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PROMOTIONAL STRATEGY FOR THE MSME 'TEH KOTA' VIA SOCIAL MEDIA TO INCREASE PURCHASE INTEREST AMONG STUDENTS AT PGRI MPU SINDOK UNIVERSITY

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ABSTRACT

The advancement of digital technology encourages Micro, Small, and Medium Enterprises (MSMEs) to utilize social media as a promotional tool to navigate business competition. The MSME "Teh Kota" has the opportunity to increase purchasing interest among university students through creative and engaging digital promotions. However, limited use of digital marketing and a lack of product innovation remain challenges in enhancing business competitiveness. This study aims to examine and analyze the promotional strategies implemented by the MSME "The Kota" via social media to increase purchase interest among university student; to identify the factor that support or hinder the execution of digital promotions; and to formulte effective promotional strategies to expand market reach and enhance business competitiveness. This study employs a qualitative approach, with data collected through preliminary surveys and interviews with fifth-semester students from the Economic Education Study Program. Marketing strategy analysis was conducted using the 4P marketing mix (Product, Price, Place, and Promotion), alongside a SWOT analysis to identify the business's strengths, weaknesses, opportunities, and threats. The research indicates that social media platforms—such as Instagram, TikTok, and Facebook—can be leveraged as promotional tools to introduce products, expand market reach, and capture consumer attention. Strategies such as showcasing products through photos, short videos, and live streams, as well as providing clear information on pricing and product varieties, can be effectively implemented. Nevertheless, the limited application of digital marketing and a lack of product innovation persist as obstacles that need to be addressed. ***Conclusion:*** *A social media-based promotional strategy has the potential to help the MSME "Teh Kota" enhance brand awareness and stimulate purchasing interest among students. Consequently, it is essential to implement creative and consistent promotions, improve product quality and variety, develop attractive packaging, maintain affordable pricing, and ensure high-quality service. Further research utilizing quantifiable data is required to determine the extent of the impact that social media promotions have on students' purchasing interest.*

Keywords: *Promotional Strategy, Social Media, MSMEs, Purchasing Interest, University Students.*

A. INTRODUCTION

Marketing is a crucial aspect of the business world, encompassing the management of how products are introduced and distributed to consumers. Today, a wide array of methods and techniques exists for marketing products or services. However, to keep pace with changing times and remain competitive in the marketplace, marketers must continuously adapt their strategies and tactics. According to Gumilang (2019), it is essential for business owners to adopt the right marketing strategies and media to attract their target audience, thereby increasing sales volume and profitability. One solution that has gained significant popularity is digital marketing. Increasingly, many are shifting from conventional or traditional marketing methods toward modern digital marketing. In digital marketing, communication and transactions can occur in real time, offering immense potential for reaching a global market. The widespread use of social media and instant messaging platforms has further expanded these opportunities, enabling Small and Medium-sized Enterprises (SMEs) to broaden their market reach via

smartphones. Digital marketing is executed through various methods and channels, with TikTok emerging as a particularly resilient and effective platform.

Shifts in consumer behavior and evolving trends in beverages present unique challenges; consequently, SMEs must devise appropriate strategies to ensure the sustainability of their operations (Prajogo, 2016). The beverage industry is currently experiencing rapid growth, driven by strong consumer interest in fresh drinks. Iced tea, for instance, is highly sought after due to its familiar taste and affordable price point. Such trends have intensified competition, necessitating a focused and deliberate approach to marketing. Within this context, the SME "Es Teh Kota" was established in 2015 in South Cikarang, Bekasi.

The business has evolved from a simple pushcart operation into a permanent establishment with a substantial customer base. This success is attributed to the owner's ability to maintain consistent flavor, ensure the quality of raw materials, and provide friendly service to customers. Despite its small scale, this micro, small, and medium-sized enterprise (MSME) is able to compete with similar beverage businesses in the surrounding area. This makes the "Es Teh Kota" (City Iced Tea) MSME an interesting subject for further research (Putri, 2020). Marketing strategy is a crucial aspect of an MSME's sustainability, as it enables a business to understand consumer needs, analyze competitors, and determine appropriate business steps. Kotler and Keller explain that a marketing strategy serves as the fundamental logic behind efforts to create value for consumers. In a dynamic competitive environment, an MSME must be able to respond to market changes quickly and accurately. Therefore, an analysis of marketing strategy is necessary to identify the strengths, weaknesses, opportunities, and threats that may be encountered (Pratami, 2021).

Es Teh Kota employs a marketing strategy based on the marketing mix (4P)—product, price, promotion, and place (distribution). The product strategy is implemented by ensuring a consistent flavor, allowing consumers to easily recognize the brand's signature taste. Prices are set at an affordable level to reach a broad audience, particularly students and workers, who constitute the primary customer segment. Promotion is carried out simply through social media and direct interaction with consumers, while distribution leverages strategic locations that are easily accessible to the public (Rahmawati, 2021). The Es Teh Kota MSME possesses several strengths, such as consistent flavor, competitive pricing, a strategic location, and friendly service. Nevertheless, there are certain weaknesses that need to be addressed, including limited digital promotion, constrained capital, a narrow range of product offerings, and simple packaging design. Beyond internal factors, the business is also influenced by external opportunities, such as the trend for contemporary beverages and the high number of social media users. On the other hand, threats such as competition from major brands and fluctuations in raw material prices represent challenges that must be addressed (Wibowo, 2020). A SWOT analysis is employed in this study to comprehensively examine the marketing strategies of these MSMEs (micro, small, and medium-sized enterprises). Based on this analysis, recommended strategies include leveraging social media, enhancing product innovation, and strengthening promotional efforts. Furthermore, pricing strategies and improvements in service quality are considered effective for maintaining consumer loyalty.

This approach is essential, as MSMEs must be able to optimize their internal strengths while simultaneously minimizing existing obstacles. Consequently, marketing strategies can be directed toward sustainable business development (Priyono, 2018). Customer loyalty and satisfaction are two aspects directly influenced by the marketing strategies implemented. Research findings indicate that consumers return to purchase "Es Teh Kota" due to its consistent taste, affordable pricing, and quality service. These factors foster a positive brand perception, thereby establishing a long-term relationship between the business and its consumers. This aligns with marketing theory, which emphasizes the importance of maintaining value and quality to sustain customer loyalty. Consequently, marketing

strategies have a significant impact on the success of MSMEs (Micro, Small, and Medium Enterprises) (Utami, 2017).

Research on the marketing strategy of the MSME "Es Teh Kota" is significant for illustrating how such enterprises adapt amidst the increasingly dynamic competition within the beverage industry. This study can also serve as a reference for other MSMEs in developing effective marketing strategies tailored to the capacity of small-scale businesses. Furthermore, the findings provide a clear picture of the challenges and opportunities that MSMEs can leverage to enhance their competitiveness. Utilizing a qualitative approach, this study explores the firsthand experiences of business owners, ensuring that the results are highly contextual and relevant. Therefore, this research holds both theoretical and practical value (Wijaya, 2019). Based on this background, this study focuses on analyzing the marketing strategies employed by the beverage MSME "Es Teh Kota." It examines how these strategies are planned and implemented, the factors contributing to their success, the challenges encountered, and their overall impact on customer loyalty and satisfaction. The findings are expected to offer useful recommendations for MSME operators to effectively improve their marketing performance. Additionally, this research contributes to the academic discourse on marketing strategies within the MSME sector. As such, it remains highly relevant for further exploration within the context of the competitive landscape of contemporary beverage businesses.(Setiyorini et al., 2025).

B. RESEARCH METHODS

This community service initiative aims to provide support and guidance to the business "Es Teh Kita Indonesia." Within the context of community service, the activity focuses on empowering the partner and addressing challenges directly in the field. The beneficiaries—the business owner and employees—are supported in their development potential through digital marketing strategies. These include creating and managing social media content (on Instagram and TikTok), utilizing WhatsApp Business for communication and product catalogs, optimizing the Google Business Profile, and implementing digital promotional strategies such as posters, short videos, and online sales campaigns. The support provided to Es Teh Kita Indonesia follows a structured and systematic process.

Each stage is designed to facilitate the achievement of the initiative's objectives, with clear rationales and expected outcomes, as follows: 1. Preparation: Conducting surveys and interviews with the business owner to identify key issues and define the focus of the support. 2. Planning: Developing strategies based on SWOT and 4P analyses, aimed at increasing sales, expanding the market, and strengthening digital skills. 3. Implementation: Executing digital marketing strategies via social media and online promotions, while providing hands-on guidance in marketing management. The implementation process is highly participatory to ensure the transfer of skills to the partner. 4. Evaluation: Measuring the results of the support through indicators such as sales growth, the acquisition of new customers, and the enhancement of digital skills, while also gathering feedback for further improvement. This evaluation is intended to assess the tangible impact of the program on the partner, rather than to measure research variables. The expected outcomes include increased sales, strengthened brand identity, improved customer relations, product innovation, quality control, and enhanced competitiveness through digital marketing. These outcomes represent a concrete contribution to community service, aligning with the JAIM (Journal of Applied Community Service/Engagement) framework, which prioritizes direct benefits for the partner.

C. RESULTS AND DISCUSSION

An initial survey was conducted through interviews with fifth-semester Economics students to evaluate the promotional strategies of "Teh Kota." The initiative focuses on digital marketing strategies and enhancing competitiveness, encompassing training on the use of digital platforms and social media,

as well as the implementation of data-driven marketing and brand development. Economics students were also given the opportunity to share their feedback, experiences, and the challenges they encountered when purchasing products from Teh Kota. The findings indicate that the primary challenges faced by this MSME (Micro, Small, and Medium Enterprise) include limited utilization of digital marketing and a lack of innovation to boost competitiveness.(Arifin et al., 2022).

The program centers on digital marketing strategies and improving competitiveness, covering training in the use of digital platforms and social media, the application of data-driven marketing, and brand development. A mentorship plan was developed based on 4P and SWOT analyses to establish intervention priorities: improving product quality and variety, adjusting pricing based on market analysis, strengthening digital promotions, and refining distribution and marketing channels. Another aspect of this community service initiative involved digital marketing training for Instagram and TikTok. This began with identifying keywords via Google to gauge search popularity and product marketing potential. These relevant keywords were then incorporated into promotions—such as TikTok Live sessions and social media content uploads. In practice, the MSME "Es Teh Kota Indonesia" has effectively leveraged social media for online marketing, focusing on the Nganjuk region and its surrounding areas (Kim-Prieto et al., 2005). The Instagram-based digital marketing training was designed to help MSMEs like Es Teh Kota Indonesia understand and optimally utilize the platform. The training curriculum covered an introduction to Instagram and TikTok as marketing tools, the creation and optimization of business accounts, effective content strategies, audience engagement and growth, and the use of promotional features including Instagram Ads and Facebook Marketplace with a focus on precise target audience selection.

D. CONCLUSION

Based on the discussion, it can be concluded that a social media-based promotional strategy plays a significant role in helping the MSME "Teh Kota" introduce its products, expand its marketing reach, and stimulate consumer interest specifically among students at Universitas PGRI Mpu Sindok. Social media platforms such as Instagram, TikTok, and Facebook can be leveraged to promote products through photos, short videos, live streams, and by sharing information regarding pricing and product variety. In practice, however, Teh Kota still faces several challenges, primarily regarding limited proficiency in digital marketing and a lack of product innovation. Consequently, a more creative and consistent promotional strategy is required, alongside improvements in product quality, a wider range of flavors, attractive packaging, affordable pricing, and high-quality customer service. By optimizing the use of social media, Teh Kota is expected to enhance brand awareness, foster consumer interaction, and drive purchasing interest among students. Nevertheless, further research utilizing more quantifiable data is necessary to determine the precise extent to which social media promotions influence the purchasing interest of students at PGRI Mpu Sindok University.

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