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## Facebook as a Marketing Communication Media for Pempek UMKM products check chest Palembang

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**Abstract:** The purpose of this research is to understand how Facebook can be used as a medium for promoting and marketing products of the small and medium enterprise (SME) Pempek Cek Dada Palembang. With the rapid development of the internet and technology, social media has become one of the best marketing tools for SMEs like Pempek Cek Dada to reach consumers more broadly and efficiently. As one of the largest social media platforms, Facebook has many features that can be used for marketing strategies. This research is conducted using qualitative methodology and a descriptive approach. Data is collected through in-depth interviews with the owner, employees, and customers of Pempek Cek Dada, as well as through observation and content analysis of their official Facebook page. The results of the study indicate that Facebook is effective as a communication and marketing medium for the products of Pempek Cek Dada. Features such as photo and video posts, and live streaming enable Pempek Cek Dada to convey product information in an engaging and interactive manner. Additionally, directly interacting with consumers through messages and comments on Facebook helps to increase consumer trust and build closer relationships.

**Keyword:** Communication, marketing, facebook, social media.

## INTRODUCTION

The culinary industry in Indonesia continues to grow rapidly, with diverse regional specialties that appeal to both locals and tourists. One of the typical foods that received widespread attention is Pempek, Palembang's original food that has gained popularity throughout Indonesia and even the world. The people of Palembang have consumed pempek from time to time. In addition, pempek represents a sense of ancestral heritage that must be preserved from extinction. Pempek is a typical food that can be found everywhere, with a unique texture and taste. It not only represents the ethnicity of the Palembang people, but it remains the favorite food of the Palembang people and provides information about their daily

lives (Misnawati, 2019). Palembang people believe that if you have tasted pempek, you will be addicted, and if you have visited Palembang city and drank the water of Musi River, you will come back again. The truth still needs to be checked. This situation indirectly forms the public's belief that eating pempek is the same as eating Palembang (Triwidayatsih in Isnawijayani, 2021).

One of the MSMEs in Palembang that produces pempek is Pempek Cek Dada, which is located in Lorong Bukit Awang No. 125, Bukit Baru, Ilir Barat I Village, Palembang City, South Sumatra 30139. Pempek Cek Dada is one of the SMEs that produce Pempek which was established in 2012. From the beginning of its appearance, Pempek Cek Dada has been using an online sales system through social media, which at that time, especially in the city of Palembang, there were not many MSMEs selling online through social media.

In the midst of rapid technological development and wider internet penetration, the role of communication media in marketing products is very vital for MSME business actors. Social Media can help businesses communicate, promote products and services, foster relationships with consumers and suppliers, provide updated information about brands, reduce costs, and increase online sales (Achmad Z. A, 2020). Social Media, especially Facebook, has developed into an important platform for promoting products and interacting with customers in this context. It is undeniable that Facebook is becoming one of the phenomena in the internet world this century. In addition to being one of the social networks for the social connection category, Facebook is also included in the largest social media for the social networking category (Pratama, 2020).

Social Media is a type of online media that allows users and content creators to interact with each other and helps social interaction through marketing communications. Examples of social media include blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks and wikis are the most used by people around the world (Cahyono, 2016).

The use of social media as a marketing communication medium for MSME products has proven to be very efficient in overcoming the challenges faced by small-scale businesses. Platforms such as Facebook that offer a wide and accessible communication channel for MSMEs to interact with new and existing customers. In the past decade, Facebook has become the first social media platform with more than one billion global users. With a variety of features that continue to grow, Facebook offers a variety of services and facilities that can be used to market products over the internet. (Abdillah, 2022). With Facebook social media, Pempek Cek Dada can build a strong online presence, increase brand awareness, and expand market share without the need to spend a large fee as required in conventional advertising.

One of the main advantages of using social media is the situation where people use the internet to get information faster. Micro, Small, and medium enterprises (MSMEs) take advantage of the ability of this fast and easy internet to be bolder in selling their products. Social Media becomes an effective tool for marketing because of the vast internet network without restrictions on time and place (Siti Oktarina in Putri R. By 2023). By utilizing features such as photos, videos, and short stories, Pempek Cek Dada can present their products in an interesting way and arouse consumer interest. With creative and quality content.

In this study, The Theory of Integrated Marketing Communication is used. This theory describes the ongoing process of creating and implementing various persuasive communication strategies for clients and prospective clients. The goal is to influence the behavior of the target audience directly. The IMC approach uses all types of communication that are relevant and acceptable to customers because any channel that can connect customers with a company's product or service or brand has the potential to convey a message that can be conveyed in the future. In simple terms, IMC begins with an understanding of customers or prospective customers, then continues with the determination and definition of forms and techniques of persuasive communication programs (Terence A in Wibowo, 2017).

From the description above, it can be seen that the use of Facebook social media as a marketing communication medium is important for MSME business actors such as Pempek Cek Dada. Facebook allows SMEs to expand their audience at a lower cost. By using the Facebook social media platform, MSME businesses such as Pempek Cek Dada can effectively introduce their products to potential customers. In addition, Facebook also allows direct interaction between businesses and customers, allowing for real-time feedback and responses. This helps MSME businesses to improve customer relationships, increase loyalty, and expand market reach.

Based on the introduction above, the formulation of the problem found is "how Facebook can be an effective communication medium for marketing MSME products Pempek Cek Dada Palembang". The purpose of this study is to determine how to maximize the use of Facebook as a communication medium to promote MSME products Pempek Cek Dada Palembang.

## METHOD

This study was conducted by qualitative research methods, which is a type of research that uses the scientific method to reveal a phenomenon by providing a thorough explanation of the data and facts about the subject of research ( Mulyana in fiantika et al., 2022). Qualitative research is a type of research that aims to gain a better understanding of the phenomena experienced by the subject of research, such as actors, perceptions, motivations, actions, etc., thoroughly and descriptively using a variety of scientific methods in the natural environment (Moleong in fiantika et al., 2022). Descriptive qualitative research does not emphasize numbers, but is more descriptive and collects data in the form of words or pictures. By studying as many people, groups, or events as possible, the qualitative research approach aims to describe, describe, elucidate, explain, and answer the problem in more detail. This approach also performs inductive data analysis and more emphasis on the significance of the data (Bogdan & Biklen in Anggito et al., 2018) in addition, the attitude, opposition, interest, and perspective of the respondents were expressed in this study. Qualitative descriptive research uses the process of collecting data as it is and describe the conditions as they are.

According to Sugiyono (2013), the object of research is the characteristics, properties, values, or objects, or activities of which certain variations are identified by the researcher to be studied before drawing conclusions. The objective of this study, based on an understanding of the object of research above, is facebook as a medium of communication marketing products in SMEs Pempek Cek Dada. While the subject of research is everything, such as people, goods, or the main organization. Thus, the subject of research is anything related to the subject of research. The subjects in this study were the owners of Pempek Cek Dada MSMEs, employees and consumers.

Informants in this study include key informants or important informants who have the knowledge and ability to provide important information for research. In this study, purposive sampling technique was used to select informants. This technique is used to select informants or resource persons with objectives in accordance with the theme of the study.

**Table 1. Research Information**

No	Informant	Department	Total
1.	Masitoh	Pempek Cek Dada Owner	1
2.	Meri	Consumers	1
3.	Ilham	Consumers	1

Source: Olah data researcher, 2024

The main Data of this study was collected through interviews with Pempek Cek Dada MSME owners to find out how to use Facebook as a social media to market their products. Next, the researchers reviewed the Pempek Cek Dada UMKM Facebook account to see the

content posted, how customers interact with them, and the marketing approach used. Furthermore, secondary data takes information from various sources that have been published. These data sources include previous research literature studies, existing scientific books in libraries and online, the internet, documentation, and literature directly related to the study.

This study collected data through visual documentation, observation of Pempek Cek Dada social media accounts, and in-depth interviews with informants to obtain various information. Furthermore, the first data analysis method, data reduction is a process carried out to process data after research. At this stage, researchers reduce all the data they obtained in the first stage to concentrate on a specific problem. Next, data is presented, also known as mechanization, which is used in the research report to show in general, the research data can be accessed easily. And finally, taking the conclusion of this stage is the next stage.

## RESULTS AND DISCUSSION

Facebook is one of the best social media for product marketing. Pempek Check Chest. On the Pempek Cek Dada Facebook account, always active in posting products. These posts include various content such as product descriptions, promos, and live sales. This activity is designed to ensure that customers can always interact with Pempek Cek Dada. In this way, it can create a sense of closeness and trust between the customer and Pempek Cek Dada. Continuous interaction also helps to continue to get input and feedback from customers, so that Pempek Cek Dada i can continue to improve the quality of products and services offered.



**Figure 1. Social Media Account Facebook Pempek Cek Dada**

Source: Pempek Cek Dada Facebook Account

Pempek Cek Dada's Facebook account has been around since the beginning of this business in 2012. Facebook became the first social media owned by the owner of Pempek Cek Dada and remains active to this day. Since then, this account has become the heart of Pempek Cek Dada's digital marketing activities. On this platform, the owner of Pempek Cek Dada started the journey of selling online. Through Facebook, this business began to be known by the public and managed to attract the attention of many customers. At first, the owner only used Facebook to post photos of products and information about pempek sold. However, over time, the use of Facebook is growing with various innovations and marketing strategies. Marketing and sales activities on Facebook continue, contributing significantly to



the development and success of Pempek Cek Dada. These accounts are not only used to promote products, but also to interact directly with customers. Through comments, direct messages, and live sale features, owners can communicate with customers in real-time, answer questions, and receive feedback.



**Figure 2. Pempek activity post chest check**

Sumber: Postingan di akun Facebook Pempek Cek Dada

In addition, various promos and interesting events such as giveaways and free pempek shares are often held impromptu on Facebook. This aims to arouse curiosity from customers and make them visit Pempek Cek Dada Facebook account more often. Thus, the relationship between the owner and the customer is well maintained, creating a loyal and active community.

Pempek Cek Dada, in addition to utilizing social media platforms to sell online, also actively participates in various expo activities held in Palembang City and outside the city. One of the effective offline marketing approaches to introduce products is this bazaar activity. directly to local consumers. Expo activities are often a highly anticipated event by the public, especially for those who want to try a variety of typical culinary products, including pempek. Participation in the expo also provides an opportunity for Pempek Cek Dada to build networks and relationships with new customers and strengthen relationships with their loyal customers.



**Figure 3. Expo in Sarinah, Jakarta**

Source: Post on Pempek Cek Dada Facebook account

In addition to local bazaars, Pempek Cek Dada also regularly participates in expo activities outside the city. Expo activities are usually larger scale and attended by participants

from various regions, thus providing wider opportunities to introduce their products to a larger market. One example is the expo held at Summarecon Bekasi and Sarinah Jakarta, where Pempek Cek Dada is often invited by the organizers who are part of the Pempek Association group. This invitation reflects the recognition of the quality and popularity of Pempek Cek Dada within the Pempek community.

### **Marketing communication of Pempek UMKM checks Palembang chest through Facebook Social Media**

Marketing communication is very important for product marketing because it can attract consumers to buy. Marketing communication is an activity that seeks to disseminate information, influence, or remind the target market about the company and its products so that they are willing to accept, buy, and remain faithful to the products offered (Syahputra and wijayani, 2023). If a company's marketing communication strategy is planned the desired information and results will be achieved properly and include the use of appropriate media and communication methods. Marketing is an attempt to inform the general public, especially target consumers, that the product is in the market (Sutisna in Chrismardani et al, 2014). Marketing communication strategies implemented by companies to communicate are expected to help them promote their products to customers through effective communication relationships.

Marketing strategies are central to the activities of marketers and are designed by companies to influence consumers with the aim of meeting the needs and desires of customers and establishing a relationship with them in the long term that is mutually beneficial between producers and consumers (Peter J, 2014) . Marketing activities include market research, product development, promotion, distribution, and pricing. When communication and marketing are combined into marketing communication, this means the process of conveying information about a product or providing a service to consumers and potential consumers in a persuasive and effective manner. Marketing Communications use a variety of means and tools to achieve goals. These include advertising, sales promotion, public relations, direct marketing, and social media.

As revealed by Masitoh Wardaniah as the business owner of Pempek Cek Dada UMKM related to marketing communication through facebook social media as follows:

Facebook Instagram, Facebook Facebook, Instagram, whatsapp, tik Tok basically market through all social media Pempek cek dada, but it is the most frequent update on facebook for product posts or if there are promos directly posted on facebook because it is from the beginning selling its promotions through social media all facebook. Because facebook is the most active social media and it is easy to interact with consumers, so it is appropriate for product promotion on facebook social media” (interview in Palembang, May 20, 2024).

Facebook marketing is done directly by the owner of Pempek Cek Dada MSME marketing is done using facebook social media, this is because marketing through facebook social media makes it easier for Pempek Cek Dada to find customers and provide them with interesting information. Marketers see this as a great opportunity to use it as a marketing communication tool. Facebook makes it easier for users to share data (Moriansyah L, 2015). Facebook facebook facebook media is very influential on marketing Pempek Cek Dada with the marketing communication Pempek Cek Dada conducted on social media facebook then consumers who use social media facebook will easily be able to find information about the desired Palembang specialties.

In marketing Pempek Cek Dada through Facebook, Integrated Marketing Communication (IMC) theory is used to show how various components of marketing communication can be combined to create an effective strategy. These strategies include competitive warfare, direct marketing, internet Marketing, Sales Promotion, and public

relations. This theory is an ongoing process for developing and implementing various persuasive communication programs.

The goal is to influence the behavior of the target audience directly. The IMC approach recognizes that any channel that can connect consumers with a company's goods and services or brand has the potential to communicate information in the future. IMC uses all forms of communication that are available and interesting to customers. In general, IMC starts with understanding the customer or prospect. Then, they found and defined the types and techniques of persuasive communication (Terence A in Wibowo, 2017).

#### Advertising

Pempek Cek Dada Palembang uses advertising as a marketing tool because advertising is the way sellers communicate about the goods or services they sell. Advertising is a type of communication designed to draw the audience's attention to the goods or services offered. Advertising is usually persuasive and uses a variety of media to convey a message to the target audience. Advertising is the presentation of goods or services by sponsors known to the company (Novrian & Rizki, 2021). Pempek Cek Dada, for example, uses effective advertising strategies to increase the visibility and sales of its products, one of which is through endorsements.

Endorsement is a form of promotion in which companies work with influencers or celebrities to promote their products. Influencers or celebrities who have a lot of followers on social media post their reviews or experiences of enjoying Pempek Cek Dada, thus attracting the interest of their followers to try the product. Endorsement strategies are very effective because they take advantage of the popularity and trust that an influencer or celebrity already has. As revealed by Masitoh Wardaniah as the owner of Pempek Cek Dada regarding advertising / endorsement advertising as follows:

“If for advertising Pempek cek dada products on social media that have been done such as artist endorsements, here I only send products from Pempek cek dada such as pempek and various wet cakes, then the product is reviewed by the artist, allhamdulillah with this endorsement makes Pempek cek dada products more famous. Artists of the capital who have been Pempek cek Dada endorse such as, titi kamal, mona ratuliu, okky lukman, jennifer iper, hesty klepek, aldi taher and others.” (Interview in Palembang, May 20, 2024)

When a celebrity who is followed by thousands or even millions of people recommends Pempek Cek Dada, their followers tend to feel more confident and interested in buying the product. This is due to the trust that influencers have built with their audience through consistent and authentic content.



**Figure 4. Endorsement Pempek check Dada with artist Mona Ratuliu**

**Source:** Post on Pempek Cek Dada Facebook account

Pempek Cek Dada selects influencers who are relevant to their target market, such as food bloggers, celebrities, or public figures who are known to have an interest in culinary. As in the picture above Pempek Cek Dada endorses Mona Ratuliu who is known as a soap opera artist and also a famous presenter in Indonesia. By choosing the right influencers, marketing messages can be delivered more effectively and reach the right audience. In addition, Pempek Cek Dada also ensures that the content created by influencers is interesting and informative. Influencers usually share photos or videos of themselves enjoying pempek, give reviews about the taste, texture, and quality of the product, and include information about how to purchase or ongoing promos. This engaging and informative content not only increases brand awareness but also encourages the audience to make a purchase.

### **Direct Marketing/Direct Marketing**

This type of message is usually sent directly to a specific individual and is immediate, which means it can meet a specific need. This type of message can be created quickly and tailored to attract specific customers by using the method of communicating directly with a large number of target customers to get an immediate response (Kotler & Armstrong in Qolbi H, 2023). Pempek Cek Dada has adopted various marketing strategies to improve product marketing and expand market share. One method that is being intensively carried out is direct marketing (direct marketing) through digital platforms, such as Facebook. Social Media such as Facebook allows businesses to communicate directly with consumers and disseminate information about goods or services. This makes it a great marketing tool for businesses (Meilinda et al, 2022). This method includes various activities, ranging from live sales, Pempek making tutorials, product flash sales, to ongkir pieces. As revealed by Masitoh Wardaniah as the owner of Pempek Cek Dada regarding direct marketing/direct marketing, as follows:

*“Direct marketing that I do for the promotion of pempek cek dada products, I often hold live on facebook to interact with consumers and provide information related to what promos apply during the live session” (interview in Palembang, May 20, 2024)”*

This method allows Pempek cheque Dada to attract the attention of customers and establish a closer relationship with them.

### **Internet Marketing/Internet Marketing**

In interactive internet marketing in Pempek chest checks include several important aspects. First, Content Marketing, which is the creation and dissemination of valuable content to attract and attract the attention of the target audience. Pempek Cek Dada applies it by posting interesting product photos and videos on Facebook. This content is designed to attract the attention of customers and provide clear information about the products to be offered. Then Facebook is a platform that can be accessed not only through applications, but also through the web on the internet. This provides flexibility for customers to interact with the brand from a variety of devices, whether from mobile phones, tablets, or computers. This expands the reach and accessibility of Pempek Cek Dada in communicating and reaching its consumers.

### **Sales Promotion**

Pempek Cek Dada uses Facebook as the main platform to conduct various effective sales promotions. Promotion through these sales, other types of promotions can be done such as sampling, coupons, or premium features (Rahma V. N, 2023). One of the strategies used is the promo discount postage. By utilizing paid advertising features and organic posts on Facebook, Pempek Cek Dada announced this postage discount promo to his followers. This Promo is usually valid for purchases with a certain value or during a certain promotional



period. The goal is to attract new consumers and make it easier to purchase for loyal customers, so they don't have to worry about additional costs for shipping. This promotion is also effective in reaching consumers outside the region who are interested in trying pempek but are usually hindered by high shipping costs. In addition, Pempek Cek Dada offers product bonuses to increase sales. Through Facebook, they announced that every purchase in a certain amount will get additional Pempek or other companion products such as cuko (kuah pempek), kemplang, and pulsa for free. As revealed by Masitoh Wardaniah as the owner of Pempek Cek Dada, as follows:

*"Now for product promotion there are several promotions that I give to consumers, such as I hold a discount promo postage with limited time, so who is the fast he who will be able to promo the postage discount. Then I also give a promo with a certain amount of purchases will get free products, such as kemplang or credit " (interview in Palembang, May 20, 2024)*

This promotion makes consumers feel they get more value with bonus products, so they are more encouraged to buy more goods. Product bonuses can also be an incentive for consumers to try other product variants offered by Pempek Cek Dada.



**Figure 5. Discount of pempek product**  
Source: Post on Pempek Cek Dada Facebook account

Pempek Cek Dada offers attractive discounts to its loyal customers. These discounts are given in various forms, such as direct discounts on product prices, bundling packages with special prices, and seasonal promotions.

## Public Relations

Pempek Cek Dada's PR activities focus on the use of digital media, especially Facebook, as an external communication tool. This is in accordance with the development of the current technological era, which uses digital media as a source of information (Prayoga & Primadani in Ariyani N, 2024 ). Pempek Cek Dada continues to strive to build a strong and positive relationship with the community and its customers through a variety of innovative and meaningful public relations activities. One way to do this is to actively contribute to various social and cultural activities held in the neighborhood. Pempek Cek Dada is often a sponsor in local events, such as culinary festivals, cultural exhibitions, and other activities. This not only introduces their products to a wide audience, but also demonstrates their commitment in supporting the development of the local community. In addition, Pempek Cek Dada also regularly holds sharing programs such as "Jumat Berkah" where they distribute free Pempek packages to lucky audiences in live events on social media. This Program not only aims to help others, but also to strengthen relationships with customers through more personal and meaningful interactions.

The owners of Pempek Cek Dada themselves are directly involved in choosing the recipient of the gift, showing genuine care and attention to their consumer. To increase brand awareness and build a positive reputation, Pempek Cek Dada is also active in digital promotion through social media platforms such as Facebook. Pempek Cek Dada uploads a variety of creative content, including video tutorials, cooking tips, and inspiring stories from customers. These contents are not only entertaining and educational, but also build engagement and loyalty among the followers. As expressed by masitoh related to public relations, as follows:

*“To establish interaction and strengthen the relationship between Pempek cek dada with customers, I sometimes also often do for free pempek as in the framework of Friday blessing. With the interaction when I do a live session on Facebook, when I give a question and the question is correct the lucky customer will get pempek for FREE” (interview in Palembang, May 20, 2024)”*

Interactions that occur on social media help strengthen the relationship between Pempek Cek Dada and customers, as well as attract the attention of potential new customers. Not only does it stop there, Pempek Cek Dada also collaborates with famous culinary influencers and bloggers to expand the reach of their promotions.

## CONCLUSION

Facebook marketing communication (IMC) Facebook marketing communication (IMC) is an Integrated Marketing Communication (IMC) in Facebook Pempek Cek Dada Palembang. The results of the analysis show that Facebook has become a very effective platform in increasing the visibility and marketing of Pempek Cek Dada products. Like, at the beginning of sales in 2012, monthly revenue reached only 1 million dollars. However, with the marketing strategies implemented through Facebook, there is a noticeable increase in sales year after year. In 2024, the monthly income has increased to 4 to 5 million rupiah. In addition to increasing revenue, Pempek Cek Dada's marketing reach has also experienced rapid development. In 2012, Pempek Cek Dada customers only came from within the city of Palembang. However, thanks to the use of social media Facebook, customer reach has expanded to various cities and even abroad. Marketing through Facebook allows Pempek Cek Dada to reach a wider and diverse audience, increasing product exposure significantly.

With various interactive features offered by Facebook, such as posting photos and Videos, live streaming, and direct interaction through messages and comments, Pempek Cek Dada managed to establish a closer relationship with customers. This not only increases consumer confidence but also strengthens customer loyalty, leading to increased sales and market expansion. Furthermore, the implementation of IMC on Facebook has proven to be able to create more consistent and integrated marketing. The combination of various elements of marketing communication such as advertising, sales promotion, relationships with the community, and direct marketing through Facebook, has a significant impact in building a strong brand image and increasing customer loyalty. Overall, this study shows that the use of Facebook as a medium of marketing communication and the implementation of IMC strategically able to improve the effectiveness and efficiency of Product Marketing Pempek Cek Dada. These MSMEs need to constantly adapt to platform developments and market trends to maintain their relevance and competitiveness.

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