

THE IMPACT OF MANADO LIVE ONLINE HOUSE ON "ER-SHOP OK" SALES PERFORMANCE IN INCREASING SALES VOLUME

DAMPAK RUMAH LIVE ONLINE MANADO TERHADAP KINERJA PENJUALAN "ER-SHOP OK" DALAM MENINGKATKAN VOLUME PENJUALAN

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Abstract: The purpose of this study was to determine the effect of Rumah Live Online Manado on the sales performance of ER-SHOP OK in increasing sales volume. This study uses a qualitative method. Data were collected through interviews, observation and documentation. There are three data analysis used, namely: (1) data reduction, (2) data presentation, (3) drawing conclusions/verification. Based on the results of the interviews, it can be concluded: 1. The increase in sales was caused by the use of social media Facebook in marketing and providing information about scooping snacks to the public so as to provide opportunities in sales. 2. Business actors "ER-SHOP OK" can sell 30-50 scoops of snacks with how many times live broadcasts a day. 3. It is important to regularly post products on Facebook or live broadcasts as a way to attract customers and provide rewards such as bonuses, money transfers or credits. 4. In snack sales, the "ER-SHOP OK" store serves purchases within and outside the city with a guarantee that can make customers feel safe and comfortable..

Keywords: marketing, sales performance, online business media

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui dampak Rumah Live Online Manado terhadap kinerja penjualan ER-SHOP OK dalam meningkatkan volume penjualan. Penelitian ini menggunakan metode kualitatif. Data dikumpulkan melalui wawancara, observasi dan dokumentasi. Ada tiga analisis data yang digunakan, yaitu: (1) reduksi data, (2) penyajian data, (3) penarikan kesimpulan/verifikasi. Berdasarkan hasil wawancara dapat disimpulkan: 1. Peningkatan penjualan disebabkan oleh penggunaan media sosial facebook dalam pemasaran dan pemberian informasi tentang menyendoki jajanan kepada masyarakat sehingga memberikan peluang dalam penjualan. 2. Pelaku usaha "ER-SHOP OK" bisa menjual 30-50 scoop jajanan dengan berapa kali siaran langsung dalam sehari. 3. Penting untuk secara teratur memposting produk di Facebook atau siaran langsung sebagai cara untuk menarik pelanggan dan memberikan hadiah seperti bonus, transfer uang, atau kredit. 4. Dalam penjualan snack, toko "ER-SHOP OK" melayani pembelian dalam dan luar kota dengan jaminan yang dapat membuat pelanggan merasa aman dan nyaman..

Kata Kunci: pemasaran, kinerja penjualan, media bisnis online

INTRODUCTION

Research Background

In global developments, science and technology have a great impact on society and develop from time to time. Now science and technology is the most important part in the progress of the world. Humans cannot improve their welfare without utilizing science and technology. History shows that the progress of a nation is determined by the mastery of science and technology. Science and technology provide many benefits and convenience in work and activities. In today's era of world development, it is very easy for producers of goods and services to keep going.

Therefore, it is difficult for companies to change their strategy and marketing with consumers, in order to maintain business continuity that has been built and overcome competition with other competitors. One of the

positive impacts of technology in human life, especially in the field of marketing, is the process of delivering information very quickly. Currently there are 2 (two) types of marketing, namely offline marketing and online marketing. Offline marketing is finding customers through face-to-face meetings. While online marketing is to use the website as a marketing medium. Social media currently used to market products include Facebook, Instagram, Twitter, etc.

Through information obtained from the Ministry of Communication and Information, internet usage in Indonesia has reached 63 million people (Kemenkominfo, 2013). Of this figure, 95 percent use the internet to access social networks. The Director of Services at the Directorate General of Information and Public Communication (IKP), Selamatta Sembiring said that the most accessed social networking sites were Facebook and Twitter. Indonesia ranks as the fourth largest Facebook user after the United States, Brazil and India. From these data it can be said that the Indonesian people are classified as active in using social media.

Many people use social media, so the potential for using social networks as a means to improve their standard of living by using online media is very open, especially now that accessing social media is quite easy. One thing that can be done is to conduct online buying and selling activities using social media such as Facebook. In competing with its competitors, business people must now have a strategy in using Facebook as a means of online promotion. The use of the Facebook social network in buying and selling goods is no stranger to hearing, both used and new. Online business sales on Facebook make it easier for consumers to choose and find information about the products they order or just view product price information, etc..

Research Objective

The purpose of this study was to determine the impact of Rumah Live Online Manado on the sales performance of ER-SHOP OK in increasing sales volume.

THEORITICAL FRAMEWORK

Marketing

Marketing is the process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return (Kotler and Armstrong, 2014). According to Chaffey (2009), marketing is a management process that is responsible for identifying, anticipating and satisfying customer needs profitably.

Online Business

Online business is a business that uses the internet as a medium to market a product or service (Timothy, 2010). According to Majda (2015), online business is a business that is run online using the internet network, while the information to be conveyed or sold usually uses a website or application. Kurniawan (2010) said that online business is any effort or method taken to bring profit in the form of money by utilizing the internet network to sell products, services, and information. So it can be concluded that online business is an activity carried out by individuals or communities to gain profits and share information by utilizing the available internet network.

Social Networks

Social networking is a web-based service that allows each individual to build social relationships through cyberspace such as building a profile about himself, showing one's connections and showing what relationships exist between one member and another in the system provided (Boyd and Ellison, 2013). Carr and Hayes (2015) stated that social networks are internet-based media that provide opportunities for users to interact and present themselves, either directly or delayed, with audiences.

Sales Performance

According to Hidayah (2001), sales performance is an assessment of behavior at work. This description of the quality of sales behavior shows the activities of salespeople who show different results. Sales performance can be seen as the impact of carrying out a role for a salesperson, the performance is the result of the sales force's persistence in the process of approaching and providing good service to consumers (Spiro and Weiltz, 1990). Based on the explanation above, it can be concluded that sales performance is an assessment of work and how to meet targets by salespeople. Fulfillment of targets can be a reflection of how the contribution and responsibility of the salesperson to the company. The ability of salespeople to achieve the set targets and contribute is an

important thing that must be considered in the effectiveness of the sales organization.

Sales Volume

According to Kotler (2005), sales volume is goods sold in the form of money for a certain period of time and in it has a good service strategy. According to Rangkuti (2009), sales volume is the total amount generated from the sale of goods. Dharmesta (2005) argues that sales volume is net sales from the company's profit report.

Previous Research

Nur (2012) determined the effect of sales promotion on women's clothing in the blackberry messenger group and the factors that influence the buying interest of Hasanuddin University Communication Science students. The method used in this research is descriptive quantitative research method. The population in this study were all students of Communication Studies at Hasanuddin University class of 2008, 2009, 2010, and 2011. The sample technique used was stratified sampling technique. Data was collected through a questionnaire, while the data analysis technique used simple linear regression analysis. From the results that the influence of sales promotion of women's clothing in the BlackBerry Messenger group has no effect on the buying interest of Hasanuddin University Communication Science students. Factors that influence buying interest are price discounts, free shipping, product quality, product brands, and product models that are more updated.

Nugraheni and Soraya (2021) determined the use of social media in the creative household industry during the covid 19 pandemic. Using the concept of marketing communication and social media. The research approach used is qualitative with case study method. Data collection techniques were carried out by conducting online interviews with three housewives who have a National Handicraft industry in the Surabaya City Region. In this study, it was found that the large role of social media in marketing the food and beverage, fashion and accessory businesses, especially as a means of product promotion into a creative industry business that is quite easy to apply and supports the household economy.

Nurdiany (2015) examined IALF's marketing communications strategy in attracting students to enroll in English courses at IALF. This research is also a qualitative research, Participation Action Research or also known as participant observation. The researcher identified the marketing communication strategy and model that was implemented by IALF with the theory and model created by George E. Belch. These results are used to determine the strengths and weaknesses of the marketing communication strategy and model implemented by IALF Surabaya. So that the research results can be input and recommendations for IALF managers in planning communication marketing activities. The results of this study examine the project management cycle model that has been applied by IALF with the model from Belch.

RESEARCH METHOD

Research Approach

This type of research is a case study research using a qualitative approach, namely descriptive analysis in the form of written words. Qualitative research is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols, and descriptions of a phenomenon; natural and holistic; prioritizing quality, using several methods, and presented in a narrative manner.

Population, Sample, and Sampling Technique

In this study, the population is "ER-SHOP OK" who is a member of the Manado Live Online house facebook group. The sample in this study amounted to 3 people, namely the owner and 2 employees of "ER-SHOP OK" as people or actors who really know and master the problem, and are directly involved with this research problem. In this study there are several sampling techniques used by researchers, namely: 1. Interview, 2. Observation 3. Documentation

Data Analysis Technique

The data analysis technique used in this study is the technical data model of Miles and Huberman (1992) that in qualitative research data is collected through various different data collection techniques, such as interviews, observations, quotes, and documentation, notes - notes through tape, looks more in the form of words than numbers. Therefore, the data must be "processed" and analyzed before it can be used. There are three data analysis activities that must be carried out simultaneously, namely: (1) data reduction (data reduction), (2) data display (data display),

and (3) conclusion drawing/verification.

RESULT AND DISCUSSION

Result

Snack Sales Development

Increasing the sales volume of snack scoops, one of the influential factors is to develop sales performance in the marketing of snack scoops. Because with the implementation of marketing management, it will affect the sales volume. The sales targets set by "ER-SHOP OK" in obtaining sales profit are as follows:

Table 1. ER-SHOP OK Snack Sales Target for 2017 to 2021

No.	Year	Sales Target (Serok)
1.	2017	3.000
2.	2018	3.500
3.	2019	3.500
4.	2020	4.000
5.	2021	4.000

Source: "ER-SHOP OK" Store Owner (Yunita Kasingku)

The following will present the development of snack sales volume in the last 5 (five) years, which can be seen through the following table:

Table 2. ER-SHOP OK" Snack Sales Volume Development for 2017 to 2021

No.	Year	Snack Sales Target (Scoop)	Snack Sales Volume (Scoop)	Selling Price (IDR)	Sales Value (IDR)
1.	2017	3.000	3.317	11.000	36.487.000
2.	2018	3.500	3.855	13.500	52.042.500
3.	2019	3.500	4.469	15.000	67.035.000
4.	2020	4.000	4.850	17.500	84.875.000
5.	2021	4.000	5.181	20.000	103.620.000
Average		3.600	4.334	15.400	68.811.900

Source: "ER-SHOP OK" Store Owner (Yunita Kasingku, S.Pd.K.)

Based on the sales volume data of "ER-SHOP OK" snack, it can be presented the growth rate of snack sales as follows:

Table 3. Percentage of Growth in Sales Volume of Snack "ER-SHOP OK" 2017 to 2021

No.	Year	Snack Sales Volume (Scoop)	Sales Progress Scoop	%
1.	2017	3.317	-	-
2.	2018	3.855	538	14
3.	2019	4.469	614	14
4.	2020	4.850	381	8
5.	2021	5.181	331	6
Average		3.101	466	15

Source: Processed Data

Application of Social Networking Method

One of the largest and most widely used social networking media in the world is Facebook. The popularity of the Facebook social network has become a tremendous attraction for business people and companies to use it in building and expanding business empires. The Facebook social networking method is used as an effective marketing communication strategy because it is very easy to access and able to cover all levels of users. How to market products to Facebook media is very easy, just enter a Facebook trading group such as Rumah Live Online Manado then post a snack bag and include a cellphone number to make it easier for customers to communicate

further and provide information including prices, how to order and bonuses for customers (to withdraw customer attention). This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022). Yang said, that: "Posting a snack by using interesting words and including a cellphone number to make it easier for customers to communicate further".

In order for posts to be easily seen by Facebook users or members of the Manado Live Online House group, the informants post very often so that their posts are not drowned out by the posts of other sellers. This is in accordance with the results of an interview with Vanessa (18 June 2022), who said that: "Very often because posting on Facebook can attract customers. In addition, we must always be online on Facebook to do live broadcasts so that customers are more interested in our products". The presence of Facebook media is indeed very helpful in terms of marketing products, especially with the presence of a Facebook group, namely Rumah Live Online Manado, which makes it very easy for sellers and buyers to communicate. Manado Live Online House not only accepts orders within the city of Manado, but also accepts orders outside the city of Manado due to the people's ability to access social media such as Facebook. This is in accordance with Itho (18 June 2022), also said that: "Yes, of course we accept, as long as we really want to buy, of course we accept".

"ER-SHOP OK" continues to market its products on the Manado Live Online Facebook Facebook group so that its business can continue to grow. One way is to sell and accept orders not only in the city of Manado, but also accept orders outside the city of Manado. Many from outside the city of Manado have bought snack scoops from us, including Tondano, Tomohon, Talaud, and Amurang. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "The areas that have ordered our snack scoops are Tondano, Tomohon, Talaud, Bitung and Amurang". From the informants' explanations regarding the application of the Manado Live Online Facebook social networking method, it can be concluded that it is necessary to regularly post products on Facebook or live broadcasts as a way to attract customers. Then the informant also explained that in the sale of Yunita Kasingku snack scoops serves purchases inside and outside the city with guarantees that can make customers feel safe and comfortable, such as (the snacks sold are large, the expiration date is long, the snacks are still packaged, etc.).

Factors Supporting the Use of Online Business Media

Facebook is one of the most widely used social networks by the people of Indonesia, so it is not surprising that Facebook media can be a business opportunity as well as a very potential product marketing tool. Facebook provides a place to meet and communicate from one member to another. Facebook's online business is very easy to access and able to reach all Facebook users. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022). who said, that: "Yes, of course it is very helpful, because it is very easy to access and able to reach all Facebook users". The same thing was conveyed by Vanessa (18 June 2022) who said that: "It is very helpful, apart from the convenience, we also don't need to spend money in marketing the product". Meanwhile, Itho (June 18, 2022), also said that: "Of course it is very helpful, because we can market our products whenever we want and have a very broad target market".

There are many advantages that can be obtained in selling online on Facebook, apart from the large number of Facebook users and very easy to access, it also really helps us in communicating with buyers, making it easier for us to market products. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that "It is very easy to access and there are many people who use Facebook, making it easier for us to market our products". The same thing was conveyed by Vanessa (June 18, 2022), who said that: "The large number of Facebook users provides a very big opportunity for us to market our products". Meanwhile, Itho (June 18, 2022), also said that: "There is no limited time and place when we want to market our products and it makes it very easy for us to communicate with customers". The large number of facebook users who join the Manado Live Online house facebook group, especially as sellers, makes competition not easy, so "ER-SHOP OK" must think of ways to attract buyers to buy snack scoops at "ER-SHOP OK". We give trust by providing guarantees and bonuses for every purchase of snack scoops, such as (the snacks sold are large, the expiration date is still long, the snacks are still sealed in the package). This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Giving trust by providing guarantees and bonuses for every purchase of snack scoops, such as (snacks sold in large sizes, expiration dates) still long, the snack is still sealed in the package)".

So if the product does not match what the buyer ordered, the product can be returned. Vanessa also conveyed the same thing (June 18, 2022). who said that: "Communicate politely and well and prioritize honesty with customers, such as explaining in detail related to the snack scoops that we sell". Meanwhile, Itho (June 18, 2022) also said that: "We provide a guarantee to customers, if the scoop of snack purchased does not match the

information we posted, please return it. This is our way of getting customers to be interested and believe in us." From the informants' explanations regarding the factors supporting the use of online business media, it can be concluded that the existence of online business media Facebook is very helpful in marketing snack snacks because it is very accessible and able to reach all Facebook users and can assist in communicating with buyers.

Factors Inhibiting the Use of Online Business Media

Online business competition is very high, technological advances make most people market their products through the internet. So we can be sure the competition is very tough. The large number of members in the Manado Live Online House facebook group, especially as sellers, certainly adds to the competition in marketing the snack scoop on Facebook media, so that the posts will quickly be under the posts of other users and difficult for customers to see. The informant said that there were many obstacles in marketing Serok Snacks to Facebook media, ranging from network problems to posting problems, where our posts were easily under other users' posts and difficult for customers to see. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Yes, there must be, especially since we sell online, which of course requires a network. If the network is not stable, it will certainly make it difficult for us to post a snack on Facebook." The same thing was conveyed by Vanessa (June 18, 2022), who said that: "Yes, there must be, our post is quickly under the posts of other users". Meanwhile, Itho (June 18, 2022), also said that: "There must be, what happens most often is that our posts quickly get under the posts of other users".

Problems that often occur in buying and selling activities in the Manado Live Online House group, especially the scoop of snacks, one of which is that several Manado Live Online House users act as buyers, often playing with the seller. One example is where customers often arbitrarily cancel purchases for no apparent reason, even without confirmation of the cancellation. Informants said that very often there were cancellations of purchases without prior confirmation. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "There are often cancellations of purchases without prior confirmation". The same thing was conveyed by Vanessa (June 18, 2022), who said that: "There are many people who php (given false hope), the goods have been prepared but the person canceled the purchase without any confirmation to us". Meanwhile, Itho (June 18, 2022), also said that: "It often happens that you have asked at length, bargained for a very cheap price and even made a deal to buy it but the person suddenly canceled the purchase without giving a clear reason".

With the many problems that often occur in selling on Facebook's online-business media, such as unilateral cancellation by the buyer which is very detrimental to the seller. The informant took steps by asking for his cellphone number then we directed him to the store if you wanted to ask questions, choose snacks and buy the type of snack you want. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022) who said, that: "we asked for his cellphone number then we directed him to our shop to make transactions". The same thing was conveyed by Vanessa (18 June 2022), who said that: "We invite you to the store if you want to buy, so that things don't happen that harm us and make transactions more secure and comfortable". Meanwhile, Itho (June 18, 2022), also said that: "We ask for his cellphone number then we direct him to the store if you want to ask questions, choose snacks and buy the type of snack you want".

In online buying and selling activities on Facebook, the informant said that running an online business does not hinder daily activities. Running an online business does not at all hinder daily activities, because we can post anytime and anywhere. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Of course not. Because by selling online, we can post anytime and anywhere." The same thing was conveyed by Vanessa (18 June 2022), who said that: "No, because when a customer comes to the store and at that time one of the employees is busy, we can take turns". Meanwhile, Itho (June 18, 2022), also said that: "No, because if there are snack shoppers outside of working hours, we will process it when the shop is open so it won't bother you at all". From the informant's explanation regarding the inhibiting factors for the use of online business media, it can be concluded that there is an inhibiting factor in the use of online business media, namely the influence of the network, if the network is unstable, it is difficult to post a snack to Facebook. Another factor is the frequent cancellation of purchases without confirmation.

Sales Volume Increase

The increase in the sales volume of online business media (the Manado Live Online Facebook Facebook group) is due to its wide reach and a trend among the wider community because of its convenience and the various payment methods that can be used in conducting online buying and selling transactions. By using social media, products that are marketed are easier to get customers, especially by using social media Facebook, whose users

are the fourth largest in the world with 130 million Facebook users. With many Facebook users in Indonesia, research informants use it to sell their products not only in stores, but also by using social media such as Facebook. In the research that has been done, the informant said that by using social media, product sales increased more than selling only in shops / stalls. This proves that marketing products through the online media Facebook is more profitable than just selling in stores/warung only. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Yes, it is clearly increasing, because the positive impact of using social media by the community really helps us in marketing and providing information about snacks. for the people". The same thing was conveyed by Vanessa (18 June 2022) who said that: "It has increased because the majority of people use Facebook to communicate, so we have many opportunities to increase sales". Meanwhile, Vanessa (June 18, 2022) also said that: "It is increasing, because social media such as Facebook is very helpful in selling scoops of snacks". After joining Rumah Live Online Manado, product sales have increased.

The products marketed on Facebook social media are usually <30 scoops, and those sold are usually erratic, a minimum of 25 scoops and a maximum of 50 scoops per day. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Usually it is approximately 30-50 scoops per day, Uncertain, but every day there must be a minimum of 30-50 scoops with how many times live broadcast in a day". Vanessa also conveyed the same thing (June 18, 2022). who said that: "Usually around 30-50 scoops per day, Uncertain but every day there must be at least 30-50 scoops of snacks with how many times live in a day". Meanwhile, Itho (June 18, 2022), also said that: "Uncertain, usually around 30-50 seroks per day, Uncertain, what is clear is that every day there must be at least 30-50 seroks with how many times live in a day". From the informants' explanations regarding the increase in the sales volume of Facebook's online business media, it can be concluded that by using Facebook's social media, clothing sales have increased more than selling only in shops/warung. This proves that marketing products through the online media Facebook is more profitable than just selling in stores/warung only. After joining Rumah Live Online Manado, product sales have increased. The snacks marketed on Facebook social media are usually 100 scoops, and those sold are usually 30-50 scoops with how many times live in a day.

The conclusions that can be drawn from the results of the interview above are as follows:

1. There was an increase in sales caused by the use of social media Facebook in marketing and providing information about scooping snacks for the community so as to provide opportunities in sales.
2. Although the sale of scoops of snacks through social media Facebook is uncertain, "ER-SHOP OK" business actors can sell 30-50 scoops of snacks with how many times live in a day.
3. It is necessary to regularly post products on Facebook or live broadcasts as a way to attract customers and provide giveaways such as Rp. 50,000 Tf of Money, or 50,000 rupiah of credit.

In snack sales, the "ER-SHOP OK" store serves purchases inside and outside the city with guarantees that can make customers feel safe and comfortable, such as (snacks sold are large, the expiration date is still long, the snacks are still packaged, etc.).

Discussion

After the presentation of the research results, this section will present a discussion of the Impact of Manado Live Online House on the Sales Performance of "ER-SHOP OK" in Increasing Sales Volume. After joining Rumah Live Online Manado, product sales have increased. The snacks marketed on Facebook social media are usually 100 scoops, and those sold are usually erratic, a minimum of 25 scoops and a maximum of 50 scoops per day. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "Usually it is approximately 30-50 scoops per day, Uncertain, but every day there must be a minimum of 30-50 scoops with how many times live broadcast in a day".

Online Business Media

Online business is a business that is run online using the internet network, while the information that will be conveyed or sold usually uses a website or online business application that has considerable prospects in the future, because now almost everyone wants practicality and convenience in meeting their daily needs. -day (Majda, 2015). There are many advantages that can be obtained in selling online on Facebook, apart from the large number of Facebook users and very easy to access, it also really helps us in communicating with buyers, making it easier for us to market products. This is in accordance with the results of an interview with Yunita Kasingku (18 June 2022), who said that: "It is very easy to access and there are many people who use Facebook, making it easier for us to market our products".

According to Liliweri (2015) In the business world, social media or online media is used as a liaison between users, namely:

1. Social media as a strategic tool to reveal business insights.
2. Social media acts as a controller that controls the conversation around a particular brand.
3. Social media functions as marketing because it provides added value from a product.
4. Social media is a process to treat customers.
5. Social media changes the organization from a closed one to a transparent one, thereby influencing customer expectations.

From the informants' explanations regarding the factors supporting the use of online business media, it can be concluded that the existence of online business media Facebook is very helpful in marketing snack snacks because it is very accessible and able to reach all Facebook users and can assist in communicating with buyers.

Sales Volume

Sales volume is the total amount generated from the sale of goods. The greater the number of sales generated by the company, the greater the possibility of profit generated by the company. Therefore, sales volume is one of the important things that must be evaluated to enable the company not to lose. So, profitable sales volume should be the main goal of the company and not for the sake of volume itself (Rangkuti, 2009).

The indicators of sales volume according to Dharmesta (2008) are:

1. Reach sales volume
2. Earn profit
3. Supporting company growth

In the research that has been done, the informant said that by using social media, product sales increased more than selling only in shops / stalls. This proves that marketing products through the online media Facebook is more profitable than just selling in stores/warung only. This is in accordance with the results of an interview with Yunita Kasingku (June 18, 2022) who said that: "It is clearly increasing, because the positive impact of using social media by the community really helps us in marketing and providing information about selling snacks. for the people". From the informants' explanations regarding the increase in the sales volume of Facebook's online business media, it can be concluded that by using Facebook social media, the sale of scoops of snacks is increased compared to selling only in shops/stalls. This proves that marketing products through the online media Facebook is more profitable than just selling in stores/warung only. After joining Manado Live Online House, product sales have increased. The snacks marketed on Facebook social media are usually 100 scoops, and those sold are usually 30-50 scoops with how many times live in a day. Usually <30 scoops, a minimum of 25 scoops and a maximum of 50 scoops per day.

In accordance with previous research by using social media facebook sales volume has increased, by selling through social media facebook buyers can be easily accessed to choose and find the desired snack. Promotion is very influential on the company's efforts to achieve maximum sales volume, because even though the products offered are good, relatively cheap and easy to obtain, if it is not accompanied by good promotions, the level of sales will not be adequate. As the results of interviews which show that the number of people who use the online media Facebook provides a very large opportunity in marketing scoop snacks. In addition, there is no limited place and time in using Facebook's online media, making it easier to communicate directly.

CONCLUSION AND RECOMMENDATION

Conclusion

1. After conducting research on "ER-SHOP OK", researchers can draw the conclusion that by using Facebook Social Media as an Online Snack Business Media in the Manado Live Online Home Facebook Group, the sales volume increases more than just selling in shops / stalls, because social media can assist in the promotion process so as to minimize the costs incurred for promotional activities. In addition, it also makes the process of selling scoops of snacks easier in the Manado Live Online House group, because the reach is wider and easy to access.

Recommendation

With reference to the conclusions stated above, the suggestions that researchers can give as consideration for the Manado Live Online House are as follows:

1. Online business entrepreneurs must always update and follow the development 5.1 of existing technology. So they can develop their business.
2. It is also necessary to build strong trust between consumers and online sellers. So that it can make the online business reputation even better.
3. Readiness and ability to run an online business must also be strong so that unexpected losses do not occur. Whether caused by dishonesty, human error or electronic error.

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