

SOCIAL MEDIA MARKETING AND SALES PERFORMANCE OF CULINARY BUSINESSES IN KAWANGKOAN*PEMASARAN MEDIA SOSIAL DAN KINERJA PENJUALAN PADA USAHA KULINER DI KAWANGKOAN*

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Abstrak: Penelitian ini membahas tentang peran pemasaran media sosial dalam meningkatkan kinerja penjualan pada usaha kuliner di Kawangkoan. Bisnis kuliner memanfaatkan media sosial sebagai alat pemasaran online untuk mendapatkan pangsa pasar yang memuaskan. Saat ini media sosial sangat mudah diakses oleh siapa saja di seluruh dunia, termasuk para pebisnis kuliner yang menggunakan media sosial sebagai sarana untuk memberi dan berbagi informasi mengenai produk yang ditawarkan kepada konsumen secara online agar lebih dikenal. Tujuan dari penelitian ini adalah untuk mengetahui apakah peran pemasaran media sosial dapat meningkatkan kinerja penjualan pada bisnis kuliner. Metode penelitian ini adalah metodologi kualitatif dengan menggunakan pendekatan deskriptif dengan memanfaatkan data sekunder yang berasal dari berbagai literatur seperti buku, jurnal/artikel dan homepage untuk mengakses data informasi terkini dan sampel yang digunakan dalam penelitian ini adalah 15 responden yang menjalankan usaha kuliner dan menggunakan media sosial. Hasil penelitian ini menunjukkan bahwa Pemasaran Media Sosial memberikan prospek yang baik untuk meningkatkan kinerja penjualan pada Usaha Kuliner di Kawangkoan.

Kata Kunci: Pemasaran Media Sosial, Kinerja Penjualan, Usaha Kuliner

Abstract: This study discusses about the roles of social media marketing in increasing sales performance in culinary businesses in Kawangkoan. Culinary businesses utilize social media as an online marketing tool to gain a satisfying market share. Currently social media is very easily accessed by anyone around the world, including culinary businessmen who use social media as a means of giving and sharing information about products offered to consumers online so that they are better known. The purpose of this research is to find out whether the roles of social media marketing can increase sales performance in the culinary business. This research method is a qualitative methodology using a descriptive approach by utilizing secondary data originating from various literature such as books, journals/articles and homepages to access the latest information data and the sample used in this study is 15 respondents who run a culinary business and use social media. The results of this study indicate that Social Media Marketing provides good prospects for increasing sales performance in Culinary Businesses in Kawangkoan.

Keywords: Social Media Marketing, Sales Performance, Culinary Business

INTRODUCTION

Research Background

Everyone needs food and drink intake that is consumed every day, therefore this culinary business was established. According to Wulan Ayodya (2018), a culinary business is a business that conducts sales transactions in the food and beverage sector. This culinary business is relatively easy and very helpful to improve the economy of the family and the country. In addition to generating high income, selling food and beverages is also a source

of basic needs for everyone. As long as there are people who have basic food needs, that's how long culinary businesses will have customers. It can be said that this culinary business is a business that never dies and is in great demand by various groups of people, ranging from the middle to upper class, starting from businesses with booth models, partnerships, restaurants, or other contemporary food and beverage businesses, depending on how much capital they have issued to open the business.

Over time, the culinary business in North Sulawesi, especially in Minahasa, including Kawangkoan, continues to increase. According to the Cooperatives and UKM Office of North Sulawesi (2021), based on data obtained in Minahasa the number of micro-businesses is 82,482, small 9,469, medium 2,834 and culinary 21,456 based on previous data, culinary businesses are only 14,766. Based on these data there are 6,690 culinary business actors who are classified as new. Kawangkoan is a sub-district in the Minahasa district. Kawangkoan is also famous for the production of roasted peanuts, halua, banana chips, buns and ragesy (processed pork) so that Kawangkoan has become an icon of a culinary city in Minahasa Regency. Therefore, Kawangkoan has become a culinary tourism destination for foodies and travelers to visit. The rapid development of the culinary business shows that consumer needs continue to grow and are very diverse in order to meet their needs. In a short time, many types of culinary businesses have sprung up by introducing processed products with their own uniqueness and advantages. Therefore, culinary business owners must increase innovation and creativity in order to maintain and develop their businesses so that their sales performance continues to increase.

Nowadays, many business people use social media as a marketing medium, including the culinary business. Social media is a cost-effective digital-based marketing method used to increase the popularity of business products and brands. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that act as an exchange of information by application users. Social media applications or platforms such as Facebook, Instagram, WhatsApp, Twitter, LinkedIn, TikTok, Telegram, Snapchat, Skype and so on. Based on hoosuite we are social Indonesian digital in Andi. link (2022), there are survey results on the percentage of internet users who use social media platforms. Based on these data, WhatsApp users in Indonesia are 88.7% of the total population, 87.7% in the previous year, an increase of 1%. Meanwhile, Instagram users experienced a decrease in users in Indonesia the previous year by 86.6%, now it is 84.4%. Likewise, Facebook users, the previous year were 85.5%, down 4.2% to 81.3%. Good news for the TikTok platform, in Indonesia users reached 63% of the total population, the previous year 38.7% as many as 22.4% experienced a rapid increase in TikTok users. Based on these data the use of social media is increasing, with various benefits on social media, users can search and find various information, find inspiration, share messages, open online businesses, and so on.

This condition is an opportunity to utilize social media in marketing products and services without being limited by time and place. The marketing concept with social media is called Social Media Marketing (SMM). According to Weinberg (2009), Social media marketing is a process that encourages individuals to carry out promotions through their websites, products or services through online social channels and to communicate by leveraging the larger community to do marketing than through traditional advertising channels. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion-sharing sites to meet communication goals (Tuten, 2008:19). Social media marketing is also a form of digital marketing that uses social media platforms and networking websites with the aim of promoting an organization's products or services through paid or unpaid means and to create a positive response and brand awareness from customers (Chaffey, Chadwick, 2019)

Based on the Badan Pusat Statistik in Databooks.katadata.id (2020), culinary businesses in Indonesia use promotional tools to market their businesses or products. Along with the times, the most widely used means of promotion is online media. The Central Bureau of Statistics (BPS) in databooks.katadata.id noted that as much as 71.74% of businesses providing food and beverages utilize online media to promote their businesses or food products in 2020. Then, as many as 36.64% of businesses use banners for promotion and 30.16% use brochures. There are also 8.65% of businesses still using television/radio as a means of promotion. Then, 7.41% of businesses promote through newspapers/magazines and 10.07% use other media to promote their business. BPS also noted, in the current digital era, most businesses providing food and drink have utilized online sales, namely 85.55%. The means that is widely used in online sales is through ordering services made by third parties, which is 61.69%. Followed by social media by 49.69%, while through the website only 17.62%. Based on the survey results above, it can be seen that social media has a great opportunity to be used as a place for marketing culinary businesses that want to increase sales performance. According to Sukwadi, Indrawati, and Wong (2016), stated that sales performance is the number of products sold which are reported every month, with an integrated recording system, making it easier for companies to plan and formulate strategies in determining sales targets to be achieved. By

expanding marketing activities through communication and service to prospective customers, it is expected that the company's sales can increase (Sufian, A., See, C., Ahmad, M., and Abdul, N., 2020).

Therefore, the role of social media marketing is very meaningful for the success of the culinary business in Kawangkoan. Moreover, seeing opportunities as well as challenges due to the increasing number of culinary businesses in Kawangkoan and community activities in using social media. As well as many culinary business actors in Kawangkoan who utilize social media marketing to promote their businesses and products. In this study, social media marketing aims to build and maintain the involvement of followers and members of the online community who have an interest and interest in the products marketed by each culinary seller and can influence someone's thinking that will take place in purchasing decisions. Some of the benefits that culinary businesses in Kawangkoan get when using social media marketing, namely culinary businesses can attract people's buying interest by posting products on social media platforms, can help get consumers and expand marketing targets, can increase product sales, can save marketing costs, are convenient because promoting sales can be done anywhere and anytime, and creating social media accounts is free. So that culinary business actors in Kawangkoan have opportunities to improve sales performance.

Based on the description stated above, the researcher is interested in conducting research with the title "Social Media Marketing and Sales Performance of Culinary Business in Kawangkoan".

Research Problem

Based on the background, there are several problems can be identified as follows 'How is the use of Social Media Marketing in Increasing Sales Performance of Culinary Businesses'.

Research Objectives

Based on the background of the problem, the research objectives to be achieved are as follows 'To find out the use of Social Media Marketing in Increasing Sales Performance of Culinary Business in Kawangkoan'.

Research Usefulness

The theoretical benefits of the research to be achieved are as follows:

1. For the writers, this research is a means to add insight and knowledge related to the problems studied, especially the culinary business in Kawangkoan. As well as the purpose of this research was conducted to obtain a bachelor's degree in the faculty of economics and business at Sam Ratulangi University, Manado.
2. For students and other researchers. As a reference material for reference and knowledge of students who have a preference for researching the role of social media marketing strategy in increase sales performance.
3. For MSME agencies. The results of this study can be information and contribute ideas to the government, especially the Department of Cooperatives, Small and Medium Enterprises in matters relating to culinary business.

THEORETICAL FRAMEWORK

Marketing

Marketing is an activity carried out by companies and other sellers to promote a product or service that they sell. Alma (1998) argues that marketing is a process of planning and implementing the concept of pricing, promotion, and distribution of products, services, and ideas aimed at creating satisfaction between the company and its customers. Thus, it can be concluded that marketing is a process that begins with planning, determining prices, promoting, and distributing goods and services to be consumed by consumers.

Social media

According to Cross (2013), social media is a term that describes a variety of technologies that are used to tie people into collaboration, exchange information, and interact through web-based message content. The internet is always developing, especially in the 4.0 era, there are many social media choices on the internet such as Facebook, Instagram, Twitter, YouTube, Snapchat and WhatsApp.

Social Media Marketing

According to Gunelius (2011: 10) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities

and is carried out using tools from the web. Such as blogging, micro blogging, social networking, social bookmarking, and content sharing.

Sales Performance

Levy & Weitz (2007), sales performance is a form of evaluation of the contributions made by sales to the organization in achieving the goals of the organization. Conceptually, sales performance is useful for testing performance related to activities and behavior carried out by sales, as well as the results that can be given to the company.

Previous Research

Joseph, Tulung, and Wangke (2020) study aims to Digital Marketing has a good and positive impact to the business's owner or the MSME'S and also digital marketing become an important role for those who using digital marketing to promoting and selling their product, digital marketing also help all the business's owner to sell a product, through digital marketing also it easy to reached the customer, cost effectively, and measurable way. Digital Marketing has so many benefits, easy to use, very helpful, and useful for the newbie. The recommendation, for the owner of small medium enterprise/business they can learn more about digital marketing.

Van-Geldere, Veale (2020) the use of social media by SMEs during the COVID-19 pandemic has significantly revolutionized the way business is conducted and subsequently increased sales and profits. The challenges faced by SMEs in social media adoption are largely due to the existing government regulations regarding the use of social media for the sale of some products during the COVID-19 era and also the lack of use of social media by the older population which limits the extent to which social media is used. Businesses can connect to older clients. Thus, this study recommends the effective use of social media by businesses especially through content creation and posting.

Marphy, Prabandari (2021) Social media marketing and brand image are the key aspects of the development of repurchase intention. In the era of globalization, where everything is easily accessible, social media becomes an enormous advantage for Levi's to promote its product because it is cheap and flexible. The research found that the Social media marketing has a significant positive influence on repurchase intention. Social media marketing has a significant positive influence on brand image. Brand image has a significant positive influence on repurchase intention. And then, the effect of social media marketing towards repurchase intention through brand image as a mediating variable is not significant.

Conceptual Framework



Figure 1. Conceptual Framework

Source: author's note, 2023

Figure 1 explained that Social Media Marketing has increasing Sales Performance of Culinary Businesses in Kawangkoan.

RESEARCH METHOD

Research Approach

This research used the qualitative method. The qualitative method is descriptive research and tends to use analysis of the problem. According to McMillan and Schumacher (2013), qualitative research is an approach that is also called an investigative approach because research usually collects data by asking face-to-face questions and interacting with people at the research site. This research more focused on the case studies. A case study is an in-depth study of an individual, a group, an organization, a program of activities, and so on over a certain period of time. The goal is to obtain a complete and in-depth description of an entity. Case studies produce data for further analysis to produce theories. As with the procedure for obtaining qualitative research data, case study data were obtained from interviews, observations, and documentation.

Population, Sample, and Sample Technique

In this study the population included all Owner of the Culinary business in Kawangkoan that use social media to market or promote their product.

The sample that used in this research is at least 15 samples of an Owner culinary business in Kawangkoan that used social media as a media marketing of their product.

This study used a purposive sampling technique because the researcher feels that the sample taken knows the most knowledgeable about the problem to be studied by the researcher. The criteria for taking samples using purposive sampling are: culinary business owner located in Kawangkoan, using active Social Media in marketing their sales, have a physical or permanent Culinary Business and have been running a business for at least 3 years.

Data Collection Method

This research, data collection was carried out directly through methods or steps such as interview structured and documentation.

Operational Definition of Research Variable

Table 1. Operational Definition of Variables

No	Variables	Definition	Indicators
1	Social Media Marketing	Social media marketing is any form of direct or indirect marketing used to build awareness, recognition, recall, and take action on a brand, business, product, person, or other thing that is packaged using tools on the social web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing. (Gunelius, 2011)	Content Sharing Online Communication Interaction Accessibility
2	Sales Performance	Increasing sales performance comes from the effectiveness of sales force sales activities, by using social media platforms.	Sales increase, Sales target achievements, Customer growth.

Source: Author's Note, 2023

Data Analysis Method

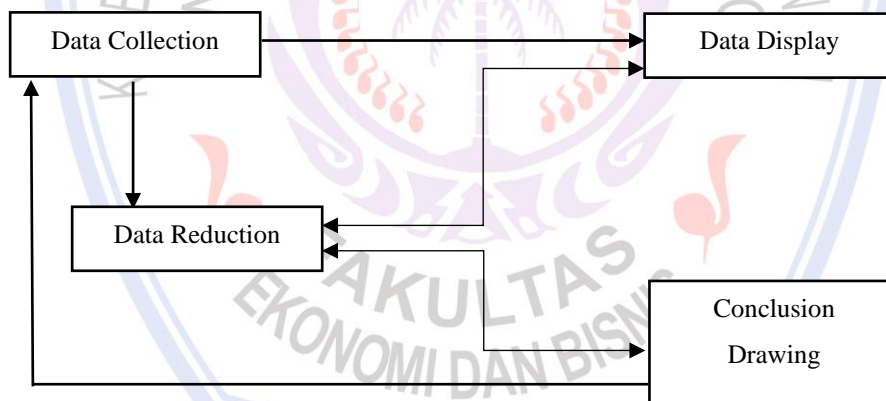


Figure 2. Data Analysis Method

Source: Miles, Huberman and Saldana, 1992

- a. Data Collection, is the process by which the researcher finds information from any kind of sources like books, internet, journal, articles and from the informant itself.
- b. Data Reduction, is summarizing, choosing the main or important things, to make it easier for researchers to collect further data because the data becomes more focused.
- c. Data Display, after doing data reduction, the writer displays the data. Presentation of data will be presented in the form of a short description in a systematic and easy to understand.
- d. Conclusion Drawing, is carried out by reviewing the results of data collection and re-checking, so that credible conclusions can be drawn.

Testing of Research Instrument

This research, researcher becomes the research instrument itself, besides that the instrument used is data obtained from interviews, observations, and documentation.

RESULT AND DISCUSSION**Result****Informant 1: Jun Rembet**

Cendol 88 has been established since 2020 in Sendangan Kawangkoan. Only by relying on the two containers that were opened on the side of the Cendol 88 road, they already have 8 branches in North Sulawesi. Begin the marketing process by posting sales results on social media such as Facebook, Instagram and WhatsApp. The benefits obtained in sharing of content on social media are getting additional orders, exposure, better known by consumers. Purchase decisions occur when customers send messages and comment on photos of cendol 88 products that have been uploaded on all social media. According to the cendol 88 owner, when interviewed, 80% of purchases via message were made, while comments were 20%.

Informant 2: Yunita Suak

Nazareth Café & Villa is a culinary business that has existed since 2018. Nazareth Café & Villa is located in Kiawa Kawangkoan. In 2019 this business uses social media as a place for online marketing. By sharing sales content by posting food photos on Facebook, Instagram and WhatsApp from morning to evening so that more and more posts increase the number of consumers who come directly or want delivery. The process of interaction with customers on social media is only through comments and sending messages. When interacting through social media, sellers can openly find out what consumers want, when interacting directly consumers tend to be embarrassed and don't even give any response. Interacting via messages and comments can also lead to purchase decisions as much as 30% and 40%. In the comments, most people just ask questions, while the messenger will immediately order.

Informan 3: Christian

Molen Lapan has been established since 2020 in Sendangan Kawangkoan. This business is in the form of both contractors whose initial marketing process uses social media by posting Molen Lapan products on the Facebook, Instagram and WhatsApp platforms during the day – night. By posting on social media, consumers can find out which products are ready for sale and outlet opening hours. When interacting with customers when using social media and not using social media, the two things are the same and there is no difference. It's just that the advantage of interacting via social media is that consumers can order remotely by using delivery services. When interacting through messages and comments can lead to purchasing decisions as much as 50%. When interacting with consumers on social media, sellers have experienced fictitious orders from consumers, after ordering they disappear. Fortunately there are other consumers who want to replace the fictitious order so there is no loss.

Informant 4: Chintia Assa

Kirey Cafe has been established since 2018 at Kiawa Kawangkoan. By serving processed noodles and various grilled fish. Marketing started using social media in 2020 during the Covid-19 pandemic until now by posting sales photos on the Facebook and WhatsApp platforms starting in the morning or after finishing cooking and then posting them. While posting sales on social media, Kirey Cafe is getting busier with buyers and orders. With the help of sharing posts in various online communities such as Tou Kiawa, Kawangkoan Online Market, groups of family groups, and so on. So that it has a positive impact on sellers and results in purchasing decisions. By purchasing directly through chat, comments, and WhatsApp calls, sellers get the benefit of knowing consumers better or knowing better what they want. After interacting with consumers on social media through messages and comments can lead to purchasing decisions. 50% via messages and 20% via comments.

Informant 5: Cicin Jong

Acong Bakery is one of the businesses that originally sold various kinds of bread which were marketed directly by sellers in stalls and shops in Minahasa. Acong Bakery has been established since 2014. In 2019 Acong Bakery opened its first branch in Talikuran Kawangkoan. During the Covid-19 pandemic, the owner of Acong Bakery marketed his business via social media and added a menu such as various birthday cakes, wet cookies and various other desserts. The marketing process is carried out directly and also through social media such as Facebook and WhatsApp by posting sales photos and open orders during the day and evening so that it can be of positive benefit to buyers who want to find various cakes or bread to be consumed in the morning. So far, sellers only share posts through one of the Facebook online communities, namely the Kawangkoan online market, this has a good impact on business continuity and can lead to purchasing decisions. Forms of interaction with

customers through comments and chat via messenger and whatsapp. Sellers and buyers are closer when interacting through social media compared to not using it. So far, the seller has never experienced a bad response from consumers. When interacting through messages and comments can lead to a purchase decision of 25%.

Informant 6: Jean Sengkey

Dwilight Corndog was founded in 2020 and is located in Talikur Kawangkoan. In 2020, it will also be the first time marketing on social media. By posting corndog photo content with product descriptions via Facebook then Instagram and WhatsApp. The process of seller interaction with customers on social media through messages or chat. The benefits are good, besides that customers buy, sales also increase. When interacting with customers on social media, sellers feel that it is easy for customers to see the menu and order directly in chat. Fast social media marketing also direct customers come to buy.

Informant 7: Ningsih

Dapur Ijo is a business engaged in the field of halal food and beverages which have been around for 15 years. This Dapur Ijo is located in Talikuran Kawangkoan. The first time use social media was in 2018 with the Facebook platform, then in 2020 I already used personal Instagram because of the impact of the Covid-19 pandemic. Sellers post selling content in the form of food photos at 10.00 and 18.00, so that it is more useful for both buyers and sellers. The owner of Dapur Ijo also often shares sales posts on the Kawangkoan online market group and adds customers to make purchasing decisions. When interacting through messages and comments, sellers feel mutually open with customers. Therefore, customers often give good comments that lead to a purchase decision of 15% and 30% order.

Informant 8: Ronald

Romah Kopi Berkat is located in Talikuran Kawangkoan. Rumah Kopi Berkat is a business that originally sold coffee, tea and biapong drinks as snacks. Initially the process of marketing using local radio, then in 2020 using social media as online marketing. Content shared on Facebook and WhatsApp is in the form of posting descriptions and photos of food and stories of food photos. The marketing process via social media starts at 9.00 am so you can add customers quickly. By sharing selling content in online communities, it can generate purchasing decisions with consumers. The process of interaction with customers is responding to every message and comment so that consumers can freely ask questions about the menu they want to buy or the business address. The seller said that when interacting in social media comments with customers, sometimes the seller was slow to respond because he was busy handling orders ordered directly by consumers. However, when interacting via messages can lead to 70% purchasing decisions and 10% comments.

Informant 9: Trevi

Martabak Kita has been around since 2020 when it was also the beginning of marketing the business through social media Facebook and WhatsApp. Every 5.00 PM this martabak is opened and at that time the marketing process using social media takes place. The benefit is that consumers don't just ask questions but immediately order on social media. Owners also often share selling content on Facebook online communities such as Kawangkoan Online Market, Klontong Langowan, and others so that buyers are increasing because Martabak Kita provides free delivery services for the Kawangkoan area. For that can produce purchasing decisions by consumers. The difference that is experienced when interacting with customers on social media and in person is that customers often ask questions freely from sellers and those who come directly to consumer outlets are sure to buy. The owner of Martabak Kita has experienced a bad review due to the wrong topping and the seller immediately gave a new replacement option or given a discount. Interacting through messages and comments on social media can lead to purchasing decisions as much as 80%.

Informant 10: Virsana Rompas

Vardians RM & Café has been established since 2018 at Uner Kawangkoan. By sharing selling content on social media, sellers feel that consumers are increasing. Apart from posting on the Facebook homepage, sellers also share content in various online local communities such as the Kawangkoan Online Market or other online buying and selling groups. So that it has a positive impact on sellers, buyers are increasing and making purchasing decisions with consumers. The form of interaction with consumers on social media is only through comments and sending messages via messenger. When communicating when not using social media and when using social media, most consumers are impatient. Sellers also often experience bad reviews from consumers, such as

protesting that the food preparation process tends to take a long time, there are also protests about the saltier taste, and they often ask for more. However, of all these protests, the seller responded patiently and positively. From interactions through messages and comments, the seller also generates purchasing decisions with consumers, mostly via messages rather than comments, most are just wondering.

Informant 11: Devit

Roti Bro is a business that sells various types of bread which was founded in 2019 in Sendangan Kawangkoan. In 2020 sellers start marketing their business via Facebook and WhatsApp social media at 7 am by sharing interesting photo posts and captions. The benefit that is obtained after sharing selling content on social media is that all the bread is sold out. Sellers also often share selling content in online communities such as the Kawangkoan Online Market so that they can help the selling process run out quickly, and make purchasing decisions. The process of interaction with consumers on social media is only through messages and comments. When interacting not using social media, consumers can interact directly compared to using social media not facing each other. Sellers also often get bad reviews from consumers because of late delivery of their orders, but sellers keep trying to fix their mistakes. When interacting via social media, sellers get purchase decisions via messages rather than comments, consumers are just wondering.

Informant 12: Everly Pandan

Rumah Kopi Fifty is a culinary business that was founded in 2016 which is located in Sendangan Tempok Kawangkoan. Sellers use social media marketing in 2020 with the Facebook and WhatsApp platforms. Content creation is only by taking photos of sales and then sharing posts on Facebook from 10 pm to 8 pm. The benefits obtained by the seller are that it makes it easier for buyers and profitable sales. Sellers also share selling content in online communities such as the Kawangkoan Online Market so that it has a positive impact because it can easily reach potential consumers, and result in purchases. The process of interacting with the seller when not using social media, the buyer immediately feels the friendliness of the Fifty coffee house service. When using social media, sellers have received bad responses from consumers because the delivery process tends to take a long time, but sellers always respond well and remind consumers that the delivery process is long because it is in line with the queue. Interacting via messages can lead to 100% purchasing decisions. According to the seller, consumers after seeing their posts immediately send messages to place orders.

Informant 13: Jill Rondonuwu

Citra Kitchen has been around since 2018, at Uner Kawangkoan. At that time the seller also used social media marketing. Sellers post product photo and video content as well as video reviews on the Facebook, Instagram and WhatsApp platforms. When the sale is ready, then the seller posts content on social media. The benefit that you get when posting selling content on social media is that many people know you. Sellers also share this content on Facebook online communities such as the Kawangkoan Online Market and Klontong Langowan so that it has a good impact on business, and sells quickly. The process of interaction with customers varies. The benefits that can be obtained when interacting get a good response. When selling on social media, customers often ask questions, but in person, sellers don't often ask questions. The seller has received unfavorable reviews from consumers, but the seller accepts them well and fixes them. When interacting through messages and comments, sellers experience purchasing decisions with consumers as much as 80% and 20%.

Informant 14: Billy

Bintang Coffee House is located in Talikuran Kawangkoan and has been around since 2020. This business has been using social media since 2021 during the covid-19 pandemic era. Sellers post content in the form of photos and videos on the Facebook and WhatsApp story platforms. Sellers also occasionally share their content through Facebook communities such as the Kawangkoan Online Market, family whatsapp groups. So that the seller gets additional orders and makes a purchase decision. The benefits gained when interacting with customers on social media can build relationships with consumers directly. When interacting via social media, customers ask in detail, but when interacting directly, buyers only ask for menus. The seller has experienced bad reviews from consumers because it takes a long time to deliver orders due to rainy weather, the solution for the seller is to inform the consumer that after the rain stops the delivery will continue. When interacting on social media, sellers make purchasing decisions with consumers by 90% via messages and 10% via comments.

Informant 15: Neke Senduk

Mie Iris Tanta Neke has been around since 2013 at Kiawa Kawangkoan. Sellers first used social media in 2021 during the Covid-19 pandemic. Sellers share content in the form of photos and descriptions using the Facebook platform. Sellers share sales content every 7.00 AM. Sellers share their posts in online communities such as Tou Kiawa, Kiawa Online Market, Kawangkoan Online Market so that they can reach consumers widely so that they are useful for adding buyers and also making purchasing decisions. When interacting on social media with consumers, sellers feel more familiar than directly, the interaction process feels stiff. Sellers have received bad reviews from consumers because delivery costs are expensive because sellers use motorcycle taxi services, and the solution now is that sellers only accept delivery if consumers request it. When interacting on social media, sellers experience purchasing decisions via messages as much as 90% and comments 10%.

Discussion**Table Coding Categorizing**

!	Description	Informant
Sharing of Content	Share the content on Facebook, Instagram and whatsapp	Informant 1, informant 2, informant 3, informant 6, informant 12, informant 13.
	Share the content on Facebook and whatsapp	Informant 4, informant 5, informant 8, informant 9, informant 11, informant 14
	Share the content on facebook and instagram	Informant 7.
	Share the content on facebook	Informant 10, informant 15.
	Online Communities	Share the content on online communities on facebook group: Pasar Online Kawangkoan and Klontong Langowan
	Pasar Online Kawangkoan and Camu-camu Kawangkoan	Informant 2.
	Pasar Online Kawangkoan, Klontong Langowan, and Cemilan Kawangkoan	Informant 3
	Tou Kiawa and Pasar Online Kawangkoan	Informant 4, informant 5, informant 15.
	Pasar Online Kawangkoan	Informant 6, informant 7, informant 8, informant 10, informant 11, informant 12, informant 14.
	Share the content on online communities on Facebook and Whatsapp groups.	Informant 4, informant 5, informant 6, informant 8, informant 9, informant 14.
Interaction	Interaction via messages can lead to purchase decisions:	-
	10% - 20%	
	30% - 40%	Informant 2, informant 5, informant 7.
	50% - 60%	Informant 3, informant 4, informant 6, informant 8, informant 11.
	70% - 80%	Informant 1, informant 9, informant 13.
	90% - 100%	Informant 10, informant 12, informant 14, informant 15.
	Interaction via comment can lead to purchase decisions:	
	10% - 20%	Informant 1, informant 4, informant 6, informant 7, informant 8, informant 10, informant 13, informant 14, informant 15.
	30% - 40%	Informant 2, informant 5, informant 11
	50% - 60%	Informant 3
70% - 80%	Informant 9	
90% - 100%	Informant 12	
Accessibility	For easy access on social media : Share and tag the post to friends and family	Informant 2, informant 3, informant 4, informant 6, informant 7, informant 12, informant 13, informant 14, informant 15.
	Give a brand sticker on each product packaging	Informant 1
	Posting on facebook and whatsapp stories	Informant 5
	Share on facebook group communities	Informant 8, informant 9, informant 11

The post content can change to public setting	Informant 10
Barriers to accessing social media:	Informant 2, informant 5, informant 8
The power outage	
Network celullar down	Informant 4, informant 10, informant 11, informant 12, informant 13, informant 14
No one can handle social media	Informant 7
Qouta data are runs out	Informant 15
Never bad happened to accessing social media	Informant 1, informant 3, informant 6, informant 9.

Based on the interview with fifteen respondents of an owner culinary business, content sharing is needed to market the business on social media. If a business does not carry out the content-sharing aspect, marketing through social media will not work effectively, because there are several things that are important in spreading content. According to Gunelius (2011:59-62), sharing content with social communities can help expand a business network and expand its online audience. Sharing content can lead to indirect and direct sales depending on the type of content being shared. From the results of interviews with 15 respondents, sharing content is useful for getting additional orders, adding buyers, selling quickly, exposure, being better known by people, and posting sales more often, many consumers come to buy directly.

These online communities, it can have a good impact on increasing culinary business orders. The results of interviews with fifteen respondents, they experienced a positive impact for different reasons. According to respondents, this online community can help sell products to run out quickly, can reach potential customers easily, can reach consumers widely so it is useful for adding buyers. According to the owner of Martabak Kita, online communities can make the buyers are increasing because the sellers provide delivery services. So that, it can generate purchasing decisions.

According to Kim & Ko (2012) in Godey, et all (2016), interaction on social media allows conversation and exchange with other users and makes it easy to give opinions through the brand's social media. The interaction process carried out by the fifteen respondents took the form of messages and comments. So that it is useful to make it easier for consumers to ask in detail about the products being sold. According to the owner of Molen Lapan, the benefits that can be obtained after interacting with social media are the occurrence of word-of-mouth information so that customers increase and can build relationships with consumers directly.

Fifteen respondents said that, accessibility means that social media can be accessed easily at a relatively low cost. To access social media, money and special skills are not required. From the results of interviews with fifteen respondents, there are various ways for consumers to easily access their social media profiles, namely: According to the owner of Cendol 88, he includes a business label in the form of a sticker that includes the business name of the Instagram account, Facebook and WhatsApp number on each product packaging.

Result of Roles of Social Media Marketing in Increasing Sales Performance of Culinary Business in Kawangkoan

Sales Increase

Based on this research, marketing culinary businesses on social media can increase sales. When the respondent use social media marketing increased the sales by 63,3% by average and before using social media marketing increased the sales by 19% by average.

Sales Target Achievements

When using social media platforms the sales target are achieved. The social media platform that achieves sales target is Facebook platform by 56% by average, Instagram platform by 7.6 % by average, and WhatsApp platform by 6.6% by average. Based on the interview, first time the respondent used social media in 2018 there are three respondents, in 2019 there were two respondents, in 2020 there are nine respondents, in 2021 there are one respondent. And also, there are fifteen respondent using one until three social media platforms to market their sales. Eight respondents use two social media platform (one respondent use Facebook & Instagram, seven respondent use Facebook & WhatsApp), three respondent just use one social media platform Facebook.

Customer Growth

Based on the data, customer growth when using social media marketing increased 58%. And when not using social media marketing the customer growth is 14,6%. Based on this research, the percentage of customer

growth when using social media marketing increased customer by 58% by average. And before using social media marketing the customer growth is 14% by average.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the discussion of the research that the researchers have done in making this thesis, it can be concluded:

1. By using social media in marketing Culinary Business products, the fifteen respondents continued to carry out direct buying and selling activities and showed an increase in sales performance after using social media in sales marketing.
2. The results of the study show that social media marketing has a positive impact on culinary business actors, especially fifteen culinary business actors in Kawangkoan as respondents in this study. They utilize the Facebook, Instagram and WhatsApp platforms to market their sales.
3. Culinary businesses that utilize social media marketing pay attention to sharing content, online communities, interaction, and accessibility as dimensions of social media marketing that can making a purchase decision and can increase culinary business sales in which there are increased sales, sales target sales, and customer growth.
 - 1) Increase in sales, a positive impact on increasing sales when using social media increases by an average of 63.3%.
 - 2) Achievement of sales targets, has a positive impact, there are fifteen respondents who use the Facebook platform and achieve an average sales target of 56%.
 - 3) Customer growth, has a positive impact on the use of social media by an average of 58%.

Reccomendation

Based on the conclusions and explanations above, the suggestions for this research are:

1. Is important for culinary business owners to understand and add insight about the importance of marketing with social media to support their business. Social Media Marketing is an opportunity that can be developed to maximize business profits.
2. Is recommended to all Culinary business actors in Kawangkoan to improve marketing services through social media and always improve product quality to maintain sales levels.
3. Recommendations for the government to be able to provide a training platform for culinary businesses by utilizing social media as a sales promotion medium. Because there are still many culinary entrepreneurs who don't take advantage of social media, the result is that customers don't increase.
4. For future researchers who wish to research or continue this research, it is advisable to continue or develop this research by looking for other factors that can influence increased sales performance in social media marketing.

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