

FINAL PROJECT
OPTIMIZATION OF SOCIAL MEDIA MARKETING ON TERYAMI
PRODUCTS TO EXPAND MARKET REACH



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VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

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APPROVAL PAGE

**OPTIMIZATION OF SOCIAL MEDIA MARKETING ON TERYAMI
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Has been defended in front of the Examiner Team

On: April 20, 2026

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AGREEMENT PAGE

**OPTIMIZATION OF SOCIAL MEDIA MARKETING ON TERYAMI
PRODUCTS TO EXPAND MARKET REACH**

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Has been defended in front of the Examiner Team

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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 22, 2026

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ABSTRACT

Micro, small, and medium enterprises (MSMEs) are required to adapt their marketing strategies in the current era of digital technology development. One of the food MSMEs in Sumenep, Teriyami, has an obstacle, namely limited market reach, which occurs because it does not use social media properly as a promotion. The marketing used is still conventional, making Teriyami products not widely known. This has an impact on the market reach that is not yet wide.

This design aims to promote Teriyami through a social media marketing strategy to expand market reach and increase competitiveness in the digital era. Instagram, Facebook, and TikTok are platforms that are focused on increasing the effectiveness of this design. Social media optimization can increase people's buying interest. In addition, this design is also used to identify forms of content and digital communication strategies that suit the target audience.

The method used in this design is Design Thinking. The application of this method is used to understand the needs of users through empathy, then collect the information obtained, brainstorm, and create designs. Social media design is in the form of consistent visual content to promote Teriyami products to reach a wider range of consumers. Using quantitative and qualitative approaches (mix method). The data was collected using collection techniques through interviews, observations, studies, and questionnaires.

The results of this design are expected to provide practical guidance for Teriyami in expanding the market reach. With a target audience of 25-45 years old who have a busy schedule. The resulting recommendations have the potential to increase the effectiveness of Teriyami's promotion.

Keywords: Social Media, Marketing, Teriyami

FOREWORD

Praise be to the presence of Allah SWT for His blessings and graces, so that the author can successfully complete the Final Project Report on the Design of Social Media Marketing Optimization on Teriyami Products to Expand Market Reach. Through this design, it is hoped that it can benefit Teriyami MSMEs in optimizing social media to promote their products and provide information in the form of visual to the public. The author's gratitude would like to convey as much as possible to those who are willing to support to complete this design:

1. Allah SWT who always provides smoothness.
2. Both parents and the whole family for the prayers and spirit of support that does not stop.
3. The Supervisor is Mrs. Aileena Solicitor C.R.E.C, S.T., M.Ds who has provided guidance from the beginning of the design to the end.
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5. To Teriyami MSME Stakeholders and all parties in data collection activities.
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7. To the closest friends Dina Mahesti, Rochma Nur Hidayah, and Alnaya Tarisa Putri.
8. And friends of Visual Communication Design Batch 22.

The author realizes that this report is far from perfect, so the author accepts constructive criticism and suggestions for future improvements. Hopefully this report can make a positive contribution to the author's self-development and become a useful reference for readers.

Surabaya, April 29, 2026



Salsabilla Sofia Azzahra

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