

Analysis of Facebook Usage on Increasing Serby Bakery Sales in Sibolangit District

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Abstract

In today's digital era, social media has become an effective marketing tool for various types of businesses, including micro, small, and medium enterprises (MSMEs). Facebook, as one of the largest social media platforms, provides business owners with opportunities to expand their customer reach through interactive and easily accessible promotional strategies. This study aims to analyze the impact of Facebook usage on the sales growth of Serby Bakery in Sibolangit District. The research method used is a qualitative approach, with data collected through direct interviews with MSME owners. The obtained data is then analyzed and structured to examine the relationship between Facebook promotions and sales growth. The study results show that active Facebook usage, paid promotions, and interactive content creation have a significantly positive impact on increasing sales at Serby Bakery. Thus, leveraging social media can be an effective strategy to enhance the competitiveness of bakery businesses in the region.

Keywords: Social Media, Facebook, Digital Promotion

Abstrak

Dalam era digital saat ini, media sosial telah menjadi alat pemasaran yang efektif bagi berbagai jenis usaha, termasuk usaha mikro kecil dan menengah (UMKM). Facebook, sebagai salah satu platform media sosial terbesar, memberikan peluang bagi pelaku usaha untuk memperluas jangkauan pelanggan melalui strategi promosi yang interaktif dan mudah diakses. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan Facebook terhadap peningkatan penjualan Toko Roti Serby di Kecamatan Sibolangit. Metode penelitian yang digunakan adalah pendekatan kualitatif. Yaitu teknik pengumpulan data melalui wawancara langsung kepada pemilik UMKM. Data yang diperoleh kemudian dianalisis dan disusun sedemikian rupa untuk melihat hubungan antaral promosi melalui Facebook dengan peningkatan jumlah penjualan. Hasil penelitian menunjukkan bahwa penggunaan Facebook secara aktif, menggunakan promosi berbayar, dan membuat konten interaktif, memiliki pengaruh positif yang signifikan terhadap peningkatan penjualan di toko roti serby. Dengan demikian, pemanfaatan media sosial dapat menjadi strategi yang efektif dalam meningkatkan daya saing usaha roti di daerah tersebut.

Kata Kunci: Media sosial, facebook, Digital Promotion



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INTRODUCTION

The development of digital technology in Indonesia is progressing rapidly, driven by the increasing number of internet users worldwide. This has become an essential part of the global economy to meet human needs. The use of the internet, initially intended to facilitate access to information, has also transformed the way people communicate, particularly in business activities. The emergence of new technologies, such as various types of telecommunication devices, has intensified competition among companies due to the growing market demand in the telecommunications sector (Etty Zuliawati Zed1, et al., 2025). Many new aspects have emerged from the development of the internet, one of which is online marketing, which has

significantly changed the business landscape, especially for Micro, Small, and Medium Enterprises (MSMEs). The advancement of information and communication technology has greatly altered how people interact, shop, and conduct business.

However, this study will specifically examine the impact of technological advancements on the economic sector, particularly in business. Trade through social media, which has developed alongside technological advancements, has emerged as a new force reshaping the business system in Indonesia. One social media platform that plays a significant role in business, particularly in marketing, is Facebook. With a large global user base and continuously evolving marketing features, Facebook has become an effective tool for increasing sales by expanding market reach. Toko Roti Serby, a bakery located in Sibolangit District, is one of the businesses that has utilized Facebook as a promotional and communication tool with customers. The bakery owner leverages Facebook's features to engage directly with potential buyers through comments and messages. However, the extent to which Facebook usage impacts sales growth remains a question that requires further investigation. This study aims to analyze the influence of Facebook on the sales growth of Toko Roti Serby. It will examine the effectiveness of marketing strategies through Facebook in increasing customer numbers, expanding market reach, and boosting business revenue. The findings of this study are expected to provide insights for other MSME entrepreneurs in optimizing social media as a marketing strategy.

Theoretical Foundation

Social Media

Social media is widely used today and has become very popular, with almost everyone utilizing it. Besides serving as a medium for interaction, social media is now extensively used by Micro, Small, and Medium Enterprises (MSMEs) as a marketing tool. Below are various expert definitions of social media:

1. Social media is a collection of internet-based applications that allow users to exchange messages. (Andreas Kaplan and Michael Haenlein, 2010)
2. Social media is a platform for users to share information with other users and companies. (Philip Kotler and Kevin Lane Keller, 2012:568)
3. Social media is a media platform that facilitates user activities and collaboration. (Van Dijk)
4. Social media can be defined using seven functional building blocks. (Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, and Bruno S. Silvestre, 2011)

Social media helps develop online social networks by connecting user profiles with other individuals or groups. The term "social" in social media clearly indicates that these platforms are designed to facilitate interaction and collective activities among users. Social media has revolutionized how people connect with others and has significantly expanded social networking. Through web applications or mobile devices, users can easily access various platforms that allow them to share information, ideas, and experiences with a broader community. Currently, the most popular social media platforms, each with over 100 million registered users, include Twitter, Facebook, WeChat, TikTok, Instagram, Pinterest, Qzone, Weibo, VK, Tumblr, Baidu Tieba, Threads, and LinkedIn. Additionally, depending on the definition of social media, other chat applications sometimes categorized as social media services include Telegram, WhatsApp, Signal, LINE, and Microsoft Teams.

Facebook

Facebook is a social networking platform that allows users to connect and communicate for various purposes, including recreation (Wati and Rizky, 2009). It is a social media platform

that enables users to connect, communicate, and share different types of content such as text, images, videos, and links with others. Founded in 2004 by Mark Zuckerberg and his colleagues at Harvard University, Facebook was initially exclusive to Harvard students before expanding into a global platform accessible to anyone over the age of 13. Facebook offers various key features, including user profiles, pages, groups, Marketplace, and Facebook Ads. These features allow users to interact in multiple ways, whether for personal, community, or business purposes. Besides being a social network, Facebook also serves as an information platform. Users can follow the latest news, join communities with similar interests, and even receive product or service recommendations from friends or family. Over time, Facebook has evolved beyond social media into an e-commerce-supporting platform. This is evident in the introduction of Facebook Marketplace, which allows users to buy and sell products directly within the platform.

Msmes (Micro, Small, And Medium Enterprises)

The number of employees, sales revenue, and/or total assets or capital owned by a business are some criteria used to define MSMEs. In Indonesia, MSMEs are defined differently based on various organizations. Some definitions include:

1. According to Aufar (2014), MSMEs are useful organizations owned by Indonesian citizens, either legally or informally, that operate as small, medium, or large enterprises, distinguished by their unique business characteristics.
2. According to Tambunan (2012), MSMEs are independent and useful organizations run by individuals or business entities in various financial sectors.

The characteristics of MSMEs in Indonesia are comparable to those in other transitioning economies. In general, MSMEs exhibit the following traits:

1. Typically, small and medium-sized businesses start with minimal resources and limited expertise from the founder or owner.
2. Limited asset sources, such as supplier credit, bank loans, or financing from banks willing to support small and medium businesses.
3. Financial recording and accounting are not well understood by many MSME business owners. Even those who attempt financial record-keeping often struggle with financial reporting.
4. MSMEs generally lack strong relationships with banks and financial institutions. (Indra Ibnu Nugroho, 2024)

Facebook As A Digital Marketing Platform

As one of the largest social media platforms, Facebook offers various features beneficial for business owners, such as Facebook Pages, Marketplace, and Facebook Ads. According to Kotler & Keller (2016), digital marketing through social media enhances brand awareness, builds customer interactions, and ultimately increases sales. Facebook has specific features that support buying and selling activities, including Facebook Marketplace. This feature allows users to market their products to potential buyers without needing a physical store. Additionally, buy-and-sell groups and paid advertisements (Facebook Ads) enable sellers to reach more specific target markets based on location, interests, and user demographics. Chaffey & Ellis-Chadwick (2019) stated that marketing through Facebook provides advantages in direct customer interaction, cost-effective promotion, and the ability to adjust marketing strategies using platform-provided analytical data. According to Rifqi Fatwa & Umban Adijaya (2023), using Facebook as a marketing platform has proven to have a positive impact on increasing sales. The main benefits mentioned in their study include:

1. More practical transactions – Customers can purchase products without visiting the physical store, using social media or nearby convenience stores instead.
2. Lower promotional costs – Business owners do not need to rent a booth or participate in expensive bazaars.
3. Wider promotional reach – Facebook allows products to be known not only in Sukabumi but also in various cities across Indonesia.
4. Increased revenue – Consistent promotion on Facebook leads to a gradual rise in sales figures.

Toko Roti Serby is a small business specializing in the production and sale of bread in Sibolangit District. In the digital era, utilizing social media like Facebook can help this business reach a wider customer base, increase customer engagement, and boost sales through digital marketing strategies. Based on the theories mentioned above, this study will analyze how Toko Roti Serby leverages Facebook to contribute to its sales growth and assess the effectiveness of the digital marketing strategies applied by the business.

RESEARCH METHODOLOGY

This study employs a qualitative research methodology. The research setting chosen to obtain useful data supporting the achievement of this study's objectives is the Muhammadiyah Hospital building in Bandung. The research was conducted in February 2025.

Data Types and Sources

Based on the research title, which focuses on analyzing how Toko SERBY BAKERY utilizes Facebook to increase its sales, this study adopts a descriptive research approach. The type of research used is descriptive interviews. A descriptive interview research design is a simple research framework conducted to obtain direct data and information from the owner of Toko SERBY BAKERY as the main respondent. To ensure the research is conducted effectively, appropriate steps must be structured. This study applies a qualitative method by conducting direct qualitative interviews with respondents who have relevant information about the research subject, namely the bakery owner. This approach facilitates an in-depth exploration of the research object or the social situation being studied. Data collection and research activities are conducted directly at Toko SERBY BAKERY.

Method Of Collecting Data

The researcher can use primary sources. Furthermore, in terms of data collection methods, data can be collected through observation and interviews.

RESEARCH RESULTS

SERBY bakery is a Micro, Small, and Medium Enterprise (MSME) operating in the culinary sector. Bread is a type of food made from wheat flour, water, and yeast, processed through the stages of kneading, fermentation, and baking in an oven. To this day, bread remains a popular food despite the vast variety of foods available. This proves that bread is a favorite food among many people, from children to the elderly. The wide range of flavors and variations makes bread appealing, encouraging people to try different kinds. Toko Roti Serby is an MSME located at Jln. Jamin Ginting No. 73, Bandar Baru, Sibolangit District, Deli Serdang Regency, North Sumatra. This business was established in 2022. Before the COVID-19 pandemic, the bakery owner was still working and only accepted individual orders from neighbors. At that time, the business had not yet been promoted on Facebook due to the owner's busy schedule. However, when

COVID-19 hit, the owner was forced to stop working and began considering what kind of business to start. The decision was made to start a bakery business. To reach potential customers, the owner posted every cake order on Facebook so that Facebook users would become aware of the bakery. Customers could place orders and have them delivered or pick them up directly. After posting on Facebook, many people started ordering because of the convenience of home delivery. As time went on, in 2023, the bakery officially opened at Jln. Bandar Baru, Sibolangit District.

This bakery does not only make birthday cakes and sponge cakes but also snack orders for weddings and other events. Each type of cake is priced differently: Birthday cakes range from Rp. 50,000 to Rp. 200,000, depending on the cake design. Sponge cakes start at Rp. 25,000. Donuts are priced at Rp. 25,000. Snack boxes for events are priced between Rp. 3,000 and Rp. 5,000 per box. E-Commerce and Its Impact on MSMEs. E-commerce provides convenience and a significant impact on its users, especially for sellers and entrepreneurs who want to market their products easily and efficiently due to its broad reach. For this reason, many MSMEs utilize e-commerce platforms, as they believe that e-commerce helps increase their sales. This is especially true for Toko Roti Serby, which has been using e-commerce since 2023. The primary platform used by Toko Roti Serby is Facebook. By leveraging Facebook, more people became aware of the business and placed orders, resulting in a significant increase in sales. MSMEs that do not market their products through e-commerce often struggle to reach customers, as many people today prefer shopping online. The majority of consumers use e-commerce platforms because of their wide reach and the ability to find local businesses easily. With e-commerce, consumers can easily discover MSME products available in their city. Generally, customers choose MSMEs based on affordable prices and positive ratings or reviews.

Table1. List Of Qualitative Questions Given To The Informants

No	Daftar Pertanyaan
1	How did you first start using facebook as a platform for selling?
2	How does facebook influence your sales?
3	How has your experience been selling through Facebook? Have you noticed an increase in sales?
4	What are the differences in your sales before and after using Facebook?

CONCLUSION

The conclusion of this research is to understand how Facebook can help increase sales at Toko Roti Serby in Kecamatan Sibolangit. The research focuses on the effectiveness of Facebook as a digital marketing tool, particularly in enhancing brand awareness and customer engagement. Various features of Facebook, such as Facebook Pages for promotion, Marketplace for selling products, and Facebook Ads for reaching a broader and more targeted audience, are utilized. This research also examines how customer interactions on Facebook, such as comments or messages, influence their purchasing decisions. The study also identifies challenges and opportunities in using Facebook as a marketing tool for small businesses. The results are expected to provide insights for small and medium-sized enterprises (SMEs) to maximize the use of social media to support their businesses. In this digital era, Facebook can be an effective tool for expansion, building customer relationships, and increasing competitiveness. Overall, this study demonstrates that leveraging Facebook can help Toko Roti Serby attract more customers and increase their revenue.

Suggestion

SERBY BAKERY is encouraged to frequently upload attractive photos of their bread to entice customers to make purchases. Additionally, sharing stories about the bread-making

process or the ingredients used can help customers feel more connected to the bakery. Toko Roti Serby can also host live sessions on Facebook to interact directly with customers, answer questions, and provide information about new products or promotions. Encouraging customers to share their experiences with Toko Roti Serby's products can also boost visibility. The bakery can further create a specific hashtag to motivate customers to use it when posting pictures of their products.

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