

THE EFFECT OF SOCIAL MEDIA MARKETING ON SALES (CASE STUDY OF WASHYOURSHOES IN MAKASSAR CITY)

Ismail Hamid*

Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Makassar, Indonesia
ismailhamid43@gmail.com

Anwar Ramli

Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Makassar, Indonesia
anwar288347@yahoo.com

Muhammad Ilham Wardhana Haeruddin

Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Makassar, Indonesia
ilham.wardhana@unm.ac.id

Tenri Sayu Puspitaningsih Dipoatmodjo

Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Makassar, Indonesia

Zainal Ruma

Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Makassar, Indonesia

Keywords

Digital Marketing,
Instagram, Sales,
Social Media
Marketing.

Abstract

This study intends to find out whether Social Media Marketing or SMM has a Significantly Positive effect on WashYourShoes Sales in the city of Makassar. Samples were taken from WYS consumer respondents in the city of Makassar with a total sample of 110 people. The method used by the researcher is the Questionnaire and Documentation. The data analysis technique used is simple regression analysis using Statistical Product and Service Solution (SPSS). The results of this study indicate that SMM (Social Media Marketing) has a significant positive effect on Sales of WYS (WashYourShoes) in Makassar City.

INTRODUCTION

Along with the development of increasingly advanced information and communication technology, it is easier for people to get information through existing technological communication tools, even being able to carry out activities at home or in the office without having to go directly to other vehicles and heat up. With technology as well, nowadays internet users are no stranger to using the internet to market products. An attempt by business people to market their products or services. This activity usually covers Digital Marketing.

Digital Marketing is a marketing activity including branding that uses various blog-based media such as blogs, blog sites, e-mail, adwords, or social networks. Of course Digital Marketing is not just talking about internet marketing (Sanjaya and Josua, 2009). This marketing system takes place all over the world that can access the internet, it does not have to have branch offices in every existing country but only does Digital Marketing, especially in Social Media Marketing. the results of research (Meatry and Budiarmo, 2018) entitled The Effect of Social Media Marketing and Brand Awareness on J.Co Brand Purchase Decisions. Donuts & Coffee in Semarang. The results of the analysis show that the variables of Social Media Marketing and Brand Awareness according to data analysis have a significant effect on purchasing decisions. The use of social media can be used as an opportunity by business people to reach the community in real terms in conveying information about the products they have.

Product promotion through Digital Marketing, especially social media that is often accessed by young people (millennials), such as YouTube, Instagram, Facebook, and Twitter can ultimately increase sales of these products (Satria & Hasmawaty, 2021). With global competition, many Small and Medium Enterprises (SMEs) have sprung up who want to develop their businesses to make progress in the business world and work, where each SME aims to improve the economy and reduce unemployment (Yunadi & Wiwik, 2018).

Marketing that carries out promotional strategies through the internet, especially Social Media Marketing (Social Media) can increase sales on a large scale without having to spend a large amount of money. What's more, nowadays, consumers are also easier to access the internet/social media, with social media, information about what they need, whether it's products or services, is easier to get on social media, because of advances in information and communication technology.

Based on the We Are Social (2022) report, the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year which was 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year.

However, its growth has fluctuated since 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, the increase slowed to 6.3% last year. The number has only increased again this year. The significant increase of internet users with the dominance of the use of social media shows that people have become increasingly media literate or what is more often called digital literacy. Digital literacy is defined by experts as "the ability to access and process information from any form of transmission" (Potter, 2019).

Especially during the pandemic, where a pandemic outbreak is sweeping the world, which started from Wuhan, China and spread throughout Indonesia and this information spreads so quickly because of the internet, so people are increasingly using social media in various aspects of their lives. One example is by trading various kinds of goods online, even buyers don't have to go to the seller's location, just stay at home and take orders for their goods.

On Instagram Social Media there are very few users compared to several other social media because Instagram has its own trend line where in 2018 it dominated social media with 52 million users (Pertiwi, 2018) and this year TikTok became the dominant Social Media trend, and In 2022, Instagram will be the least, although it remains a social media that is quite attractive. Instagram became the researcher's choice because in the WashYourShoes business he used Instagram as a promotional Social Media and also as an identifier of his business, from photos of Treatment results to the prices offered by WashYourShoes.

Social media is a powerful way to promote goods and services owned by business people through internet marketing. While social media marketing according to Gordhamer refers to Prastyo (2013), is the use of social media related to marketing activities, where companies want a change from "trying to sell" to "making connections" with customers. Social media marketing also makes communication with customers closer, more trying to show a brand than trying to control the image. With social media also being used as a tool for marketing, all social media are now integrated with each other (Saragih, 2015). That way the scope for doing promotions on social media has the potential to increase company sales, with a lot of audiences and easily accessible by every circle so that doing social media marketing is quite easy.

WashYourShoes does Digital Marketing, especially Social Media Marketing, is using Instagram, by posting Instagram every week, starting from photos of washing results, before and after treatment, and videos that are done. These are some of the efforts made by WashYourShoes in terms of Digital Marketing, especially Social Media Marketing (Instagram). WahsYourShoes business is an offline and online-based business, which provides a variety of services, from cleaning, repairing, and even customizing your

shoes. Outlate WashYourShoes is located on Jalan Regge Makassar City. In marketing, they really use Instagram Social Media to market their products.

Based on data from WashYourShoes, sales from January to March increased with a total of 69 transactions out of 30 transactions. This has increased due to WashYourShoes Optimizing Social Media Marketing by promoting its services through Instagram, and from March to May it showed a decrease, this was due to the lack of promotion/awareness that WashYourShoes did. Total transactions for 6 months are 262 transactions. In May 2022, WashYourShoes experienced a very drastic decline, thus strengthening marketing through Social Media Marketing, especially Instagram. Among the existing social media. The researcher limits Instagram, and raises Instagram as the social media that will be studied because according to preliminary observations made by the researcher, Instagram is the most frequently used for media promotion, product introduction and marketing strategy.

RESEARCH METHOD

The variables studied in this research are Social Media Marketing and Sales. Based on these variables, the research approach is a quantitative approach. Quantitative approach is a quantitative approach that is useful for analyzing how an independent variable affects the dependent variable and is useful in research that is explanatory research where the independent variable is treated in a controlled manner by the researcher to see its impact on the dependent variable. (Sugiyono, 2013).

The researcher took the research location in Makassar City and the object of this research was Small, Micro and Medium Enterprises, namely WashYourShoes. The population in this study were all WashYourShoes consumers in Makassar City. The number of good samples according to MLE (Maximum Likelihood Estimate) ranges from 100-200 samples. Therefore, the expected number of samples is a minimum of 100 samples and a maximum of 200 samples.

The sampling method in this research is purposive sampling. Purposive sampling method is a sampling method that is carried out based on criteria that have been determined by the researcher (Ferdinand, 2014). The number of good samples according to MLE ranges from 100-200 samples. Therefore, the expected number of samples is a minimum of 100 samples and a maximum of 200 samples, in this case 110 questionnaires will be distributed to buyers of Shoe Washing Services on WashYourShoes, on the grounds that if there is an error in some of the samples, a more suitable sample can be used.

The data used in this study is primary data taken directly by the researcher. Primary data collection techniques can be done in three ways, namely interviews (interviews), observation and questionnaires. However, the researchers only took two

elements, namely documentation and questionnaires. This study will use the technique of distributing questionnaires directly to respondents (personally administered questionnaires) because the specified sample can be reached personally and easily found. The questionnaire used as a data collection instrument, contains items of statements that were developed to measure the variables studied.

Analysis of the data used in this study is a simple linear regression analysis which aims to measure the extent of the causal relationship between the causal factor variables (X) and the effect variables. So in this study, it will be seen how much influence Digital Marketing (X) has on sales (Y).

RESULT AND DISCUSSION

Result

Table 1. Coefficient of determination results

Variable	R square
SMM (Social Media Marketing) * Penjualan	0.799

The table above shows that the coefficient of determination (R Square) used to calculate the effect of (X) on (Y) is 0.799 (79.9%). This shows that the percentage of variables can be said that the influence of the variable (X) SMM (Social Media Marketing) on (Y) Sales is getting stronger. Because 0.799 is close to 1.

Table 2. Linear regression analysis test results

Variable	B	Significant
SMM (Social Media Marketing) * Penjualan	0.406	0.000

Based on the table above, the t or Ha test is accepted, because the results of the above sig on the SMM (Social Media Marketing) variable are 0.000 in other words the X variable < 0.05 . The value of the X regression coefficient of 0.406 states that every 1 level increase in the value of X1 (Social Media Marketing) will give an increase in WashYourShoes Sales of 0.406 assuming other independent variables do not affect. So it can be concluded that SMM (Social Media Marketing) has a significant positive effect on sales.

DISCUSSION

The results of the research and hypothesis testing above explained that SMM (Social Media Marketing) has a significant positive effect on sales. The effect is unidirectional. Therefore, SMM (Social Media Marketing) is very important for MSME business actors. In fact, the relationship level of the SMM (Social Media Marketing) variable to Sales is at a fairly high level of 79.9%. So it is highly recommended for MSME actors to use SMM (Social Media Marketing) as an activity that affects sales.

Researchers know that the significant value of the SMM (Social Media Marketing) (X) variable is 0.000. This value is smaller than the significance value of 0.05, so it can be concluded that SMM (Social Media Marketing) has a significant positive effect on increasing WashYourShoes sales in Makassar City. And it can be seen that H_a is accepted, which states that Social Media Marketing Instagram has a positive effect on Sales on WashYourShoes.

CONCLUSION

In this study it can be concluded that doing SMM (Social Media Marketing) can have a significant positive effect on Sales at WashYourShoes in Makassar City where the SMM variable has a significant value of 0.00 less than 0.05. And a suggestion for business people is that in order for sales to increase more rapidly, we can do SMM with various social media applications, not just one application. Because in this study only 1 application, namely Instagram, has affected sales, especially on several existing social media platforms or applications.

REFERENCES

- Ferdinand. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Meatry Kurniasari, M. & Budiarmo, A. (2018). (2018). Pengaruh Sosial Media Marketing dan Brand Awareness Terhadap Keputusan Pembelian Merek J.Co. & Coffee. *Jurnal Administrasi Bisnis, Vol. 7 No.*, 1-7.
- Pertiwi, Wahyunanda Kusuma. 2018. Riset Ungkap Pola Pemakaian Medsos Orang Indonesia. 1 Maret, 2018; <https://tekno.kompas.com/read/2018/03/01/10340027/riset-ungkap-pola-pemakaian-medsos-orang-indonesia?page=all>.
- Potter, J. 2019. (n.d.). *Media Literacy* (Edisi 9). Los Angeles: Sage Publication.
- Prastyo, K. (2013). Pengaruh Electronic Word-of-Mouth Di Media Sosial Twitter Terhadap Minat Beli Konsumen Pada Restoran Cepat Saji Hoka Hoka Bento. *Ilmiah Mahasiswa FEB, 2*, 1-10.
- Sanjaya, R. & J. T. (2009). *Creative Digital Marketing*. Jakarta: PT. Elex Media Komputindo.
- Saragih, EC. (2015). *Tata kelola komunikasi kewirausahaan*. Jakarta: Badan Penerbit Universitas Diponegoro.

- Satria, R., & A.R., H. (2021). Pengaruh Digital Marketing dan Brand Awareness terhadap Penjualan Produk KartuAS Telkomsel Cabang Palembang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(3), 160–171. <https://doi.org/10.47747/jnmpsdm.v2i3.361>.
- Sugiyono. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Yunadi, A., & Ardiyanti, W. (2018). Pengaruh Program Kampung UKM Digital terhadap Omzet Penjualan (Studi Kasus UKM Batik Kayu Krebet, Pajangan, Bantul). *JESI (Jurnal Ekonomi Syariah Indonesia)*, 8(1), 50. [https://doi.org/10.21927/jesi.2018.8\(1\).50-58](https://doi.org/10.21927/jesi.2018.8(1).50-58).