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Analysis Of Social Media Utilization As A Promotional Strategy For Micro, Small, And Medium Enterprises: A Case Study Of Bakso Pak Roni In Bengkulu City

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Abstract. The rapid growth of digital technology has significantly transformed promotional practices among Micro, S mall, and Medium Enterprises (MSMEs). Social media has become one of the most effective promotional tools due to its ability to reach broader markets, facilitate customer interaction, and strengthen brand awareness at relatively low costs. However, many MSMEs still face challenges in maximizing social media for business development because of limited digital marketing knowledge, inconsistent content creation, and insufficient evaluation of promotional performance. This study aims to analyze the utilization of social media as a promotional strategy at Bakso Pak Roni MSME in Bengkulu City. A qualitative case study approach was employed to gain an in-depth understanding of how the enterprise utilizes social media to promote its products and engage customers. Data were collected through observations, semi-structured interviews with the business owner and customers, and documentation of promotional activities on Instagram, Facebook, and WhatsApp Business. Data were analyzed using the interactive model of data reduction, data display, and conclusion drawing. The findings reveal that social media has become an effective promotional medium for improving customer engagement, increasing product visibility, strengthening customer relationships, and supporting sales growth. Nevertheless, several limitations remain, including irregular content scheduling, limited utilization of platform analytics, and inadequate digital marketing competencies. The study concludes that consistent content management, creative visual communication, and data-driven promotional strategies are essential for improving the effectiveness of social media marketing among MSMEs.

Keywords: *Social Media Marketing, Promotional Strategy, MSMEs, Digital Marketing, Qualitative Research.*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economic development by contributing to employment opportunities, income generation, and regional economic growth. The continuous expansion of digital technology has encouraged MSMEs to adopt innovative marketing strategies to remain competitive in increasingly dynamic markets. One of the most significant developments is the widespread adoption of social media as a business promotional platform. Unlike conventional promotional methods, social media enables businesses to communicate directly with consumers, build relationships, and disseminate product information in real time with relatively low financial investment. Consequently, digital platforms have become strategic marketing channels for small businesses seeking to improve their competitiveness.

Indonesia is among the countries with the highest social media usage in Southeast Asia. The increasing number of internet users has encouraged MSMEs to integrate social media into their marketing activities, platforms such as Instagram, Facebook, TikTok, and WhatsApp Business are widely utilized to introduce products, provide promotional information, respond to customer inquiries, and

strengthen customer royalty. Social media offers interactive communication that allows sharing, thereby expanding promotional reach communication into customer-centered engagement.

Recent studies have consistently demonstrated that social media marketing contributes positively to MSME performance. Effective utilization of social media enhances brand awareness, customer engagement, market expansion, and business performance. Social media also facilitates two-way communication that enables businesses to understand customer preferences and respond more quickly to market changes. Furthermore, strategic content creation, visual branding, and customer interaction significantly influence promotional effectiveness and business sustainability.

Despite these advantages, many MSMEs continue to experience difficulties in implementing effective social media marketing strategies. Common challenges include limited digital literacy, inconsistent promotional content, inadequate understanding of platform algorithms, and the absence of systematic evaluation of marketing performance. These limitations reduce the potential benefits that social media can provide for business growth. Previous qualitative studies have also reported that many MSMEs use social media merely as an online product catalog rather than as a strategic communication and branding platform,

Bakso Pak Roni is one of the culinary MSMEs operating in Bengkulu City that has begun utilizing social media to support promotional activities. Business employs platforms such as Instagram, Facebook, TikTok, and WhatsApp Business to introduce products, announce promotional offers, communicate with customers, and distribute business information. Although these platforms have increased customer accessibility, promotional activities remain relatively simple and are not yet supported by structured digital marketing strategies, scheduled content planning, or analytical evaluation. Consequently, it is important to understand how social media is currently utilized and identify opportunities to optimize its promotional effectiveness.

Previous research has primarily examined the quantitative relationship between social media marketing and MSME performance of purchasing decision. Limited studies have explored in depth how individual MSMEs implement social media promotion in daily business operations though qualitative case studies. Moreover, empirical evidence MSMEs in Bengkulu remains scarce. Therefore, this study addresses this research gab by providing a comprehensive qualitative analysis of social media utilization as a promotional strategy at Bakso Pak Roni MSME.

This study aims to analyze the implementation of social media as a promotional strategy, identify its benefits and challenges, and formulate practical recommendations for improving digital promotional performance among culinary MSMEs. The findings are expected to contribute to the literature on digital marketing strategies for MSMEs while providing practical insights for business owners seeking to maximize social media utilization in competitive business environments.

RESEARCH METHODS

Research Design

This study employed a qualitative research approach using a case study design. The qualitative approach was selected because it enables researchers to explore phenomena in depth and understand participants' experiences, perceptions, and behaviors within their natural settings. A case study was considered appropriate because the research focused on a single MSME, namely Bakso Pak Roni**,** allowing for a comprehensive understanding of how social media is utilized as a promotional strategy.

The study emphasizes descriptive analysis rather than statistical generalization. The primary objective is to explore how social media contributes to promotional activities, identify the challenges faced by the business owner, and examine customer response toward digital promotional content.

Research Location and Time

The research was conducted at Bakso Pak Roni, located in RT 25 Sawah Lebar Baru, Ratu Agung District, Bengkulu City, Indonesia.

Data collection was conducted from 17 June to 10 July 2026, coinciding with the implementation period of the Community Service Program (KKN-T). This period allowed the researcher to observe promotional activities directly and interact intensively with the business owner and customers.

Research Informants

The study employed purposive sampling, in which informants were selected based on their knowledge and involvement in the research topic. Purposive sampling is commonly used in qualitative research because it allows researchers to obtain rich and relevant information from participants who have direct experience with the investigated phenomenon.
The research involved eight informants, consisting of:

Tabel 1. Informant Penelitian

Informant	Criteria	Number
Business owner	Owner of Bakso Pak Roni responsible for promotion activities	1
Employees	Staff involved in customer service and social media operations	2
Customers	Active customers who have purchased products after viewing social media promotions	5
Total		**8**

These informants were selected because they were able to provide comprehensive information regarding the implementation and effectiveness of social media promotion.

Data Collection Techniques

1. Observation
   Non-participant observation was conducted to examine promotional activities carried out by Bakso Pak Roni. The researcher observed several aspects including: (1) Types of social media platform used, (2) promotional content uploaded, (3) frequency of content publication, (4) customer interactions through comments, likes, and shares, and (5) promotional activities conducted during observation. Observation enables the researcher to obtain factual evidence regarding actual promotional practice.
2. Semi-Structured Interviews
   Semi-structured interviews were conducted with all research informants. This interview technique allowed the researcher to prepare guiding questions while providing flexibility for participants to explain their experiences in greater depth.
   The interview questions focused on: (1) reasons for using media social, (2) types of promotional strategies implemented, (3) perceived benefits of social media, (4) obstacles encountered during promotion, (5) customer responses to promotional content, and (6) expectation for future promotional development. Each interview lasted approximately 30-60 minutes and was audio-recorded with participants' consent before being transcribed for analysis.
3. Documentation
   Documentation was used to complement the observation and interview data. The collected documents included: (1) Instagram promotional pots, (2) Facebook promotional pots, (3) WhatsApp Business promotional catalogs, (4) product photographs, (5) promotional posters, (6) business profile documentation, (7) sales promotion materials, (8) screenshots of customer interactions on media social. Documentation strengthened the validity of the research findings by providing visual evidence of promotional activities.

Research Instrument

In qualitative research, the researcher serves as the primary research instrument. The researcher was responsible for planning the study, conducting observations, interviewing participants, documenting research findings, interpreting data, and drawing conclusions.Supporting instruments included: (1) interview guidelines, (2) observation checklist, (3) smartphone for recording interviews, (4) digital camera for documentation, (5) field notes, and
(6) laptop for transcription and data organization.

Data Validity

To ensure the trustworthiness of the findings, the study applied source triangulation, technique triangulation, and member checking Source triangulation was conducted by comparing information obtained from the business owner, employees, and customers. Technique triangulation involved comparing findings from observation, interviews, and documentation.

Member checking was performed by confirming interview summaries with participants to ensure that the interpretations accurately reflected their views. The use of triangulation enhances the credibility and trustworthiness of qualitative case study findings by comparing multiple sources and methods rather than relying on a single perspective.

Data Analysis

Data were analyzed using the interactive model proposed by Miles, Huberman, and Saldaña (2020), which consists of four interconnected stages:

1. Data Collection
   The researcher gathered data through observations, interviews, and documentation.
2. Data Condensation
   The collected data were organized, coded, classified, and simplified according to the research objectives. Irrelevant information was excluded while important findings were retained.
3. Data Display
   The organized data were presented in descriptive narratives, thematic categories, and summary tables to facilitate interpretation.
4. Conclusion Drawing and Verification
   The final stage involved interpreting the findings, identifying recurring themes, verifying consistency across different data sources, and drawing conclusions regarding the utilization of social media as a promotional strategy at Bakso Pak Roni MSME.

The interactive analysis model emphasizes continuous movement between data collection, condensation, display, and verification until credible conclusions are reached.

Tabel 2. Summary of Research Method

Aspect	Description
Research Approach	Qualitative
Research Design	Case Study
Research Location	Bakso Pak Roni, RT 25 Sawah Lebar Baru, Bengkulu City
Research Period	17 June to 10 July 2026
Sampling Technique	Purposive Sampling
Number of Informants	8 Informants
Data Collection	Observation, Semi-Structured Interview, Documentation
Data Validity	Source Triangulation, Technique Triangulation, Member Checking
Data Analysis	Miles, Huberman, and Saldaña Interactive Model (2020)

RESULTS AND DISCUSSION

Business Profile of Bakso Pak Roni

Bakso Pak Roni is a culinary Micro, Small, and Medium Enterprise (MSME) located in RT 25 Sawah Lebar BARU, Ratu Agung District, Bengkulu City. The business has operated since 2021 and specializes in meatball-based food products, including beef meatballs, tendon meatballs, and meatball noodles. The business primarily serves customers from the surrounding community, university students, office workers, and online buyers.

To adapt to the increasing digitalization of business activities, Bakso Pak Roni has begun utilizing several social media platforms, including Instagram, Facebook, TikTok, and WhatsApp Business, as promotional media. These platforms are used to introduce products, upload promotional content, provide

product information, announce discounts, and communicate directly with customers.Based on observations, social media has become one of the primary marketing channels because it enables the business owner to reach a broader audience without incurring high promotional costs. However, promotional activities are still managed independently without structured digital marketing planning.

Product Variations and Pricing Strategy

Based on observation and interviews with the business owner, Bakso Pak Roni offers several menu variation at affordable prices to reach a broader consumer segment, including students, local resident, and office workers. The business applies a competitive pricing strategy by providing products with prices ranging from IDR 5,000 to IDR 15,000. Affordable pricing, combined with social media promotion, is expected to increase consumer interest and encourage repeat purchases. Previous studies indicate that price is an important element of the marketing mix and significantly influences consumer purchasing decision, particularly when by effective promotional strategies.

Tabel 3. Product Price List

No	Product	Price (IDR)
1.	Original Meatball	5.000
2.	Meatball with Noodles	8.000
3.	Tendon Meatball	10.000
4.	Jumbo Meatball	12.000
5.	Special Bakso Pak Roni	15.000

Source: Primary Data Processed (2026)

Utilization of Social Media as a Promotional Strategy

Observation and interview findings indicate that Bakso Pak Roni actively utilizes social media for several promotional purposes.

Product Promotion

Instagram and Facebook are primarily used to upload attractive photographs and videos of menu items. Promotional content usually highlights product appearance, prices, promotional offers, and business location.The owner stated “Customers usually see our food on Instagram first before deciding to visit or order through WhatsApp”

Visual presentation of food products effect customer attention and encourages purchasing intentions. Attractive product images accompanied by concise captions are considered effective promotional tools. This finding supports pervious research indicating that visual content significantly influences consumer attention and purchase intention on social media platforms.

Customer Communication

WhatsApp Business plays an important role in facilitating direct communication with customers. Customers can easily ask about menu availability, prices, business hours, and delivery services.

Observation results show that customers appreciate quick responses from the business owner because they increase trust and convenience.

One customer explained “Ordering through WhatsApp is very practical because I can immediately ask whether the menu is available”

Interactive communication strengthens relationships between businesses and customers, ultimately contributing to customer satisfaction and repeat purchases.

Promotional Campaigns

Bakso Pak Roni occasionally conducts promotional campaigns, including: (1) discount promotions, (2) buy-one-get-one offers, (3) holiday promotions, (4) free beverage packages, (5) customer appreciation promotions. However, these promotional activities are implemented irregularly without a predetermined promotional schedule.

The owner explained “Usually we create promotion only during holidays or when sales decrease”. This finding indicates that promotional planning remains reactive rather than strategic.

Brand Awareness

Customers reported that social media has made Bakso Pak Roni easier to recognize. Several customers first became aware of the business after viewing promotional posts shared by friends through Instagram Stories and Facebook. This demonstrates the importance of electronic word-of-mouth (e-WOM) in expanding promotional reach.

Tabel 4. Form of Social Media Utilization

Social Media Platform	Promotional Activities	Purpose
Instagram	Product photo, reels, stories	Increase product awareness
Facebook	Promotional posters, menu information	Reach local communities
WhatsApp Business	Product catalog, customer communication	Facilitate orders and customer service

Source: Primary Data Processed (2026)

Figure 1. promotional Poster Shared Though Social Media



Source: Documentation of Bakso Pak Roni MSME (2026)

As shown in figure 1, Bakso Pak Roni utilizes promotional posters containing product images, menu variations, affordable prices, and business location to attract potential customers through social media. The slogan “Harga Mulai 5k” serves as the main promotional message, emphasizing affordability as the business’s competitive advantage. The combination of visual food presentation, pricing information, and concise promotional messages supports customer engagement and encourages purchasing decisions.

Customers Responses toward Social Media Promotion

Interviews with customers revealed generally positive responses toward the promotional activities conducted Bakso Pak Roni.

The majority of customers stated that social media enables them to obtain updated information regarding: (1) new menu items, (2) promotional discounts, (3) business operating hours, (4) product prices, and (5) business location. Customers also appreciated the attractive visual presentation of products because it increased their interest in purchasing
One customer stated “The food photo are attractive, making me want to try the menu”

Another customer explained “The promotional information is clear, especially through WhatsApp Status”. These findings indicate that social media contributes positively to consumer purchasing decisions.

Challenges in Utilizing Social Media

Although social media has provided various promotional benefits, several obstacles were identified during the study.

Limited Digital Marketing Knowledge

The owner admitted having limited knowledge regarding: (1) digital marketing strategies,
(2) social media algorithms, (3) audience targeting, (4) promotional analytics, (5) content optimization. As a result, promotional activities are conducted based primarily on personal experience rather than strategic planning.

Inconsistent Content Uploads

Observation results indicate that promotional content is uploaded inconsistently. Sometimes new content appears every day, while at other periods no promotional posts are uploaded for several weeks. This inconsistency reduces customer engagement because audiences expect regular updates.

Lack of Content Variation

Most promotional posts consist only of food photographs accompanied by short captions. Few promotional videos, customer testimonials, educational content, or behind the scenes activities are shared. Consequently, promotional content appears repetitive.

Limited Performance Evaluation

Business owners rarely evaluate promotional performance using social media analytics. Indicator such as: (1) Reach, (2) Engagement, (3) Impressions, (4) Click through rate, (5)
Audience demographics. Have not been utilized in promotional decision making.

Tabel 5. Challenges in Social Media Promotion

Challenges	Impact
Limited digital marketing knowledge	Promotional strategy remains simple
Inconsistent content uploads	Reduced customer engagement
Limited content creativity	Lower promotional attractiveness
Lack of promotional evaluation	Difficult to measure promotional effectiveness
Source: Primary Data Processed (2026)	

Discussion

The findings demonstrate that social media has become an effective promotional medium for Bakso Pak Roni. The business utilizes Instagram, Facebook, and WhatsApp Business to introduce products, communicate with customers, and increase business visibility. These findings are consistent with recent studies showing that social media marketing enhances brand awareness, customer engagement, and purchase intention among MSMEs by providing interactive and cost-effective promotional channels.

The study also found that attractive visual content and responsive communication encourage

customer trust and purchasing decisions. This supports the view that high quality content and two-way interaction strengthen consumer relationships and improve marketing outcomes.

However, the effectiveness of social media promotion remains constrained by inconsistent posting schedules, limited content diversity, insufficient digital marketing skills, and the absence of performance evaluation. Previous studies emphasize that successful social media marketing requires strategic content planning, regular posting audience analysis, and the use of platform analytics promotional performance.

From the perspective of the social media marketing theory, promotional success depends on creating value through relevant content, continuous interaction, and relationship building rather than merely posting product information. Likewise, the Technology Acceptance Model (TAM) suggests that the perceived usefulness and ease of use of digital platforms influence the willingness of business owners to adopt and utilize social media effectively.

Overall, the finding indicates that social media has considerable potential to support the growth of culinary MSMEs. Nevertheless, Bakso Pak Roni should strengthen its digital marketing capabilities by developing a structured content calendar, diversifying promotional formats such as short from videos and customer testimonials, monitoring social media analytics, and improving digital literacy. These efforts are expected to increasing customer engagement, expand market reach, and enhance business competitiveness in the digital marketplace.

CONCLUSION

This study aimed to analyze the utilization of social media as a promotional strategy at Bakso Pak Roni in Bengkulu City. The findings indicate that social media has become an effective promotional medium that supports business marketing activities through wider information dissemination, interactive customer communication, and improved product visibility. Instagram, Facebook, and WhatsApp Business are the primary platforms used to introduce products, share promotional campaigns, and maintain relationships with customers.

The study found that attractive visual content, responsive communication, and promotional information positively influence customer awareness and purchasing decisions. Social media also enables the business to expand its market reach with relatively low promotional costs compared to conventional marketing methods.

However, several challenges limit the effectiveness of social media utilization. These include limited digital marketing knowledge, inconsistent content uploads, lack of content ariation, and minimal use of social media analytics to evaluate promotional performance. These obstacles reduce the potential impact of digital promotion on business growth.

To improve promotional effectiveness, Bakso Pak Roni should develop a structured content management strategy, increase the frequency and consistency of content publication, diversify promotional content through videos and customer testimonials, and utilize platform analytics to evaluate marketing performance. Improving digital marketing competencies will also help the business adapt to changing consumer behavior and strengthen its competitiveness in the digital marketplace.

This study contributes to the growing literature on digital marketing for MSMEs by providing empirical evidence from a qualitative case study pf a culinary business in Bengkulu City. Future research is recommended to involve more MSMEs from different business sectors and regions to obtain broader insights into social marketing practices and their impact on business sustainability.

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