


Implementation of social media marketing in the florist business

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Article Info	ABSTRACT
Keywords: Community Building, Connecting, Content Creation, Content Sharing, Social Media Marketing.	The purpose of this study is to examine how a florist uses social media for marketing purposes. Where this research identifies Kios Vana Florist as a case study. This study used descriptive qualitative method. The data collection method in this research uses interviews and documentation. Purposive sampling was used in the sampling technique where respondents worked at the Kios Vana Florist either as owners, marketers or content creators. The interview method includes methods used by someone for a specific purpose, trying to obtain information or opinions verbally directly from an informant. Documentation method is a data collection technique by collecting and analyzing documents, both written, image and electronic documents. The data analysis stages in this research include collecting data, transcribing data, identifying themes, analyzing themes, and presenting research results. The research results show that Kios Vana Florist has implemented social media marketing which can support its product marketing activities. The managerial implications in this research are that the Kios Vana Florist has not utilized Community Building optimally. This is very important because building a community can help social media marketers interact with their audience in a more personal and in-depth way.
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INTRODUCTION

The MSME sector is growing along with increasing societal innovation and the desire for entrepreneurship. The growth in the number of MSMEs each year is a challenge for the MSME industry to compete by having similar brands (Apriyana & Yuliana, 2022) . For companies, marketing activities are not only limited to sales. Marketing is a form of business activity from finished goods, order processing, scheduling to delivery to consumers and attracting consumers' interest in repurchasing (Yuliana et al., 2022). With the development of technology becoming more and more rapid day by day, it has a significant impact on people's lives, this also has an impact on the level of competition in the world of business industry which is getting bigger (Mahran & Sebyar, 2023) . One of them is the use of social media which is applied to improve marketing strategies (Saura et al., 2022). Social media has become part of people's daily lives, starting from communication, searching for information and for doing business (Lacarcel & Huete, 2023).

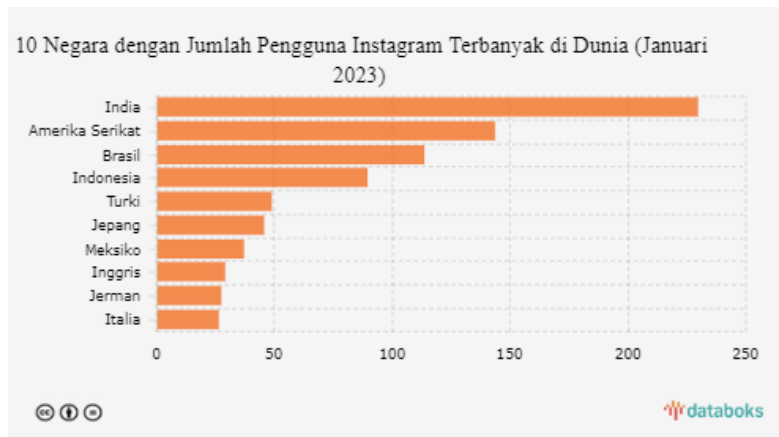


Figure 1. The highest number of Instagram users in the world
Source: Annur (2023)

Figure 1 shows that at the beginning of 2023 Indonesia will be the 4th country with the highest number of Instagram social media users, namely 89.15 million users. Not only Instagram social media but also the number of Facebook users reaching 119.9 million, the highest with 3rd place on a global scale (Annur, 2023). Social media according to (Fitri et al., 2024) is an online media platform that operates with the help of web-based technology which makes changes in terms of communication which is done in one direction or can be done in two directions, it can be called interactive dialogue. (Aprilia et al., 2023) stated that social media marketing is a form of business carried out by advertising online through social networks or virtual social media and being able to share social information and opinions with the aim of providing communication therein. According to (Sari & Habib, 2023), social media can also be used by consumers by utilizing text, image, sound and various informative video features. The online marketing strategy stated (Indrapura & Fadli, 2023) is a company strategy to promote business, promote goods and services through the use of the internet. Promotion is a form of activity in marketing efforts by carrying out information strategies with consumers by offering products in order to increase the target market according to what has been determined (Forghani et al., 2022).

Pratiwi et al. (2023) said that currently social media platforms also widely use the Social Commerce feature, where social media is not just for interacting and sharing information but can become an online platform for sellers to offer and sell goods and services to consumers. Social media marketing added (Kamanda, 2024) is a form of direct or indirect marketing that will be used to build awareness, recognition, memory and action for brands, businesses, products, people or other things by using blogging, microblogging, social networking, Social Bookmarking, and Content sharing.



Figure 2. Use of Social Media in Indonesia
Source: (Riyanto, 2023)

Figure 2 shows that the number of internet users in Indonesia has reached 212 million people, while the number of social media users in Indonesia in 2023 will reach 167 million people. This certainly proves and provides a breath of fresh air, especially to entrepreneurs and other business sectors, how big the marketing opportunities are using social media marketing in Indonesia (Apriyanti, 2023). According to Tajpour et al., (2023), increasingly sophisticated technological and communication developments are used by business actors to introduce and promote their products and services through social media. Social media has become a trend in marketing strategies using several trending social media platforms including, Whatsapp, Youtube, Tiktok, Instragram, Facebook etc. (Muhammad et al., 2023) . (Serick et al., 2021) stated that using appropriate knowledge sharing platforms can have a direct influence on consumer attitudes and behavior in decision making. Therefore, marketers must identify consumer buying interests (Ramadhani & Yuliana, 2023).

The use of social media has advantages and makes it easier in the product introduction process and can help minimize marketing costs (Han et al., 2023) . According to (Xue et al., 2023), social media can also be used as a tool to monitor consumer behavior regarding consumer desires, needs and trends. From the phenomenon and some of the data above, it can be concluded that the involvement of social media in business implementation can be a communication medium aimed at business development in several aspects, for example increasing business existence and sales (Srnita & Saputra, 2023) . Apart from opportunities, according to (Gupta et al., 2023), there are also challenges that must be faced in using social media marketing in order to maintain business stability, including ensuring consistency in comparing brand image according to company identity. (Nugraha, 2023) stated that social media also continues to develop very quickly along with the times, the emergence of new, more sophisticated platforms and features is part of the challenge for companies to remain relevant by following current developments, and another challenge is in terms of intense competition. The use of social media marketing will be very influential in implementing marketing strategies that have a positive impact on the sustainability and goals of a company.

According to Susan (2011), the indicators of this social media marketing variable include: First, Content Creation. Content that is interesting and relevant to the target audience is the key to successful social media marketing. Content can be in the form of writing, images, video or audio. The content created must be quality, informative and entertaining. Second, Content Sharing. Creating content containing text, images, videos or information in any form to be updated and shared via the social media used. Third, namely Connecting. Social media marketing should also aim to build a good relationship with the audience. This can be done by responding to comments, answering questions, or holding online events. Building good relationships with your audience can increase audience trust and loyalty. Lastly, Community Building. Social media marketing can also be used to build communities. This can be done by creating groups or communities on social media. Building a community can help social media marketers interact with their audience in a more personal and in-depth way. This increase in the number of social media users certainly has a huge impact on changes in people's attitudes, especially in the business sector, including the florist business.

The florist business is one of the small and medium industrial businesses which is currently increasingly popular and can be found anywhere. The florist business is a business that uses social media for its marketing strategy. This social media strategy is used as a means of promoting florist products and services to a wider target market. However, in fact, not all florist businesses can utilize social media effectively. Limited knowledge and lack of skills in using social media is one of the causes. Carrying out market research to understand the target market correctly and creating interesting and relevant content is also an important thing that must be considered. The amount of competition is also one of the challenges that must be faced in the florist business sector, especially with the increasingly sophisticated, innovative and creative use of social media marketing.

Referring to previous research conducted by Yuliandhari et al. (2023) to analyze the implementation of digital marketing as a marketing strategy for Twyla Flower Karawang ornamental plant MSME businesses. This study used descriptive qualitative method. The research results show that Twyla Flower uses the social media platforms Instagram and Facebook to carry out digital marketing. Both platforms are used to build brand awareness, interact with customers, and obtain sales. Other research conducted by Damayanti et al. (2021) regarding social media marketing. The research results show that social media marketing has a positive influence on the brand image of Mypangandaran Tour and Travel. This is shown by increasing brand awareness and consumer trust in Mypangandaran Tour and Travel after carrying out social media marketing.

Based on the study above, this research aims to analyze how a florist business implements social media as part of marketing. Where this research identifies Kios Vana Floris as a case study.

METHODS

The research design briefly explains the research flow (Yuliana, 2020). This study used descriptive qualitative method. According to Yuliana (2023), qualitative research is descriptive research and tends to use analysis. Purposive sampling was used in the

sampling technique where respondents worked at the Kios Vana Florist either as owners, marketers or content creators. The data collection method in this research uses interviews and documentation. The interview method includes methods used by someone for a specific purpose, trying to obtain information or opinions verbally directly from an informant. The researcher used this so that the interview process was not too rigid while taking place but was flexible. Meanwhile, the documentation method is a data collection technique by collecting and analyzing documents, both written, image and electronic documents. The data analysis stages in this research include collecting data, transcribing data, identifying themes, analyzing themes, and presenting research results.

RESULTS AND DISCUSSION

Kios Vana Florist was founded in 1998 by Muhammad Koko as the owner and decoration department. The case study location is on Jl. Kemang Selatan 1 5, RT 003/ 005 RW.3, Bangka District. Mampang Prapatan, South Jakarta 12730 not only markets its products offline, but also uses digital media such as Tokopedia with the name Kios Vana Florist, a TikTok account and an Instagram account with the same name, namely kiosvanaflorist. Products / flowers that are best sellers at florists: Hand bouquets and per stem flowers. The types of flowers sold also vary, including roses, lilies, peacocks, hydrangeas and moon orchids. The prices of the products offered vary, starting from IDR 15,000 for per stem flowers to IDR 2,850,000 for flower vases.



Figure 3. Kios Vana Florist

In creating content, Mr. Koko, as his customers usually call him, entrusts his children to create content that will be posted on social media to support online sales. In creating content, Mr. Koko was assisted by his employees in arranging beautiful flowers to use as

material for creating the content. In sharing content, Mr Koko relies on social media Instagram and Tiktok to support his sales activities. Mr. Koko as the owner of the Kios Vana Florist understands that currently social media plays a very important role in the continuity of his business.

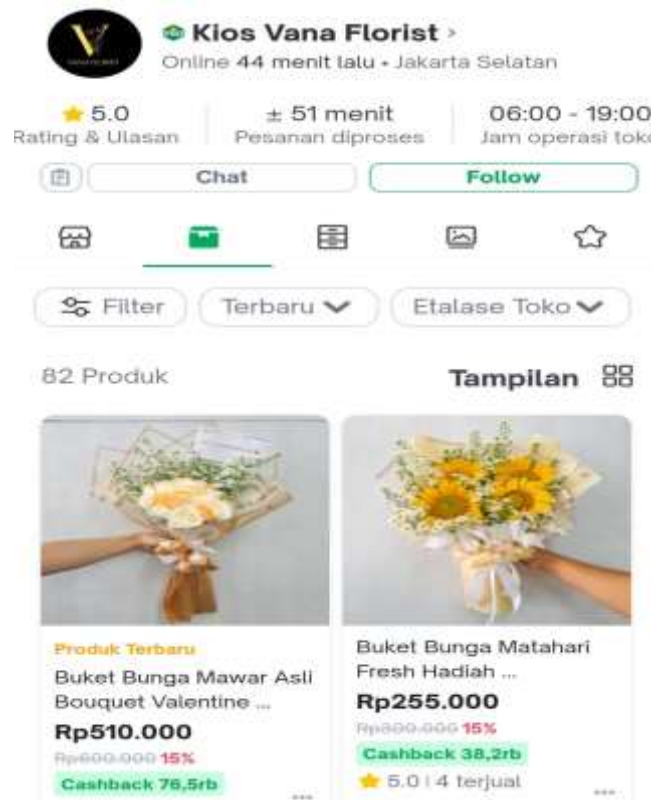


Figure 4. Tokopedia Kios Vana Florist Marketplace Account

Even though Mr. Koko doesn't understand how to apply social media such as Instagram, Tik Tok and use marketplaces such as Tokopedia, this is not an obstacle for Mr. Koko personally. Sometimes, customers become Pak Koko's promotional media. Customers make videos and mini vlogs with Pak Koko's Kios Vana Florist as the object. Not long after that, many people asked where the vlog was made and bought flowers directly at Mr Koko's stall. This is a mutualistic symbiosis between Mr Koko and the customer. Mr Koko does not limit whether customers want to make videos. This is in line with Nugraha's research (2023) where social media also continues to develop very quickly along with the times, the emergence of new, more sophisticated platforms and features is part of the challenge for companies to remain relevant by keeping up with current developments and the challenges that arise. Another is in terms of intense competition.

Regarding Connecting, Mr Koko really maintains good relationships with customers. For him, the Kios Vana Florist business which he started in 1998 cannot be separated from the kindness of his customers to this day. Mr. Koko may not be able to communicate intensely with customers either by telephone or social media, but Mr. Koko tries to give his best. Starting from fulfilling orders according to customer wishes and giving interest

bonuses to customers. It's no surprise that Pak Koko gets new customers based on recommendations from previous customers. This is in line with research from Susan (2011) which suggests that building good relationships with the audience can increase audience trust and loyalty. Regarding building a community, there is no particular community that Mr Koko participates in. Mr. Koko really maintains good relations with parties related to the products he sells, such as restaurants, hotels, as well as with academics such as universities and students who use flower bouquets to celebrate graduation and other things. If restaurants, hotels and students need flowers, they will immediately contact Mr. Koko to place an order directly.

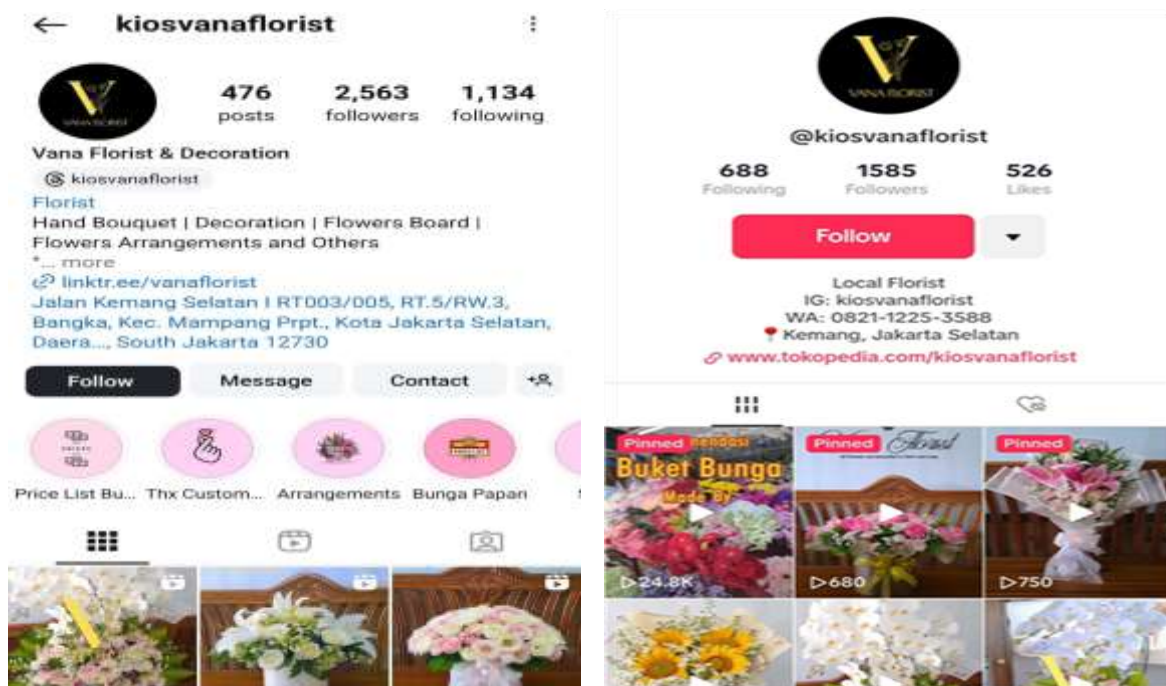


Figure 5. Kios Vana Florist Instagram and Tiktok accounts

CONCLUSION

Based on the results of the research and discussion above, it is concluded that Kios Vana Florist has implemented social media marketing which can support its product marketing activities. The managerial implications in this research are that the Kios Vana Florist has not utilized Community Building optimally. This is very important because building a community can help social media marketers interact with their audience in a more personal and in-depth way. Creating a group containing owners, loyal customers and parties who understand flowers well is necessary to increase social engagement. This research has limitations. Suggestions for further research are analyzing social media marketing strategies for similar businesses such as florist businesses.

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