Empowering a Strong Brand Awareness of Burayot Si Madu through Social Media Marketing

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Abstrak

Kegiatan Pengabdian pada masyarakat ini selain bertujuan untuk membuat "Burayot"sebagai makanan tradisional asal Garut ini lebih dikenal oleh masyarakat luas juga untuk meningkatkan pengetahuan pemilik dan karyawan dari UMKM Burayot Si Madu mengenai penguatan kesadaran Merk melalui pemanfaatan sosial media marketing khususnya instagram. Jika Kesadaran akan merk ini sudah tertanam di benak pelanggan maka akan lebih mudah untuk meningkatkan penjualan produk. Metode dalam kegiatan Pengabdian pada masyarakat ini dilaksanakan melalui mentoring dan sharing session. Hasil akhir dari kegiatan pengabdian pada masyarakat ini diharapkan dengan diberikannya mentoring mengenai tema diatas digharapkan dapat meningkatkan engagement dari followers instagram Burayot Si madu melalui meningkatnya followers yang comment, like dan Share pada setiap postingan dari burayot Si madu, sehingga produknya lebih dikenal lagi oleh masyarakat dan dapat menigkatkan penjualan produk.

Kata kunci: Kesadaran Merk, Burayot, Sosial Media Marketing,Instagram, Makanan Tradisional

Abstract
This Community Service activity is not only aimed at making "Burayot" as a traditional food from Garut better known by the wider community but also to increase the knowledge of the owners and employees of the Burayot Si Madu UMKM regarding strengthening Brand awareness through the use of social media marketing, especially Instagram. If this brand awareness is embedded in the minds of customers, it will be easier to increase product sales. The method in this Community Service activity is carried out through mentoring and sharing sessions. The final result of this Community Service activity is expected to be able to increase engagement from Burayot Si Madu Instagram followers by providing mentoring on the above theme through increasing followers who comment, like and share on each post from Burayot Si Madu, so that the product is better known by the public and can increase product sales.
Keywords : *Brand Awareness, Burayot, Social Media Marketing, Instagram, Traditional Food*

Introduction

In Indonesia Micro, Small and medium enterprises (MSMEs) is a core of economic, especially when it can get through the economic crisis and covid -19 pandemic. According to the latest data from the Ministry of Cooperatives and SMEs,

the number of MSMEs in Indonesia in 2024 will reach more than 65 million units. These MSMEs are spread across various sectors, including culinary, fashion, handicrafts, and digital technology (Indonesia.go.id). Indonesia Government support that MSMEs level up using digitalization , in other word The government prepares MSMEs to compete in the global market. Therefore, the Ministry of Communication and Information has designed to help MSMEs in Indonesia to be better prepared to face the challenges of the digital era, by providing intensive training and assistance for the onboarding process to digital platforms.

MSMEs have various sectors, one of them is culinary sectors. Many MSMEs sale traditional foods. It is good for sustainability and preservation of cultural heritage in culinary sector especially Indonesian traditional food. One of them is Sundanese traditional food called "Burayot". Maybe, many young people feel strange when heard "Burayot" and many of them also maybe didn't know what it is?

The name burayot comes from Sundanese, namely ngaburayot which means hanging. That's because this cake looks like it's hanging.This cake is made from fried rice flour dough, then lifted with a small bamboo stick. The cake skin is pulled up, while the sugar powder hangs at the bottom of the cake skin. This traditional food can be found in several sub-districts in Garut, such as Leles, Kadungora, and Wanajara. This specialty food can be made with several flavors, such as chocolate, strawberry, sesame, cheese, ginger, or peanuts (detik.com).

Souce: Instagram of Burayot Si Madu
Figure 1. Burayot

As stated above that many young people didn't know this traditional food, the MSMEs especially which sale this product must market and using social media for promoting Burayot. So that Burayot becomes more and more to be known by everyone. Beside, it can increase their selling revenue also indirectly we keep sustainability and continuity our traditional food especially Burayot from Garut. For promoting Burayot is not easy, but there is one SMSEs that sale Burayot and already has 30 branch stores, it is Burayot Si Madu. Even Burayot si Madu already have many branch stores but it is not well known , so for empowering their brand awareness the authors try to give their employees workshop . It aims to give the knowledge for empowering their marketing strategy and brand awareness through social media marketing

Implementation Method

The Implementation Method in this community service is conducted by giving a mentoring and sharing session to the employees of Burayot Si Madu. It already has 36 branches(such as Branch in Bandung: Dago, Cileunyi, Cinunuk; Branch in Garut: Limbangan, Kadungora, leles and many more) with its center located in Jl. Raya Kadungora No.243, Talagasari, Kadungora sub-district, Garut Regency, West java 44153. Their services range from outlets, booths and motorists. They have been incorporated under the auspices of PT. Guna Berkah Pangan and have obtained halal permits, P-IRT & brand rights. They are committed to producing quality products and services, and part of the profits generated, They dedicate to social, educational & religious activities"

Here are the steps of conducting the community service at Burayot Si Madu that can be described on the figure below:
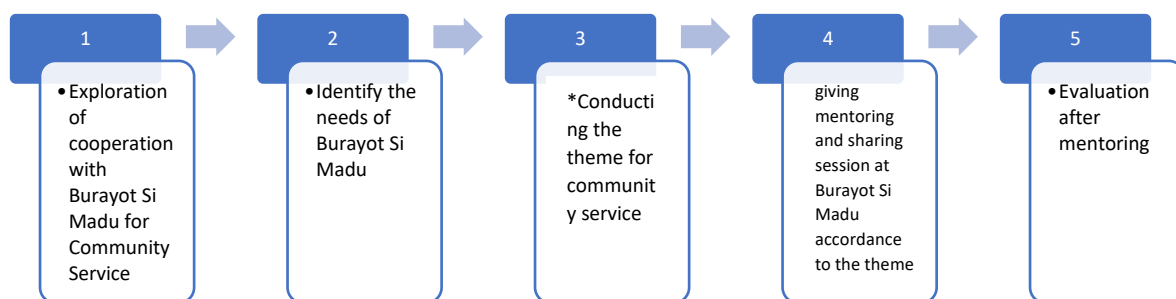

Figure 2 The steps of conducting the community service at Burayot Si Madu

The first step is exploration of cooperation with Burayot Si Madu for Community Service. In this step the authors explore the probability for cooperation with Burayot Si Madu. After Burayot Si Madu agree to make cooperation, we have to identify the needs of Burayot Si Madu that can be helped through community service activity. The third steps is conducting the theme for community service steps based on what Burayot Si Madu needs. The fourth step is giving mentoring and sharing session at Burayot Si Madu accordance to the theme. And the last step is evaluation after mentoring to see if there is any progress or the engangement of instagram follower increase or decrease after mentoring of community service is held.

Result and Discussion

Brand awareness is the ability of individuals to recognize and remember brands from a particular product category, and is a key dimension in brand equity (Keller in Juliana and Sabrina O. Sihombing, 2019: 22).

According to Aaker, (2018:205) in Sandra Sriwendiah, et.al (2022) "brand awareness is the ability of consumers to recognize and recall a brand that is part of a certain product category".

However the brand awareness is related to the social media as a tool for campaigning or marketing the product to consumers and also for embedding a brand in the minds of consumers. According to Kotler et al., (2021) in Anand Arohi (2023) Building brand awareness requires strategic efforts from marketers. Various marketing activities and communication channels can be leveraged to increase brand exposure and recognition. Content marketing, social media marketing, advertising, public

relations, and influencer partnerships are some of the commonly used tactics to increase brand awareness .

Kotler and Keller in Sabinus Beni, et al (2022) define social media as a tool or method used by consumers to share information in the form of text, images, audio, and video with other people and companies or vice versa.

Andreas Kaplan and Michael Haenlein (2010) in Nikous Soter Sihombong,et.al (2022) define social media as "a group of Internet-based applications that build on Web 2.0 ideology and technology, and that enable the creation and exchange of messages among users.

However, Chris Brogan(2010) in E. Susilawati (2023) stated that the definition of social media is a collection of new communication and collaboration tools that enable various types of interactions that were previously not available to ordinary people ().

The types of social media are as follows:
1) Video Sharing is a social media application for sharing videos between one user and another. This application is considered very effective in disseminating information or news, especially social programs launched by the government. Examples of video sharing applications that have many users are YouTube, Daily Motion and Vimeo.
2) Microblog is a social media application that is considered the easiest for users to use because it is enough to install the application and connect to the internet network. Facebook is the microblogging application with the most fans, followed by Twitter and Tumblr.
3) Social network sharing is one of the social media applications that has many users in Indonesia, one example is Facebook, Path and Google Plus.
4) Professional network sharing is a social media application where users include academics, lecturers, students, researchers, government employees and observers. Examples are LinkedIn, Slideshare and Scribd.

Photo Sharing is a social media application for sharing photos which provides a lot of information and disseminates more relaxed social information but sometimes contains a lot of strange, exotic, funny, sometimes even scary information. The high level of interest and users of this application are considered more effective in delivering programs. government program. Examples of applications that are well-known and loved in Indonesia are Pinterest, Picasa, Flickr and Instagram.

For the past few years, instagram is a social media marketing that used by Burayot Si Madu. This MSME has 5.566 followers in Instagram and already had 700 posts that showed many activities but in every picture that they posted only has fewer feedback from comment and like, it indicate that marketing through instagram less effective . so that Burayot Si Madu need to observe how to make their sosial media marketing through Instagram become more effective and efficient to boost their selling.

Instagram comes from the word "instant" or "insta", a kind of Polaroid camera that used to be better known as "instant photos". Instagram can also display photos instantly in its display. While the word "gram" comes from the word "telegram", where the way the telegram works is to send information to other people quickly. In-line with that Tri Hikmatul Ulya (2020) also stated that Instagram which can upload photos using the internet network, so that the information conveyed can be received quickly. That is why Instagram comes from the word "Instant-Telegram". Instagram is also commonly known as IG.

Instagram has 84,8 % user of all Internet users in Indonesia, it ranked 1st place as the Most Downloaded Apps in Indonesia Throughout 2024 (goodstat.id). so that, it become potential market for selling the product to the followers of intsgram. We can use Instagram as Social Media Marketing and it can boost our selling. There are some steps how to boost your product selling through Instagram as stated from some resources such as detik.com and recomm.id are as follows :

1. Optimize Your Instagram Business Profile
An Instagram business profile is a mini version of your business's homepage. Three important parts that must be arranged well, namely a profile photo, a bio containing a short description of the business, and a link to the business website or product page. This profile section is usually your first point of contact with customers. Therefore, prepare a good impression to attract customers to click the 'follow' button.

2. Build a Shopable Instagram Feed
Instagram has launched the Instagram shopping feature since 2018. This allows business owners to create product catalogs with clickable price tags, and makes the Instagram display more similar to the real shopping experience. This feature can be accessed by meeting the requirements from Instagram, including:

a.   Selling physical products.
b.   The Instagram account is registered as a business account.
c.   The business account is connected to your business's Facebook Fanpage page.
d.   Meets Facebook and Instagram's standard policies.
e.   The business account is connected to the product catalog on Facebook.
   Good arrangement will of course have a positive impact on increasing sales on Instagram. Don't forget to upload photos and write interesting captions according to the Brand Awareness you are developing.

3. Enter Specific Hashtags
Hashtags are a new concept of public conversation. Using hashtags makes it easier for users to find posts that match their favorite topics.By entering appropriate hashtags in the caption, you can reach new users to join your community. The main key in using hashtags is not only to describe photos and businesses, but also to use hashtags that are often searched for and have active users.To be able to use hashtags effectively, try learning How Brands Use Top Hashtags. Then to find the right hashtags, use the Instagram Hashtag Generator.

4. Post at Peak Usage
With the Insight feature on Instagram, you can see the pattern of Instagram users who visit your account and profile.From the data in this feature, you can find out when is the effective time or best day to post content? The goal, of course, is so that your posts can be seen by more people.The more people who see your content, the effectiveness of the post will increase, and the chances of a sale will be greater.

5. Build Partnerships with Instagram Influencers
Instagram influencers remain popular as one of the marketing strategies on social media. Today's customers do not really trust conventional digital advertising methods. They trust more in people who are able to reference a product completely, both with the advantages and disadvantages of the product. In short, personal

recommendations from influencers can help build your Brand Awareness better while increasing sales.

Collaborating with influencers provides a unique opportunity to reach an active audience. However, you must be able to identify the strengths and weaknesses of the influencer before building a partnership, such as knowing the engagement rate and weekly insights of their account.If your business does not have enough budget to build partnerships with the most famous influencers or celebgrams, you can use the micro-influencer option. Micro influencers are social media owners with followers ranging from 1,000 to 100,000 followers.

6. Create Content Inspired by the Latest Trends

Brand content doesn't have to be about the brand alone. In addition to posting about products, it is also important to follow trends, including whether these trends can be adapted and used to promote products? In 2024, there are several interesting trend inspirations. For example, photos of movie posters that are booming or challenges that use the backsound of certain songs that are currently hits

Building content related to this trend can attract new users to visit your profile and even make transactions.

7. Take advantage of Instagram Stories and Reels

Instagram Stories and Reels are very popular features and you can use them to increase engagement and sales.

8. Live Broadcast

The live broadcast feature can be used to record videos directly and is similar to Facebook and Snapchat features. Use this service to interact with users and offer products.

9. Interact with Followers

The next way to maximize your Instagram business account is to interact with followers or other users,through follow steps below:

a. Giving a like response (heart symbol)
b. Replying to comments
c. Replying to messages via DM
d. Utilizing the mentioning and tagging features

10. Placing Ads on Instagram

Next, the fastest way to market a product is to utilize the Instagram ad feature. This feature can be done through photo ads, videos, carousels, and ads displayed through Instagram Stories and the explore feature.

Here are the figure of community service at Burayot Si madu after giving the mentoring about brand awareness through social media marketing especially instagram and how to boost your product selling through Instagram as follows;

Figure 3. Activity of Community Service at Burayot Si Madu

Conclusion

The community service at Burayot Si Madu that conducted by giving mentoring and sharing session about Empowerment of Brand Awareness through social media marketing especially instagram hopefully can give knowledge about the key to reach engangement of instagram follower and how to boost product selling of Burayot Si Madu. So that Burayot Si madu can make a plan what they want to do in short and long term for social media marketing. The employee of Burayot Si Madu become pay more attention and more creative when they post the picture on Instagram and try to find hastag ang caption which can attact the follower's intention therefore the followers can giving feed back through comment, like and share to others followers of instagram.

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