

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Indonesia can still maintain relatively stable economic growth amid global uncertainty. This is evidenced by data from the Ministry of Finance in the first quarter of 2025 which recorded a growth of 4.87% year-on-year supported by household consumption, also as the largest contributor to GDP at around 54.5% (Haspramudilla, 2025). GDP is the market value of all goods and services produced in Indonesia. Thus, GDP can be used as an indicator that measures the country's economic performance as well as success in driving economic sectors. Based on data from the Ministry of Cooperatives and SMEs (Small and Medium Enterprises), in May 2025 the number of MSMEs will reach 65.5 million business units with a contribution to GDP of more than 61.9% and absorbing nearly 119 million workers or 97%. However, around 15.7% of MSMEs contribute to national exports (*UMKM Mendunia: Strategi Peningkatan Skala Bisnis Menembus Pasar Nasional Dan Internasional*, 2025). MSMEs are one of the sectors of the Indonesian economy that has an important role and contributes to national economic growth. This makes MSMEs the backbone of the Indonesian economy. Therefore, the expansion of the MSME sector is urgently needed to increase economic growth.

In the current era of technological development, in the growth of MSMEs, marketing communication is very important to be carried out, not only relying on traditional marketing strategies, but also carrying out digital marketing strategies or digital marketing (Sutarso et al., 2025). Marketing communication is a communication activity aimed at conveying a message. In marketing communication, consumers or customers are expected to make the first 3 changes, changes in attitudes, changes in knowledge, and changes in desired actions. Traditional marketing is a means of marketing communication used to promote products through traditional media. Some examples of traditional marketing are, installing banners in specific locations, using pamphlets, billboards and banners to promote products, as well as advertisements in brochures, newspapers or magazines. Digital marketing or digital marketing is a means of marketing communication used to promote products through digital media. Some examples of digital marketing are, social media marketing, content marketing such as articles or blogs, search engine optimization (SEO), paid advertising (PPC), and others. One of the efforts that can be made to expand market reach is through social media marketing.

Social media platforms such as Instagram, Facebook, and Tiktok can provide great opportunities for MSMEs to promote products effectively. This implementation can provide significant benefits for MSME actors such as operational cost efficiency, wider market penetration, and ease of data analysis. So, MSMEs must be smart in using digitalization to make new changes in developing products to attract consumer interest. The use of social media as a promotional medium without strengthening the image of the product alone is not enough to be known more widely by the public. Therefore, in marketing products, MSME businesses must carry out a marketing strategy because it can be a pillar to win competition while still providing consumer needs.

Marketing strategy is a plan or stage that is emphasized to introduce products to the target market. This strategy is related to market research, target audience determination, product development, pricing, and promotion through social media Facebook, Instagram, and Tiktok. The main problem in marketing is important seen from the increasingly strong/fierce competition. In this case, MSME businesses focus on how to create good relationships with consumers as well as loyalty. Increasing market visibility, building a strong brand, and being able to differentiate MSME products from competitors can be done with effective marketing. In interactions through social media, building loyalty with consumers is important, because it allows feedback to be given faster. To get feedback from consumers, various types of visual content that attract attention are needed.

Indonesia has a wealth of very diverse natural resources, one of which is the field of water power. This potential is supported by the territory of Indonesia which has a sea area of 6.4 million km<sup>2</sup>. According to data from the Ministry of Marine Affairs and Fisheries (KKP), in 2023, fishery production will reach 23,207,027 tons. In the East Java region, fisheries were caught with a total of 576,991 tons. This makes the fisheries sector have a great opportunity to increase national GDP. Data on the fisheries sector in recent years has decreased, namely in 2018-2020, and settled in 2020-2022, experiencing an increase in 2023 the highest in the last five years. Considering the large amount of marine products, from that side it can be used to expand MSMEs.

In Sumenep Regency, especially Batuan District, there is one of the leading fisheries-based products that is developing, namely processed anchovy products that are processed with special spices to give a distinctive and delicious taste. One of the MSME products that is developing in Batuan District, Sumenep Regency is Teriyami. Teriyami is produced by Teriyami MSMEs, with the owner Mr. Achmad Jufrianto. This product has been running for 11

years since 2014 and has great potential in the food industry, because the raw materials are abundant in the coastal area of Sumenep. Anchovies are known to have a high nutritional content, such as omega-3 and protein that are good for health. But despite its great potential, this product still faces challenges in strengthening its existence in the wider market. Product sales can be ordered through E-Commerce , namely Shopee, WhatsApp, or at store outlets that are already operating at Alfamart and Indomart in Sumenep. It has entered 200 in store outlets. Sales of this product have been in the East Java and Jogja areas.

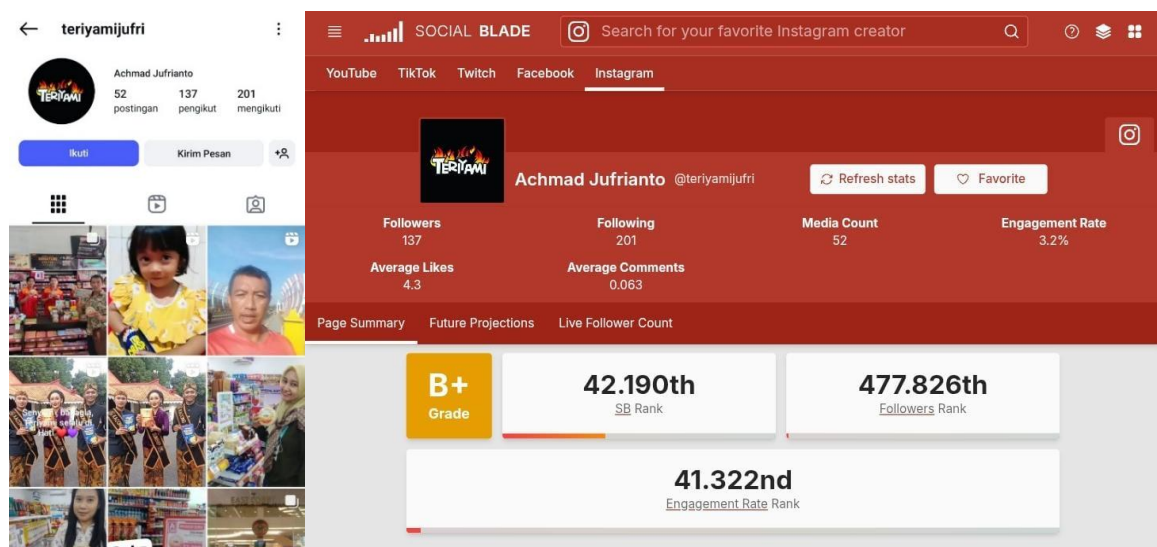


Figure 1. 1 Teriyami's MSME Instagram and Engagement Platform, 2025

(Source: Instagram@teriyamijufri)

Teriyami MSMEs have used social media as a means of digital marketing such as Instagram, Facebook, and WhatsApp. This is a positive step to reach a wider range of consumers, but the use of social media is still not carried out optimally. Based on Instagram observations, Teriyami MSMEs with the account name teriyamijufri have 137 followers and 52 posts. In terms of performance, there are several weaknesses that need to be evaluated, namely content that is uploaded irregularly so that it seems sporadic from inconsistent post dates starting from 2021 to 2025. This shows that systematic content planning has not been carried out. In addition, most posts only have an average number of likes of no more than 15 per post. The engagement rate with the audience is at 3.2%, which indicates that it is quite good. Average likes are 4.3%, so the average for each post gets 4 likes. Average comments of 0.06% indicates each post has no comments at all. The account name still does not use the official name, and

the profile display is not equipped with an informative bio, such as a brief explanation of the product, location, operating hours, or contact contacted.

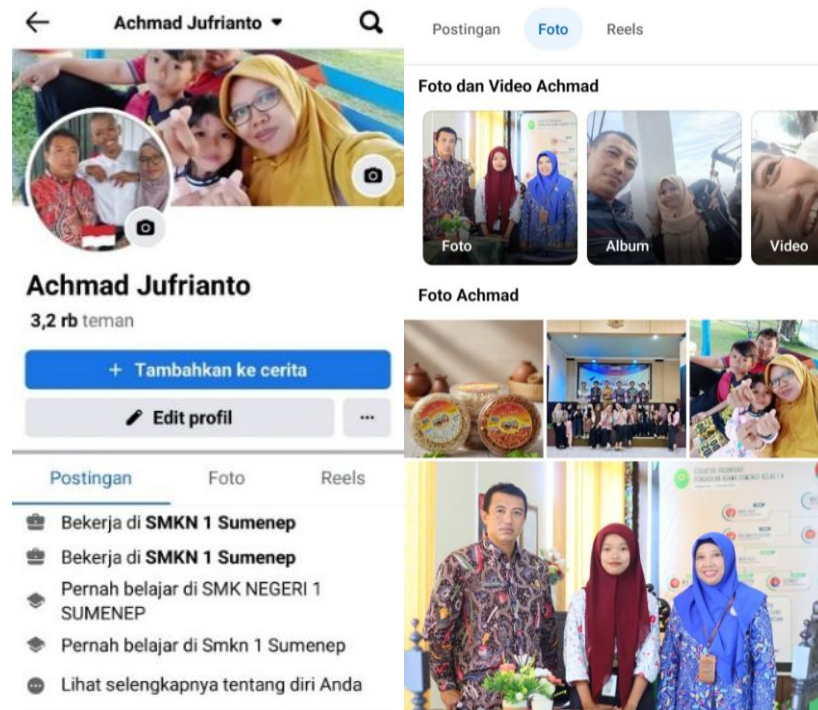


Figure 1. 2 Teriyami MSME Facebook Platform, 2025

(Source: Facebook@achmadjufrianto)

In addition, Instagram accounts are not yet connected to E-Commerce platforms such as Shopee. For Facebook, currently still using a personal account owned by the owner of Teriyami MSMEs with the account name Achmad Jufrianto has 3.2 thousand friends, but not a business fanpage. This results in promotional content mixed with personal uploads, which can confuse the audience. Less professional impression as a culinary venture. On WhatsApp MSMEs Teriyami has not used the WhatsApp Business feature, this should be done because it can provide various benefits, ranging from auto-reply, customer labels, product catalogs, and business profiles that seem neater. In building better and efficient communication with customers, this feature is very helpful.

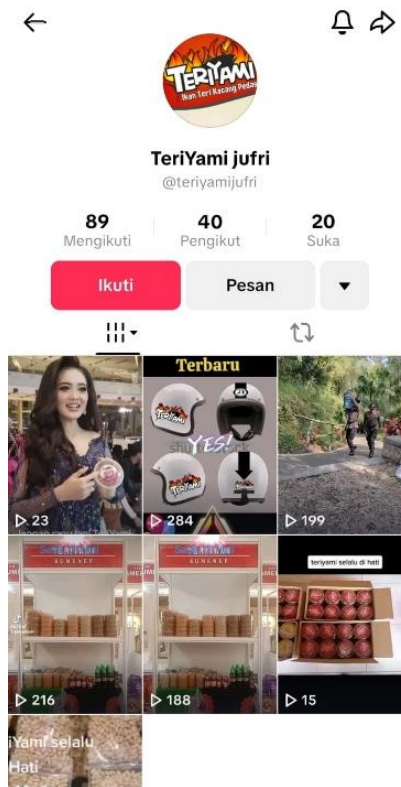


Figure 1. 3 Teriyami MSME Tiktok Platform, 2025

(Source: Tiktok@teriyamijufri)

On the Tiktok platform with the account name teriyamijufri has 40 followers, 89 followers, and 7 posts. Similar to Instagram accounts in terms of performance, although the number of content viewers already exists is quite large to hundreds, there are still several weaknesses that need to be evaluated, namely the content uploaded is irregular and does not apply a visual identity. Also, most posts only have an average number of likes of no more than 10 per post. In 7 posts only have 20 likes, which means an average of 2.8 likes where each post only has 2 likes.

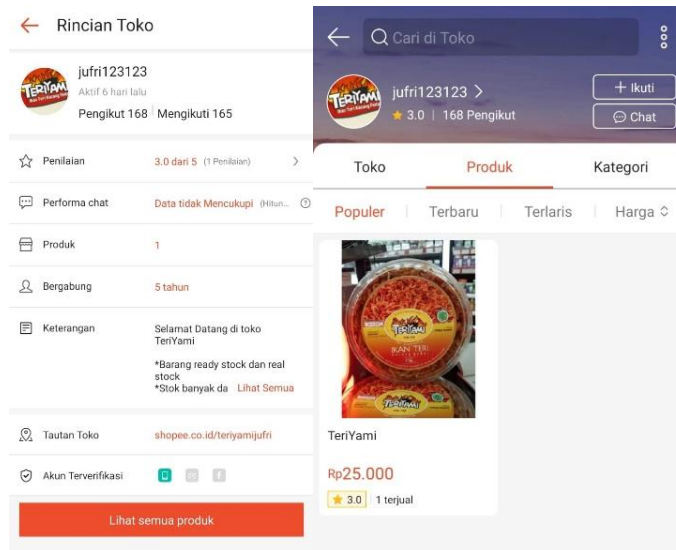


Figure 1. 4 E-Commerce Shopee MSMEs Teriyami, 2025

(Source: Shopee@jufri123123)

Teriyami MSME E-Commerce Platform on Shopee with the account name jufri123123 which sells 1 processed anchovy product. This store has been on shopee for 5 years which has been verified, has 168 followers and follows 165 accounts. The store has a rating of 3.0 out of 5 with 1 review. It has been 5 years since joining but product sales have only sold 1 pcs, this shows that there is still a need for an increase in promotion and the use of shopee links to connect with social media.

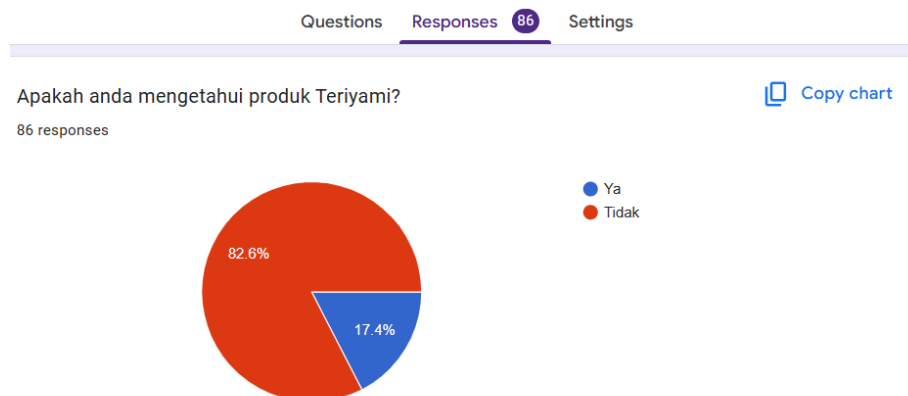


Figure 1. 5 Audience Questionnaire Do You Know Teriyami, 2025

(Source: personal documentation)

The lack of optimal promotion carried out by Teriyami MSMEs causes most of the audience, namely 82.6% of the audience, to be unfamiliar with Teriyami products, this indicates

that sales are not even in the East Java region. With modern digitalization, the use of technology in MSMEs can be one of the strategic and very important steps in increasing competitiveness and can expand market reach. Seeing this as an opportunity, the researcher took the initiative by assisting Teriyami MSMEs in actively using social media by optimizing social media marketing, through optimizing visual content, and posting consistency. The content created focuses on promotion. Specific promotions carried out are through social media, which is a tool that can be used to communicate with many people to get information about a product, from which Teriyami MSMEs can convey information to the audience and do marketing. With a design that focuses on promotion through social media to expand market reach, it does not focus on using Shopee because it focuses more on opening new branches or stores through resellers.

It turns out that modern digitalization can not only be used actively, because it must have branding and one of the competent people to manage marketing on modern digitalization social media. Seeing this, the researcher got a proposition, namely optimizing social media marketing. Through this proposition, a hypothesis or conjecture emerges for social media marketing optimization can be approached, namely marketing communication through storytelling.

## **1.2 Problem Identification**

- a. Based on the results of a questionnaire on people in the East Java region, outside East Java, and outside Java, as many as 82.6% of 86 respondents did not know about Teriyami's products. This shows the urgency to increase brand awareness in the wider community.
- b. Based on the results of interviews and observations on social media, Teriyami already has an account, but not an official account, and has not been actively promoted.
- c. Based on the results of observations on Teriyami social media (Instagram, Facebook, and Tiktok) have not implemented a visual identity and his posts are sporadic and inconsistent in uploading content.
- d. Based on observations on social media, Teriyami Instagram and Facebook are not linked to each other, in other words there are no distributed links, so the posts are still individual and have a different number on each social media.
- e. In Instagram posts, it has a fairly good engagement rate of 3.2%, but from the average post, it has a rate of 0.06 which indicates that almost no one commented at all, and also has an average of 4.3 likes.

- f. Based on the results of observations on social media, Teriyami (Instagram, Facebook, and Tiktok) does not have calendar content management, judging from posts that look sporadic or the origin of the post.

### **1.3 Problem Statement**

Based on the background and identification of the problems that have been explained, it can be concluded that the problem formulation is "How to optimize social media marketing on Teriyami products to expand market reach?"

### **1.4 Project Scope**

The scopes of this design problem are as follows:

- a. This design is intended for people in East Java aged 25-45 years.
- b. This plan focuses on designing social media marketing on Instagram, Facebook, and Tiktok. In the form of photos and graphic design as content media.
- c. The design results produced in this design are outputs that can be used and implemented by Teriyami based on needs.

### **1.5 Design Objectives**

The purpose of this design is as follows:

- a. Designing a visual strategy in the form of social media marketing to expand the reach of the Teriyami market in East Java.
- b. Display Teriyami visual identity consistently through promotional content.
- c. Increase consumer buying interest through the delivery of product information on Teriyami's social media content.

### **1.6 Design Benefits**

#### **1.6.1 Benefits for designers**

- a. Provide knowledge about visual media marketing strategies.
- b. Provide experience in increasing insight and understanding according to the field designed.
- c. Provide experience in honing the ability to think critically, solve problems, and find creative solutions.

#### **1.6.2 Benefits for the audience**

- a. Gaining knowledge about MSMEs is one of the sectors that can contribute to Indonesia's economic growth.
- b. It is hoped that it will be a means of spreading Teriyami more widely in East Java.

- c. Make it easier for the public to understand the presentation of information in the form of good visual design.

**1.6.3 Benefits for Teriyami MSMEs**

- a. Expanding the reach of Teriyami to people in the East Java region.
- b. Increase Teriyami competitiveness with similar competitors.
- c. Optimizing Teriyami's social media.

**1.7 Design Framework**

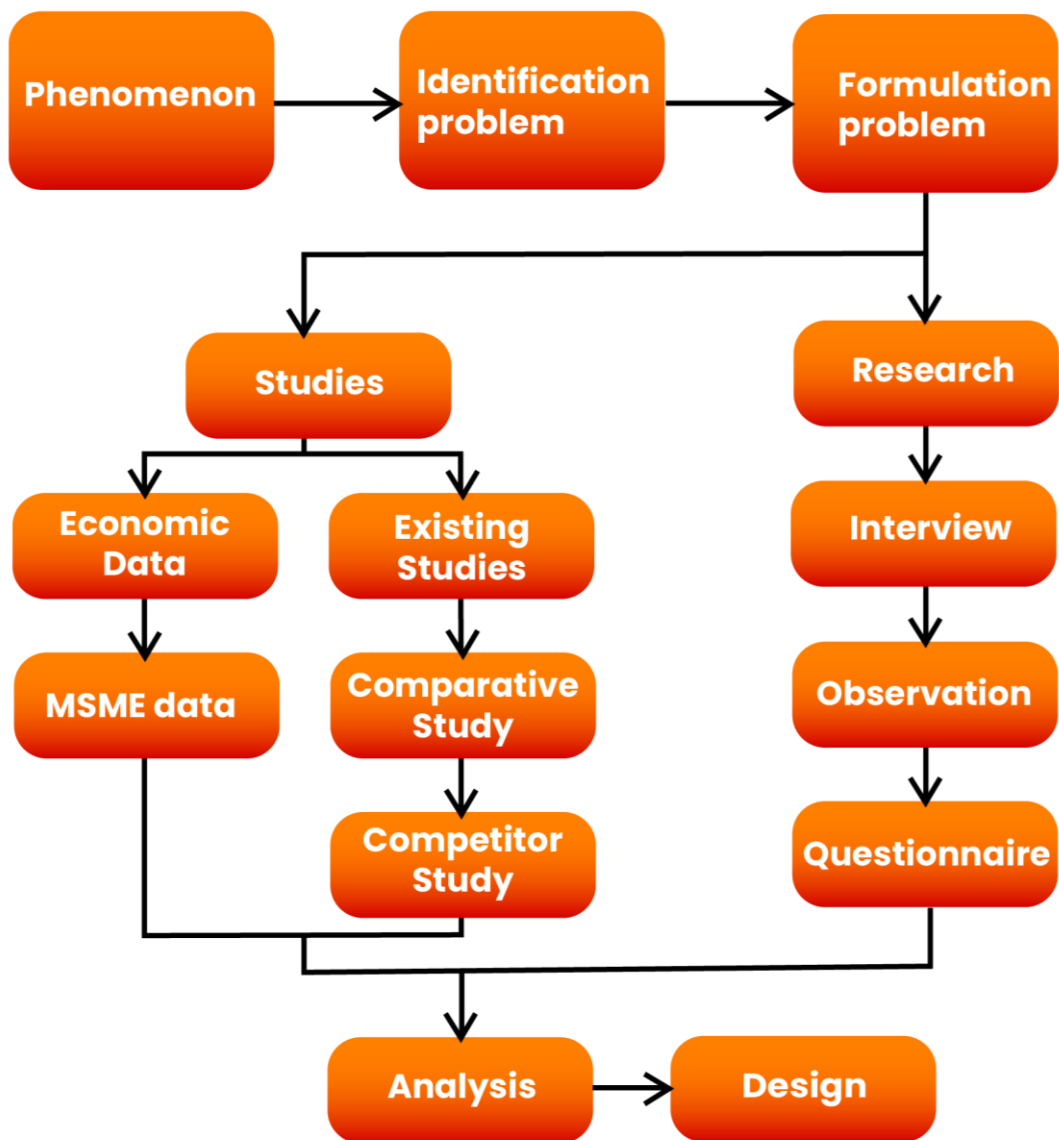


Figure 1. 6 Planning Framework, 2025

(Source: personal documentation)