

THE ROLE OF SOCIAL MEDIA IN THE DISSEMINATION OF INFORMATION TO CONSUMERS(CASE STUDY ON NANA'S DUREN STICKY STICKY IN MALANG CITY)

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ABSTRACT

The purpose of this research is to find out how social media functions in disseminating information about Ketan Duren Ala Nana Malang City to customers. Qualitative research method was used in this research. This research uses observation, semi-structured interviews, and audio and visual documentation as data collection methods. The location of this research is Villa Gunung Buring Jalan Band Palmerah No. 1A, Cemorokandang, Kedungkandang District, Malang City, East Java. In this research process, qualitative methodology was used for data collection. While source triangulation, time triangulation, and technique triangulation were used to verify the truth of the data. The research findings show that Ketan Duren Ala Nana Malang City has implemented information dissemination through social media quite well, but is assisted by resellers in Java. To disseminate information to consumers so as to get significant consumers.

Keywords: Role of Social Media, Dissemination of Information to Consumers

INTRODUCTION

Advances in social media and mass media technology have made it easier for people to interact, shop and get information anytime and anywhere without having to meet physically. Business people can take advantage of the internet as a means to increase online sales by using it. With considerable success, the marketing industry is leveraging social media and other digital media platforms so that consumers can easily get information, share it, leave comments and follow product developments. The existence of social media as a channel for sharing information facilitates businesses' ability to market their goods efficiently. wide audience about their goods and services by utilizing social media.

One culinary business that creates soft sticky rice using pandan leaves and processed hemp is Nana's Duren Sticky Rice, which is run by Malang people themselves. One of the

durian sticky rice in Malang that is in great demand is durian sticky rice with durian flesh which has a unique taste and aroma. The advantage that differentiates Nana's Duren Sticky Rice culinary business from others is that the products are processed according to orders received the previous day, so that the products produced are still *fresh*. WhatsApp, Instagram , Facebook and Tiktok are tools for marketing products via social media .

Social media used

No	<i>Platforms</i> Social media	Posted Content	Delivery of Information
1	TikTok	Interesting	Not enough
2	Instagram	Interesting	Not enough
3	Facebook	Interesting	Not enough
4	WhatsApp	Interesting	Not enough

Source: Data processed in 2024

The table above shows problem lack delivery information to consumers in the social media used for researcher here focused on implementer n strategy delivery of information use digital *platforms* that have implemented by business culinary Nana 's Durian Sticky Rice . Through delivery information carried out with platforms digital creates greater consumer reach wide And it is hoped that it will be more optimal by all businessmen .

Researchers are interested in determining the title of the research based on the problems and phenomena mentioned above, namely **"THE ROLE OF SOCIAL MEDIA IN THE DISSEMINATION OF INFORMATION TO CONSUMERS" (Case Study of Duren Sticky Rice Ala Nana, Malang City).**

1. What is the role of social media in disseminating information to consumers of Nana-style durian sticky rice in Malang City ?
2. How is information disseminated to consumers of Duren Sticky Rice Ala Nana Malang City?
3. What are the motivating aspects of using social media to disseminate product information?
4. What are the things that hinder the dissemination of product information on social media?

LITERATURE REVIEW

Marketing

Marketing according to Ngatno (2017: 8) is a system of several commercial operations that form comprehensive marketing.

Marketing is a social and management activity that helps individuals and organizations achieve their goals and needs through the production, offering and exchange of something of value with other parties. (2020: 2) Azizi and Suprpto

Social media

Social media is Social media is an online community that allows people to create personal profiles and communicate with friends beyond geographic boundaries. Social media also helps people to share information and communicate. Chandra (2021: 15).

The word "social media" specifically refers to information and communication technology goods that connect consumers online via internet networks, Wujarson (2022:42)

Information Systems

An information system consists of a number of parts, including people, computers, and information technology, which work together to convert data into information to achieve certain goals, according to Zusrony in Kadir (2019: 145).

A system is a collection of parts that are connected to each other and function methodically to create and regulate the flow of information. The aim is to assist in decision making and managing organizational operations, Oetomo (2002).

Marketing Information Systems

One system that functions to collect, evaluate, disseminate and monitor marketing data that is continuously needed is a marketing information system. This data is continuously collected from various internal company sources. According to Zusrony (2019:147).

Consumer

Research on how people choose, pay for, use, and apply products, services, concepts, or experiences to meet their needs and desires is one area related to consumers, according to Kotler and Keller (2009).

An additional meaning of consumer is a person who researches a purchasing unit, or an organization involved in transactions related to the acquisition, application, and release of products, services, experiences, and concepts. Zusrony, (2019: 26).

METHODS

Types of research

By producing data in the form of words and visuals, qualitative research methods are used to understand and explain in-depth phenomena faced by research participants.

Research Focus

1. An examination of how social media helps customers of Ketan Duren Ala Nana get information, with special emphasis on the following sub-topics:
 - a. Benefits of using social media to develop a personal brand
 - b. Social media provides an opportunity for businesses to communicate with customers more directly.
2. Describe the dissemination of information to consumers of Duren Sticky Rice Ala Nana.
 1. WhatsApp
 2. Facebook
 3. YouTube
 4. Instagram
 5. TikTok
3. Describe the supporting factors in disseminating product information via social media.
 1. Internal factors
 2. External factors
4. Describe the factors inhibiting the dissemination of product information via social media.
 1. Internal factors
 2. External factors

Research Settings and Subjects

The location of this research is Villa Gunung Buring Jl. Bands. Palmerah No.1A, Cemorokandang, Kedungkandang District, Malang City, East Java 64472, Indonesia

Data source

1. Primary data, which includes findings from interviews conducted by researchers with manufacturers, retailers and consumers.
2. Secondary data, in the form of observation of social media accounts as well as photos and documentation

Data collection

1. Observation
2. Interview
3. Documentation

Research Instrument

In qualitative research, the researcher acts as the main instrument. Researchers visit the field directly to collect information and draw conclusions .

Data Analysis Techniques

The systematic process of obtaining information from field notes, interviews, and documentation is known as data analysis. Data analysis includes classifying data, breaking it down into smaller parts and deciding which to investigate further, as well as formulating conclusions that will make understanding the material easier for yourself and others.

Data Validity

In this research, the author used source triangulation through interviews with Ala Nana Duren Sticky Rice producers, resellers, and consumers. Triangulation of the technique in this research was by observing and observing the social media of producers, *resellers* and consumers of Ala Nana Durian Sticky Rice. In this research, time triangulation was carried out by interviewing producers, resellers and consumers in the morning and afternoon.

DISCUSSION

The Role of Social Media

1. Social media to develop a personal brand.

The advantage of building personal branding is carried out by Ketan Duren Ala Nana by utilizing social media and *resellers* , with its unique pandan leaf takir which produces products with a distinctive aroma and taste. But Ketan Duren Ala Nana's social media is not very active. Because those who play an important and active role in building *personal branding* are *resellers* who use social media effectively to build unique and relevant *personal branding* .

2. Social media provides an opportunity for businesses to communicate with customers more directly.

As is *Resellers* who are active in using social media to promote Nana's Duren Sticky Rice help the company develop closer ties with customers. Such as asking about product information and the ordering process via social media. However, Ketan Duren Ala Nana is only active on social media, WhatsApp, Instagram, Facebook and Tiktok, not very active in interacting with consumers.

Dissemination of information to consumers

1. WhatsApp

On social media, WhatsApp has implemented an effective marketing strategy, as well as involving a network of *resellers* to expand the marketing reach of Nana Ala Duren Sticky Rice products.

2. Facebook

The use of social media Facebook for marketing Duren Sticky Rice products is not yet optimal. Business owners, *resellers* and consumers tend to be more active on visual platforms such as Instagram, so manufacturers need to focus more marketing efforts on social media which is more effective in reaching target markets.

3. YouTube

YouTube has not been a priority for durian sticky rice owners or *resellers*. They focus more on other marketing channels that are considered more effective at this time. However, vlogger content about sticky rice on YouTube, even though business owners or *resellers* themselves have not utilized the platform optimally.

4. Instagram

Instagram social media for marketing Duren Sticky Rice products is not yet optimal from the business owner's perspective. Even though *resellers* are active in disseminating information via social media, including Instagram, many people think that their Instagram account is a manufacturer's account, not a *reseller's*.

5. TikTok

The use of TikTok social media for marketing Duren Sticky Rice products has not become the main focus for business owners or *resellers*. They prefer to utilize other marketing channels, but still monitor activity on TikTok and create content according to popular trends.

Supporting factors for disseminating product information via social media.

1. Internal factors

Interesting content. In creating content by utilizing the capcut and tiktok applications.

2. External factors

Resellers play a very important role in disseminating information to consumers, thereby having a significant impact in expanding market reach.

Inhibiting factors in disseminating product information via social media.

1. Internal factors

Limited Human Resources. Ketan Duren experiences limited human resources, so the management of social media is carried out by the owner of Ketan Duren.

2. External factors

Business Competition on Social Media. Business competition can hinder it in the marketing process carried out . With That as owner business must do innovation latest and maintain product quality so that it does not easy to imitate by competitors .

Suggestion

The researcher offers Ketan Duren Ala Nana Malang City the following recommendations based on the conclusions written by the researcher:

1. It is hoped that Ala Nana's Duren Sticky Rice can expand its business by shipping to outside Java so that it can reach a wider market.
2. In order to improve the production process and minimize the occurrence of *overloaded orders* , it is better to recruit more employees so that it can make it easier for Ketan Duren Ala Nana to develop its business.
3. It is hoped that the price difference will not be too large between producers and *resellers*.
4. Expected to provide additional stock every day
5. It is hoped that they will be more active in using social media so that consumers can differentiate between producers and *resellers*.

CONCLUSION

1. The role of social media in informing customers of Nana's Duren Sticky Rice in the city of Malang. In the digital era, social media plays an important role in marketing as it offers personalized communication content that business professionals can use to develop their

personal brand and interact with customers. Answering questions, providing feedback, and starting conversations can be done quickly and efficiently.

2. Dissemination of information to consumers of Duren Sticky Rice Ala Nana in Malang City can be done through various channels, by utilizing social media platforms, namely WhatsApp, Facebook, Youtube, Instagram and Tiktok.
3. Supporting factors for Nana Ala Duren Sticky Rice are:
 - a. Internal factors include interesting content
 - b. External factors include *resellers*
4. The inhibiting factors for Nana Ala Duren Sticky Rice are:
 - a. Internal factors include limited human resources
 - b. External factors include competitors.

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