeral is reflected in Surah Ar-rad 11 which means: "Surely Allah will not change a people unless it wants to change itself. Rapid advances in information and communication technology today have made all internet-based businesses begin to emerge. With the presence of.

The influence of technological changes has made all business fields strive to present marketing updates through the internet network with the term online marketing. This new online marketing concept allows business actors to reach marketing areas around the world more quickly and accurately. Business transactions at this time which are a new business phenomenon are carried out through internet media. One of the benefits of the internet is as a means of offering and promoting products in the form of goods and services. In terms of finances, the profit level of business actors, online marketing is very helpful in offering products so that sales increase.

The various strategies applied in marketing continue to grow, sellers and

buyers can meet and transact as the basis of a person's relationship with others through social media or called online marketing. Online marketing makes it easy for business actors to introduce their products quickly and in great detail about their products clearly and without requiring space or time and will make it easier to promote their products.

According to the opinion of Kotler (2000), marketing in distributing its services online has the following advantages

1. Product pricing and qualification can adapt to the market quickly
2. Printing costs and catalog costs for consumers do not need to be used so that they can create low costs
3. The way to dialogue with consumers is done through emails filled in the feedback that are available to form a relationship.
4. By online being able to find out potential consumers, current site visitors or those who have finished viewing the site, information can be further developed by adding or improving advertisements and marketing offers

The rapidly growing business world is a challenge and threat for business actors in order to win the competition and maintain the survival of their business. Business in the field of fish breeding is certainly a great opportunity for business people to continue to increase their sales by implementing the right marketing strategy.

Social media is now a growing phenomenon in the world of marketing. Marketers are beginning to understand the use of social media as a component in their marketing strategy. Social media, which includes online channels for sharing and participating in various activities, is an increasingly important way for brands to communicate interactively with their consumers (Murdough, 2009). In a relatively short period of time, marketers have made social media marketing for a variety of marketing purposes including branding, research, customer relationship management, service, and sales promotion where social media is rated the most for branding.

Social media marketing can easily be defined as the use of social media channels to promote a company and its products. This type of marketing can be considered a part of online marketing activities that complement traditional Web-based promotional strategies, such as email newsletters and online advertising campaigns.

Social media marketing is different from traditional marketing methods, therefore special attention and strategy formation are required to achieve brand image and loyalty. Social media marketing is related to relationship marketing, where companies need to move from "trying to sell" to "making connections" with consumers. Social media marketing is also seen as more sincere because in

communicating with its consumers, marketers try to show about the brand as opposed to trying to control the brand image.

One of them is in the Cauang community whose average income is from the sale of carp seeds seeded by the community. Looking at the development of the way of public sales only through regular consumers around Padang Pariaman Regency, which will increase business competition between communities that sell carp nurseries and allow for a decrease in sales results.

Business actors must be able to find ways to market their products widely and their market share can also be more. At this time, there are a lot of business systems or online businesses that have sprung up ranging from product business types and services. Considering that the sales process through social media is very easy to access and fast, making online shops popular with consumers.

Business opportunities must also have a high level of competition, so you must be good at marketing strategies so as not to be eliminated from the business competition. Promotional techniques for marketing gourami fish seeds can use social media with the aim of expanding the sales system and market share. This way the business will be easily recognized by consumers and get more visitors to the nursery. Considering that nowadays everyone is looking for information using internet media for daily activities.

Based on the description above, the author is interested in conducting research on the analysis of online marketing strategies to increase the sales of carp breeding business which is then outlined in the form of a scientific paper entitled "Analysis of Online Marketing Strategies to Increase Sales of Carp Breeding Business in Cauang, South Tandikek District, Padang Pariaman Regency.

RESEARCH METHODS

This community service activity is a field research conducted in Jorong Cauang, South Nagari Tandikat, Padang Pariaman. The method used for this research is the qualitative descriptive method, which is a method in researching the status of a group of people, objects, conditions, thought systems or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual and accurate description, description or painting of the facts, properties and relationships between the phenomena being investigated. The main focus of this research method is to explain the object being researched so that later it will answer what phenomenon occurs. The purpose of the descriptive method is to explain and describe a phenomenon or event that is being researched. Therefore, the descriptive method in research activities has a number of criteria which include the problem formulated must be feasible, the purpose of the research must not be too broad, the data is a fact, the place and time of the research are clear and the results of the research are explained in detail. The data sources in this study are primary

and secondary. Primary data is data or information obtained by researchers directly from the source. As for Secondary Data, there is information obtained from second parties, both in the form of people and records such as books, reports and magazines which are documentation and interview processes with nursery entrepreneurs.

DISCUSSION

The residents of Korong Cauang are part of Patamuan sub-district, southern Tandikat Regency. Korong Cauang is located in a lowland area. Most of the livelihood of the Korong Cauang community is Gurame Fish Nursery, besides that, the community also makes other efforts to be able to meet their daily needs such as eggplant nurseries, bitter melon, and others. Korong Cauang This is in the form of plains and hills. The plains are used as agricultural land and settlements for the community while the hills are used as land where people garden and farm as well as tourist attractions such as a waterfall called Ngungun Indah Waterfall. The economic condition of the Cauang people earns income from the sale of carp fish nursery, some people are also rice farmers and some others are gardeners ranging from planting chili peppers to taking rubber sap. In Korong Carang, there is also a group of women farmers consisting of Korong Cauang mothers, besides that there are also people who raise livestock. Thus, the economic growth of the people of Cauang is currently still said to be unstable and also does not include the category of people whose economy is high.

In business competition, a strategy is needed to win a competition among other businessmen. This strategy can be in terms of marketing, pricing, service to consumers, which will attract consumers to be loyal to our business. In strategy, businessmen must be able to read the opportunities that exist around the market and consumers to make it easier to navigate the competition around the business being managed. In the Great Dictionary of the Indonesian Language, the word strategy means a careful plan of activities to achieve a specific goal. The term strategy comes from the Greek *strategia* which translates as "*the art of the general*" or the art of a commander which is usually used in warfare.

According to Chandler quoted by Triton in his book *Marketing Strategic*, "Strategy is a fundamental long-term goal and goal of a company, and a series of actions and resource allocation that are essential to executing these goals. Meanwhile, according to Child, strategy is a basic or critical choice regarding the goals and methods of the business." It is so important to prepare a strategy in making a business, the strategy contains about how to achieve the goals made in the business and from this strategy must have long-term basic goals and what are the goals of a business.

Marketing is one of the main activities that need to be carried out by a

company, be it a goods or service company in an effort to maintain the survival of its business. This is because marketing is one of the company's activities, where it is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market. (Kotler and Keller 2009). Marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of products or services from producers to consumers (Shinta, 2011). This marketing role only does not convey products or services to provide satisfaction to customers by generating profits. The goal of marketing is to attract customers by making their trust in the business by promising superior value, setting attractive prices, distributing products easily, promoting effectively and retaining existing customers while still adhering to the principle of customer satisfaction.

The marketing strategy according to Kotler (2000) says that." Marketing strategy is the logic of marketing and based on that business units are expected to achieve marketing goals, marketing strategy consists of making decisions about marketing costs of the company". According to Winardi (2001) declares that." The marketing strategy used by the company is the result of a combination of various marketing elements". Marketing Strategy is basically a comprehensive and integrated plan in the field of marketing goods and services. In other words, a marketing strategy is a series of policy goals and objectives, as well as rules that give direction to marketing efforts for goods and services. Marketing Strategy is a form of directed plan in the field of marketing, to obtain an optimal result (Utari D 2018).

That Marketing Strategy is a series of activities that are directed to achieve goals with an innovative and creative mindset, to deal with trends that occur within the company and outside the company, which will affect the interests and future of the company. One of the marketing strategies that is often carried out by a company is by spreading the marketing itself.

The way Marketing is spread is divided into 2, namely offline and online marketing strategies. Offline Marketing Strategy For an offline strategy that should be maintained, make sure your promotional budget also includes the distribution of flyers or leaflets. A well-designed flyer can't be replaced by any other form of marketing if your goal is advertising. Make sure the design and print look good and keep it attractive in black and white, then hire the power to spread the flyer in places that your target audience might visit. There are still many people who care and read flyers so not to do so can cause losses for businesses. Meanwhile, Online Marketing Strategy is the process of preparing integrated communication that aims to provide information about goods or services products in relation to satisfying human needs and desires through internet media (Nisa K. Laili, A.Qolbiyatul & Suyanto, M.2018).

Social media is an online medium, with users able to easily participate, share,

and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is an online medium that supports interaction. Social and social media use web-based technology that turns communication into interactive dialogue (Cahyono 2016).

The use of social media is very useful for businessmen or entrepreneurs, because with this social media it is very helpful for entrepreneurs and businesses, starting to see what is needed in the market consumers through social media and making it easier in terms of reaching consumers who are not just from around the company by using social media as a marketing tool to create a wider reach for consumers that are obtained by the company.

Improvement of marketing strategies is biased by carp breeding entrepreneurs through social media. According to Drury Veby Zilfania, (2014: 17) stated that the use of social media has begun to be often used in marketing, public communication, offices or departments that are directly related to consumers or stakeholders. In business, social media is also one of the channels that supports communication in marketing merchandise quickly and profitably compared to selling directly to the market. The merging of social media with marketing is to support marketing performance in line with the development of technology and information. Social media marketing is a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that is not possible through traditional advertising channels. And according to Dan Zarella (2010), social media marketing is a marketing strategy using social media sites such as Facebook, Twitter, Youtube and so on. Social media is one of the powerful ways to promote the products and services that we have through internet marketing. The method is easy, simple, but has an amazing effect.

In addition, social media marketing is a marketing technique or tactic that uses social media as a means to promote a product (link to an online business website page) or a service, or other products more specifically. Social media marketing is more about the development and use of social media areas as a means or place to build the target market of online businesses. In the development of social media marketing, it should be remembered that businessmen must build groups or target markets with mutual respect and always communicate with the target market.

There are several social media marketing that are popular among the public, such as Facebook, Twitter, Pinterest, Reddit, Youtube, Myspace, Digg, Google Plus, LinkedIn, Instagram and many others. Each social media used has different usage procedures, such as Instagram, for example, which can only share photos and videos that can be filled with links, captions, tags and hashtags. It is different with

Facebook which has a variety of features that can be used, such as creating Fanpages, Groups, Video Status, Link Status, Photo Status and others. Social media marketing techniques must be done by website owners and online businesses, because social media marketing techniques are easier, cheaper and more efficient. The way social media marketing works is by building market areas and online business website links that are shared on various social media.

According to Singh (2010) in the journal As'ad, H. AbuRumman entitled The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan (2014) Social media marketing has several dimensions, namely the following:

1. Online Communities
Where a company or business can use social media to build a community for the products or businesses offered. Where a group can create loyalty and encourage business development.
2. Interaction
Through facebook and twitter, you can give a notification to all followers or a subject quickly and continuously. Using social networks can create interactions by using up-to-date broadcasting, and consumers can easily get information.
3. Sharing of Content
Dimensions that are used as a medium for exchanging information, distributing, and obtaining content through social media, for example: such as newsletters, message features, and so on.
4. Accesbilit
Social media can be accessed easily at a relatively low cost and even does not spend money in its use. In addition, social media also does not require skills or knowledge to access the site.
5. Credibilitty
Regarding how a company makes and conveys a clear message to consumers, builds credibility about what the company is doing and strives to build an emotional connection with the target market, motivate purchases and encourage consumer loyalty. In addition, social media is an internal platform for a business and can relate to consumers directly on a large scale and increase trust and respond to suggestions or criticisms from consumers.

Changes from traditional marketing strategies used by carp nursery entrepreneurs can be added in terms of marketing methods through social media for significant changes. According to Awareness (2008) social media marketing has new changes compared to traditional marketing, the new changes are: Social media marketing consists of multi-directional dialogue. Brands talk to customers,

customers talk to brands, and perhaps most importantly—customers talk to each other. This situation is a new kind of bonding that was not possible before the advent of Web 2.0. Social media marketing is participatory. What makes it social is that it depends on user participation. Social media marketing can be realized, user participation is required. Social media marketing is generated by users. Most of the content and connections in online communities are created by users, not by brands. Undoubtedly, some content and conversations are generated by brands, but these types of content and conversations are few. The goal is to get users to talk.

CONCLUSION

The use of social media can be one of the alternatives to increase the sales of carp seeds, because by marketing products using social media, it can easily disseminate the carp breeding business among a wide range of consumers. By using social media, it will make it easier to market carp nurseries more effectively and expand the market share of consumers both in their own region and in other regions as well as possibly abroad. By doing marketing and sales through social media, it can be done anytime and anywhere, making it easier for carp nursery entrepreneurs to do marketing, introduce products to consumers, and save marketing costs.

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