

Strategy to Increase Interest in Buying “Pisang Pasir”

Annio Indah Lestari¹, Sri Ramadhani², Muhammad Faiz³, M. Darul Aswad⁴

^{1,2,3,4} Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatera Utara, Indonesia

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ABSTRACT

The use of the internet has become an important necessity, especially for Millennials and Generation Z, which plays a major role in the exchange of data and information, including in marketing. This service focuses on utilizing social media as an effective marketing tool in increasing consumer buying interest in Pisang Pasir products. Using Focus Group Discussion and training methods, in-depth interviews were conducted with social media users and business people to evaluate the impact of social media marketing on purchase intention. Results show that effective marketing strategies on social media, such as engaging content and direct interaction, can increase consumer buying interest and trust in the product. These improvements contribute to increased sales and customer loyalty. In addition, product quality remains a key factor in maintaining consumer trust. In conclusion, building consumer trust through credible marketing strategies on social media is an important factor in increasing purchase decisions, which ultimately supports sustainable sales growth and long-term success in an increasingly competitive market.

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Corresponding Author:

Name: Sri Ramadhani

Department: Management

Faculty: Faculty of Islamic Economics and Business

Affiliation: Universitas Islam Negeri Sumatera Utara

Email: sriramadhani@uinsu.ac.id

1. INTRODUCTION

The internet in today's life has become an essential need that cannot be separated from daily activities, especially for Millennials and Generation Z. The internet serves as an important tool for exchanging data and information, so it is important for various sectors to keep up with the development of information technology, especially in marketing. Today, competition in various industries presents challenges for businesses. In this context, promotion plays an important role in ensuring the sustainability of marketing efforts, especially in selling products and services and providing satisfaction to clients based on the information provided. Therefore, a strategic approach in promotion is needed that can effectively target employees and potential customers, especially through social networks.

Social media is currently utilized very diversely. In addition to personal interests, social media is also used by many institutions and agencies as marketing and publication of activity reports. Social media is also used in educational institutions to attract new students. The results of a survey conducted by the Indonesian Internet Service Provider Analysis stated that internet users around the world continue to experience a significant increase from both mobile devices and solid devices (Agung, 2022). In line with that, Susanto (2021) wrote a report from the (ITU) International Telecommunication Union, an institution under the auspices of the United Nations, which noted that the number of internet users in 2018 worldwide reached more than half of the world's population, namely 3.9 billion. In the same year, 2018, APJII noted that in Indonesia there were around 171.1 million internet users, which had increased from the previous year, which was only 143.2 million users (Mutihia, 2023).

During its development, Syafroni (2023) in his journal states that this trend will continue in the coming years, especially when the palaga RING network project is completed. This project aims to improve the reliability and stability of internet connections throughout Indonesia. According to a report from the Indonesia Survey Center, internet users in the basic education age range of 5-19 years old, are estimated to reach 15.1% to 24.8% and of this number around 17.04% are students at the education level.

With the increasing number of internet users and better access, social media is becoming an increasingly important platform in influencing consumer purchasing decisions. Social media marketing is the implementation of direct and indirect marketing that aims to gain recognition and awareness, and increase memory of brands, products, and other entities through various web-based tools such as microblogging, blogging, content sharing, social bookmarking, and social networking (Gunelius, 2011: 10). According to Jashari (2017), social media refers to activities, practices, and behaviors among online communities that come together to share information, knowledge, and opinions through conversational media or web-based applications.

Today, social media has become a very integral element in the daily lives of many consumers (Gul et al., 2014). In this service, social media indicators refer to the views of Gunelius (2011: 59-62), who explains that there are four main elements that are the basis for the success of social media marketing, namely: (1) Content Creation, which is a marketing strategy carried out through social media by producing innovative and interesting content; (2) Content Sharing, which is an activity to share content in social media communities to expand business networks and attract consumers; (3) Connecting Social Networks, which is an activity to attract more partners by inviting groups that have similar interests; and (4) Social Web Community Building, which is an effort to build online communities through various social media platforms.

Marketing through social media, supported by better connectivity, allows brands to reach a wider audience and interact with consumers more effectively, thereby increasing purchase decisions. The act of buying involves combining information to choose between two options (Latief et al., 2023). Both individual and organizational buyers go through a similar mental process when deciding which item to buy. Consumers will make a purchase decision if the product meets their needs (Luckhy Natalia Anastasye Lotte et al., 2023). According to Arutama et al. (2022), purchasing decisions arise as a result of consumer needs. In addition, to make a decision, a person needs to have alternative choices (Apriyanti & Busyra, 2023). This service was carried out to see the level of consumer purchases from marketing exposure on social media.

2. METHOD

This service method uses Focus Group Discussion and Training (Coaching) to find out whether the influence of social media plays a role in increasing the interest in buying Pisang Pasir. Through in-depth interviews with social media users and business people who promote Pisang Pasir through social media platforms, deeper insights were obtained into how social media influences buying interest. The population in this service is all social media users in Indonesia. The sample in this service is 150 respondents who are active social media users and 3 respondents who are business people who market Pisang Pasir through social media.

3. RESULTS AND DISCUSSION

Results

In today's digital era, social media plays an important role in increasing consumer buying interest in food products such as banana sand. This study reveals that many consumers are still not interested in buying banana sand due to inadequate information and promotions on social media. Therefore, effective marketing strategies need to be implemented to utilize social media as a promotional tool. By increasing engagement through engaging content and direct interaction with the audience, sand banana producers can attract consumers' attention and stimulate their buying interest.

The results of implementing a social media marketing strategy showed a significant increase in buying interest in sand bananas. Producers who actively use social media experience increased sales and greater profits. With the right approach, such as the use of quality posts and responsive interactions, sand banana sellers can reach a wider audience, increase brand awareness, and build customer loyalty. This contributes to sustainable sales growth and long-term success in the market.

Discussion

In the context of e-commerce, social media plays a significant role in increasing purchase interest in certain products, including sand bananas. With consumers increasingly relying on social media platforms to seek product recommendations and reviews, companies that successfully utilize these channels can gain a major competitive advantage. Social media allows companies to build consumer trust through direct interaction and transparent feedback, which in turn can increase purchase intent. When consumers see an abundance of positive reviews and favorable interactions on social media platforms, they tend to feel more confident about trying the product, even though there may be cheaper alternatives in the market.

On the other hand, product quality remains a key factor in building and maintaining customer trust. If the banana sand offered meets or even exceeds the expectations built through social media, then consumers are more likely to return and recommend the product to others. Conversely, if the quality of the product does not match the promises made through social media, this can damage reputation and significantly reduce purchase intention. Therefore, it is important for companies to not only focus on promotional strategies on social media but also ensure that the products offered are truly of high quality. By integrating the trust built through social media with quality products, companies can create a positive customer experience and increase their chances of success in an increasingly competitive market.

4. CONCLUSION

Based on the results of this service, it is found that consumer trust is an important factor in influencing the decision to purchase Pisang Pasir through social media. High trust in the brand can be increased through effective marketing strategies on social media. Although there are many similar

products in the market, trust built through credible campaigns can create a positive view among consumers regarding the quality and authenticity of Pisang Pasir. Conversely, if consumer trust is low, despite various attractive offers, it will not be enough to address users' concerns regarding product quality.

In the highly competitive context of social media marketing, success in building consumer trust is crucial. High trust can drive sustained purchase interest and increase the likelihood of future purchases. Therefore, it is important to continuously develop effective and consistent marketing strategies to build and maintain consumer trust. The biggest challenge is maintaining a balance between consistent marketing efforts and evolving consumer expectations. However, for brands that manage this trust well, there is a great opportunity to attract consumers and maintain a leading position in the market.

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