

UTILIZATION OF TOOLS ON THE INTERNET AS AN EFFORT TO INCREASE BRAND IN UKM UD QOQOM FOODS

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ABSTRACT

Awareness in building Branding on products is a strength for SMEs to survive in competition. Technological developments have resulted in more and more people using the internet, such as using social media in their daily lives. This has created a new gap for SMEs to look for new ways to improve the UKM brand, this research uses a sample of 100 where all of them are consumers of Medan Qoqom Food products, for data processing the multiple regression method is used where this research shows that overall research variables Based on the results of tests carried out with linear regression analysis Simultaneous hypothesis testing (Test F) obtained an Fcount of 35,422 This means that together the independent variables consist of social media variables, Viral, influencers, hashtags and google trends have a significant effect on the SME Brand variable

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1. INTRODUCTION

Many factors cause small and medium enterprises (SMEs) to find it difficult to develop, weak ability to build branding is one of the causes of the failure of SMEs. Awareness in building Branding on products is a strength for SMEs to survive in competition. Technological developments have resulted in more and more people using social media in their daily lives. This has created a new gap for SMEs through social media to get closer between products and their users. Social media is media where its users easily participate in it, share, and determine the content of the social media. It cannot be denied that currently, social media has become a new way for people to communicate [1].

Viral Marketing is one of the trends that occur in the current era of marketing and communication evolution [2]. Viral marketing can also be called a marketing phenomenon that facilitates and encourages people to spread marketing messages voluntarily. Viral Marketing disseminates information by utilizing a database of Internet users who have registered and are used en masse [3]

In addition, social media also creates people who instantly become public figures and are famous through social media accounts that are followed by many followers and always follow every post or status uploaded on their social media [4]. there are also influencers as one of the factors that underlie marketing success in today's digital era, influencer marketing is a method of appointing people or figures who are considered to influence the public or segments [5].

To make it easier for every user to find and search for topics or posts from millions of internet user activities, in the social media feature there is a hashtag feature (# sign), where with this sign, social media users can easily group searches for posts. with certain criteria, for example, #Dimsum#, all users of that word will be easily found in internet searches.

Utilization of Google Trend with the selection of keywords used in writing promotions is very necessary because the level of competition for business people who market similar products is very much so that choosing the right words in writing promotions will be more effective by knowing the keywords used by customers in finding products through Google search engine [6].

Trade Business (UD) Qoqom Foods Medan is a trading business engaged in the Frozen food industry which consists of various variants of food types ranging from Dimsum, pancakes, spring rolls, and others, in introducing products and trademarks to almost all instruments in the media social The results can be seen in the following table:

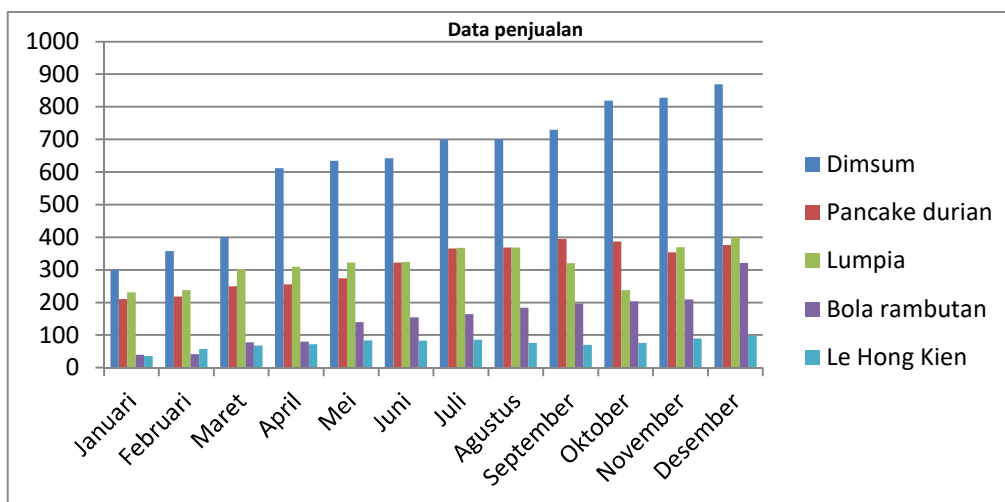


Figure 1. Sales Data for UD Qoqom Foods Medan Frozen Food Products for 2022
 Data Qoqom foods , 2022

From the data above, it can be seen that the development of sales for each of the Qoqom Food Frozen Food Product Items experienced a very significant increase, for durian pancake products, rambutan balls and Ir Hong Kien had experienced a decline for several months and the rest increased again, in this case, branding, become very vital for SME Products. Related to this, the researcher is interested in researching "Strategic Implementation in Building Small and Medium Enterprise Branding at UD Qoqom Foods Medan

2. LITERATURE REVIEW

Small and Medium Enterprises (SMEs)

According to the Central Bureau of Statistics, UKM is based on the quantity of work, namely small businesses are business entities that have a workforce of 5 to 19 people, while medium businesses are business entities that have a workforce of 20 to 99 people. The characteristics of Small and Medium Enterprises (UKM) according to [7]

1. Raw materials are easy to obtain.
2. Using simple technology so that it is easy to transfer technology.
3. Basic skills are generally passed down from generation to generation.
4. It is labor-intensive or absorbs quite a lot of manpower.
5. The market opportunity is quite wide, most of the products are absorbed in the local market and some of them have the potential to be exported.
6. Involve the local economically weak community, economically profitable.

Branding

Wirani Swasty, in her book entitled Branding, understanding and designing brand strategies, published in 2016, said that branding is a program that specializes or focuses on and projects brand values. This program includes creating differences between products and customers in the buyer's decision-making process as well as providing value to the company. So branding is the whole process of selecting elements, values, and promises that an entity (product, service, company) has. Branding is a disciplined process used to build awareness and expand customer loyalty [8].

Social Media

At this time several social media have hundreds of millions of users around the world such as Instagram, Facebook, and Twitter as an example, Instagram is a photo or video sharing application where users of this application can apply digital filters, include captions according to what you want, and share it on various social networking services such as Facebook, Twitter, or even their own Instagram [9][10][11]

Viral

The existence of viral marketing is inseparable from the existence of a social network which is a connecting medium for gathering internet users in the era of digital technology

The measurement used for viral marketing is the Skrob (2005: 12) measurement model which identifies several instruments that can stimulate viral marketing, including customer recommendations (recommendations), newsletters, surrounding strategies, communities (community), free offers, sweepstakes, list of prospective buyers (list of potential customers), chatrooms, reference lists (list of references), product texts, affiliate programs, and search engines.

Influencers

The existence of influencers at this time is considered important because influencers are someone whose words can influence other people [3]. As we know, consumers need to be triggered in deciding to buy and use products, the things that are closest to society at this time is social media which creates many famous people with a large number of followers, so the services of influencers are to increase awareness, educate target consumers, increase followers and of course to increase sales [12]. (Shiya Azi Sugiharto) . in using the services of an influencer, it must meet the credibility that must be possessed by the three components, namely trustworthiness, expertise, and attractiveness [13].

Hashtag

The use of hashtags results in higher levels of consumer engagement with more than 50% growth per post [14]. Stathopoulou et al. States that hashtags are currently widely used by marketers as a tool for marketing and promotional communications [15]. Because the use of hashtags can increase engagement "Engagement" has been interpreted as connection, attachment, and involvement [16]

Google trends

Google Trends is a website owned by Google.Inc which contains trends in the use of keywords on the Google search engine website and trending news. [17]. Google is the most used search engine on the web with a market share of 53.6%, followed by Yahoo! (19.9%) and Live Search (12.9%). (Nielsen, 2007). In this case, choosing the right words to promote products with words that are easy to write in promotions will have an impact on knowing the keywords used by customers in searching for products through the Google search engine [18].

Conceptual framework

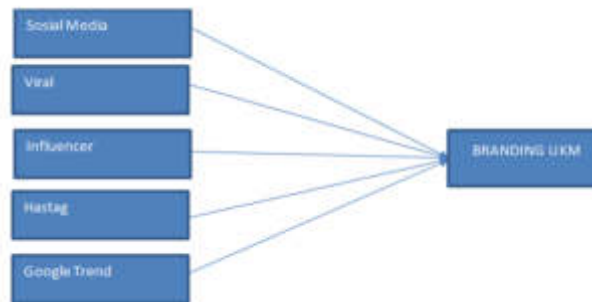


Figure 2 Conceptual Framework

Hypothesis

1. There is social media influence on branding
2. There is a viral influence on branding
3. There are Influencers in Branding
4. There is Hashtag influence on Branding
5. There is an influence of Google Trends on Branding
6. There is the influence of social media, viral, Influencers, Hashtag, and Google trends together to increase sales

3. METHOD

This research was conducted at UD Qoqom Food which is located on the Pasir Tanjung Mulia road no. 15 using associative research. In this study, sampling was carried out using the Accidental Sampling technique. Calculation of the number of samples using the iteration formula obtained as many as 160 respondents. The method of data collection is done by documentation and questionnaires. The research

data analysis method uses path analysis with a significant level of 5%. As for data collection, this study uses primary data and secondary data. Primary data is data taken directly from the source using questionnaires and interviews and is supported by secondary data in the form of additional data obtained from additional company documentation.

Variable measurement in this study consists of variable variables:

X variables

1. Social media is very influential in determining how much a product can become known in society. At this time several social media have reached hundreds of millions of users around the world such as Instagram, Facebook, and Twitter
2. Viral becomes a barometer for a message that is considered successful by the public. Identify several instruments that can stimulate viral marketing, including customer recommendations, newsletters, surrounding strategies, communities, free offers, sweepstakes, and a list of prospective buyers. (lists of potential customers), chatrooms, reference lists, product texts, affiliate programs, and search engines.
3. Influencers Influencers are currently considered important because influencers are someone whose words can influence other people in using the product being promoted, influencers must meet credibility which must have three components, namely trustworthiness, expertise, and attractiveness.
4. The use of hashtags results in a higher level of consumer involvement. The use of hashtags can increase engagement. Engagement is a spectrum of consumer advertising activities and experiences (cognitive, emotional, behavioral) that will have a positive impact on the brand)
5. Google Trends is a website owned by Google.Inc which contains trends in the use of keywords on the Google search engine website and news
6. Y variable
Increased sales of the benefits of using information technology are one of the driving factors for SMEs to use information technology media. SME entrepreneurs make optimal use of social media and consistently update information every day to develop market share and increase product sales.

Data analysis

The data analysis used in this study uses Multiple Regression Analysis

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

Where :

a = Constant

b1 = regression coefficient

y = Brands

X1 = Social media (medsos)

X2 = viral

X3 = influencers

X4 = hashtags

X5 = Google Trends

4. RESULT AND DISCUSSION

Multicollinearity Test

Results of the Classical Assumption Test Multicollinearity Test

Table 1 shows that the VIF value for social media, viral influencers, hashtags, and Google trends is <10 and the tolerance value is > 0.1. So it can be concluded that there is no multicollinearity between variables.

Collinearity Statistics	
Tolerance	VIF
.019	53.087
.051	19.633
.045	22.352
.280	3.567
.742	1.347

Heteroscedasticity Test

From Figure 2 below it can be seen that the dots are spread out and do not form a clear pattern. So it can be concluded that there is no heteroscedasticity in the regression model.

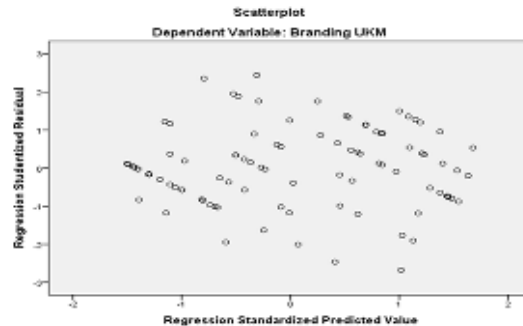


Figure 3 Heteroscedasticity Test

Normality test

The normality test in this study was carried out using the Normal Probability Plot and then strengthened by the Kolmogorov-Smirnov test

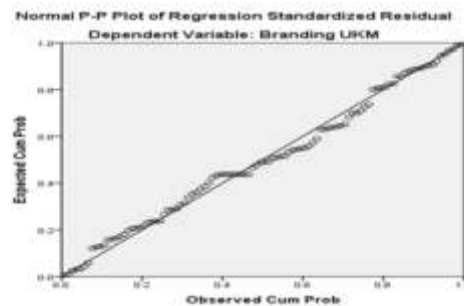


Figure 4. Normality Test

Figure 3 Normality Test with Normal Probability Plot Figure 4.2 shows that the points are gathered around a straight line. Furthermore, the results of the Kolmogorov-Smirnov test showed a significance value of > 0.05 ($\alpha = 5$). So it can be concluded that the residuals of the regression model are normally distributed.

Multiple Regression Analysis

Multiple linear regression analysis was carried out to determine the effect of social media quality variables (X1), viral (X2), influencers (X3), hashtags and google trends on the SME Branding variable (Y) at PT qoqom Food Medan. The following is a table of multiple linear regression test results:

Table 2. Equation of Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	3.013	1.812		1.663	.100	
1	social media	.418	.381	.486	1.099	.275
	Viral	.103	.312	.089	.330	.742
	Influencer	-.189	.335	-.162	-.564	.574
	Hastag	.251	.093	.310	2.699	.008
	google trend	.174	.063	.194	2.748	.007

Based on the results of multiple linear regression calculations, it can be concluded that the regression equation is:

$$Y = 3.013 + 0.418 (X1) + 0.103 (X2) - 0.189 (X3) + 0.251 (X4) + 0.174 (X5) + e$$

Tabel 3. Coefficient Of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.635	1.28640

a. Predictors: (Constant), google trend, influencer, hastag, viral, sosial media
 b. Dependent Variable: Branding UKM

Based on table 3, the regression model has a coefficient of determination (Adjusted R²) of 0.635. It can be concluded that the contribution of independent variables consisting of social media variables (X1), viral (X2), influencers (x3) hashtags (x4), and google trends (x5) can affect the dependent variable SME Branding (Y) of 63.5% and the remaining 36.5% is influenced by other factors not discussed in this study.

Table 4. Simultaneous F Test Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.087	5	58.617	35.422	.000 ^b
	Residual	155.553	94	1.655		
	Total	448.640	99			

a. Dependent Variable: Branding UKM
 b. Predictors: (Constant), google trend, influencer, hastag, viral, sosial media

Based on Table 3, it is known that the calculated f value is 58,617 with a significance level of 0,000, the calculated f value will be compared with the f table. Value of f table at error rate $\alpha = 5\%$ with a degree of freedom (df) = (n-k) : (k-1). The number of samples (n) is 100, and the number of research variables (k) is 3. So df = (100-5) : (5-1), so that at a customer satisfaction level of 95% ($\alpha = 5\%$) is 2.31 . So f count > f table (35.422 > 2.31 4) and a significance level of 0.000 is less than 0.05 (0.000 < 0.05), then H₅ is accepted, meaning that all independent variables (social media, viral, influencer, hashtag, and google trend) are significantly together significantly influence the dependent variable (Brand).

t Test (Partial)

Table 5. t Test (Partial)

Variabel	T hit	Sig	T table	Alfa	Information
Sosial media	.418	0.000	0.1638	0.05	Significant
Viral	.103	0.000	0.1638	0.05	Significant
Influencer	-.189	0.000	0.1638	0.05	Significant
Hastag	.251	0.000	0.1638	0.05	Significant
Google trend	.174	0.000	0.1638	0.05	Significant

Table 5. can be concluded as follows:

1. Based on the results of processing the social media variable value, the t-count value is 1.099, because the calculated test results are greater than the t-table (1.099 > 0.1638) then H₁ is accepted and H_a is rejected at a significant level of 0.05. This means that the social media value variable has a significant influence on SME Branding.
2. Based on the results of processing the viral value, the t-count value was 0.330, because the calculated test results were greater than the t-table (0.330 > 0.1638), so H₁ was accepted and H_a was rejected at a significant level of 0.05. This means that the viral value variable has a significant influence on SME Branding.
3. Based on the results of processing the influencer value, the t count value is -564, because the calculated test results are smaller than t table (-564 > 0.1638) then H₁ is accepted and H_a is rejected at a significant level of 0.05. This means that the influencer value variable has a negative influence on SME Branding.
4. Based on the results of the processing of the hastag variable, the t-count value is 2.699, because the calculated test results are greater than the t-table (2.699 > 0.1638) then H₁ is accepted and H_a is rejected at a significant level of 0.05. This means that the hashtag value variable has a significant influence on SME Branding.

5. Based on the results of processing the google trend variable, the t-count value is 2.748, because the calculated test results are greater than the t-table ($2.748 > 0.1638$) then H1 is accepted and H_a is rejected at a significant level of 0.05. This means that the google trend value variable has a significant influence on SME Branding.
6. Based on the results of tests carried out with linear regression analysis Simultaneous hypothesis testing (Test F) obtained an Fcount of 35,422 This means that together the independent variables consist of social media variables (X1), Viral (X2), influencer (X3), hashtag (X4) and google trend (X5) have a significant effect on the SME Brand variable (Y)

The Influence of Social Media on SME Brands

The test results show that partially the social media value variable has a positive effect on UKM Brand. This means that the better/increased social media value owned by UD Qoqom Food, the more UKM Brand is known. This is supported by research. Social media is a very powerful media. potential to find consumers and build an image about the brand of a product [19][20][21].

Viral Influence on SME Brands

The test results show that partially the viral value variable has a positive effect on the UKM Brand. This means that with the better/increased viral value owned by UD Qoqom Food, it will be able to make its UKM brand known. This can be caused by the impact of the content that meets expectations consumers can become famous resulting in an increased reputation. This research is following the research of [12]. This study shows that viral marketing has a positive and significant effect on purchasing decisions following previous research which states that the results of the research variable viral marketing have a positive and significant influence on purchasing decisions. Furthermore, based on the results of Syahidah's research [22][23], the Viral Marketing variable has a direct and significant effect on the Consumer Trust variable.

The influence of Influencers on SME Brands

The test results show that partially the influencer value variable harms the UKM Brand. This means that the more negative the influencer value is, the more the value owned by UD Qoqom Food will increase, so it will be able to make the UKM Brand more known, in line with this research Social Media Influencer in research This shows the influence on the Brand Image Game Mobile Legends and Social Media Influencers influence the Attitude Player Game Mobile Legends. This means that an influencer has a role in describing the brand being offered, such as the Mobile Legends Game which is one of the most popular games today [24][25][26].

The influence of hashtags on SME Brands

The test results show that partially the hashtag value variable has a positive effect on SME Brands. This means that the better/increased influencer value is owned by UD Qoqom Food, this research is also supported by research by [15][27][16]. The focus of this research is the influence of hashtag engagement from the use of the hashtag #Peoplewearoemahetnik as one of the tools of marketing communication, namely interactive marketing through Instagram social media for the Oemah Etnik UKM brand image. The results of the study show that there is a strong correlation between the hashtag engagement #Peoplewearoemahetnik and the brand image of UKM Oemah Etnik.

The Influence of Google Trend on SME Brands

The test results show that partially the Google trend value variable has a positive effect on SME Brands. This means that the better/increased Google Trend value is owned by UD Qoqom Food, this research is also supported by Andi Dwi Riyanto's research [18], where keywords are always there on Google shows a high rating that has been analyzed using Google Trends should be used as the main keyword when promoting using the internet (can be placed in the url, web title, article title, or description) [6].

5. CONCLUSION

Partially, the social media variable has a positive effect on the brand of SMEs UD Qoqom Foods Medan. Partially, the viral variable has a positive effect on the brand at SMEs UD Qoqom Foods Medan. Partially, the influencer variable harms the brand at SMEs UD Qoqom Foods Medan. Partially the hashtag variable has a positive effect on brands in SMEs towards brands UD Qoqom Foods Medan. Partially, the Google Trend variable has a positive effect on the brand at SMEs UD Qoqom Foods Medan. Simultaneously

social media, viral, influencer, hashtag, and Google trend variables have a positive effect so it can be interpreted that if all of these variables are increased, it can further improve the SME brand at SMEs UD Qoqom Foods Medan

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