

## ANALYSIS OF THE USE OF FACEBOOK DIGITAL PROMOTION MEDIA TO INCREASE SALES OF UD TAHU MURNI PRODUCTS IN GUNUNGSITOLI CITY

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Submitted:  
22 September 2025

Revised:  
14 October 2025

Accepted:  
21 November 2025

### Abstract

*This study aims to determine how social media is utilized Facebook as a digital promotional tool at UD. Tahu Murni in Gunungsitoli City, and to identify factors that hinder the effectiveness of such promotions in increasing sales. The background of this study is the increasingly rapid development of information technology that encourages micro, small, and medium enterprises (MSMEs) to utilize digital media as a more efficient promotional strategy and reach a wider market. The research method used is a qualitative approach with data collection techniques through observation, in-depth interviews, and documentation. The research informants consisted of business owners and several consumers. The data obtained were analyzed using thematic analysis methods. The results of the study indicate that the use of Facebook as a promotional medium by UD. Tahu Murni has not been optimally implemented. The promotional content uploaded is still simple, inconsistent, and has not utilized strategic features such as paid advertising (Facebook Ads), customer interaction, and social media analytics. The main inhibiting factors in optimizing promotions through Facebook are the business owner's limited digital knowledge, limited time, and the lack of a workforce focused on digital marketing. This study recommends that business actors improve their understanding and skills in social media management, utilize digital promotional features optimally, and develop attractive and consistent content strategies to reach more consumers.*

**Keywords:** Digital Promotion, Facebook, Sales Increase.

## INTRODUCTION

Facebook As one of the largest social media platforms, it offers various features to support promotional activities, such as paid advertising, business pages, direct interactions, and performance analytics. Proper utilization allows businesses to reach more specific target markets, measure campaign effectiveness in real-time, and build long-term relationships with consumers. However, on the other hand, intense digital competition, changing algorithms, and limited digital competency among businesses present challenges that can hinder promotional effectiveness.

According to Elkhanjulian (2021), promotion is a communication activity carried out by individuals or companies to introduce products, services, brands, or companies to the public, with the aim of influencing them to purchase or use those products. A similar opinion was expressed by Syahputra (2021) and Safri & Putri (2021), who emphasized that

promotion is part of marketing communications that aims to disseminate information, persuade, and remind the target market about the company and its products, thus hopefully increasing sales.

In the context of digital promotional media, Facebook is one of the most popular and effective platforms used by businesses. Facebook's advantage lies in its ability to target specific audiences based on location, age, interests, and user behavior. Furthermore, Facebook provides analytics features that enable businesses to accurately measure promotional performance, as well as direct interaction features such as comments, messages, and call-to-action buttons that can strengthen relationships with consumers. With its relatively affordable cost and broad audience reach, Facebook offers companies a significant opportunity to introduce products, increase brand awareness, and drive sales more effectively.

UD. Tahu Murni in Gunungsitoli City also experiences this situation. Despite its high-quality products and loyal customers, Facebook's promotional efforts are still suboptimal. The promotional content uploaded is simplistic, inconsistent, and doesn't utilize strategic features like Facebook Ads or analytics. As a result, the promotional reach is limited and it's less likely to attract a wider market, especially among the younger generation who are active on social media.

This situation indicates that business owners' understanding and implementation of marketing communication strategies through Facebook is still relatively low. Consequently, promotional reach is limited and they are less able to attract the attention of a wider market segment, particularly the younger generation, who are active users of the platform. This reflects the gap between Facebook's immense potential as a promotional medium and current marketing practices.

## **2. THEORY**

### **Promotion**

According to Lilian Mega Puri (2023), promotion is defined as a form of communication activity carried out by individuals or organizations to introduce products, services, brands, or even corporate identities to a wider audience. Philip Kotler (2023), a leading figure in the field of marketing, emphasizes that promotion encompasses all communication activities undertaken by companies to inform and convince consumers about the existence of their products or services.

Meanwhile, according to Solling Hamid (2023), promotion is one of the main keys to achieving marketing success. He emphasized that promotion is part of the marketing mix, playing a crucial role in informing, persuading, and reminding consumers of a company's brand and products.

According to Reppi (2021) The purpose of promotion in the marketing scope is intended to change consumer behavior, including increasing sales, introducing new products, building and increasing brand awareness, creating consumer loyalty, beating competitors, clearing stock, improving the company's image, and reaching a wider target market.

### **Digital Promotion Media**

According to Ryan (2021), digital promotional media is a marketing approach that utilizes digital channels to deliver marketing messages to targeted audiences through

relevant and engaging content. According to Kotler and Keller (2022), digital promotional media is a digital technology-based channel that companies use to communicate, build relationships, and promote products or services to consumers effectively and efficiently.

In the era of rapidly evolving digital transformation, the use of digital promotional media has become a key element in modern marketing strategies. According to Andy (2020), several types of digital promotional media can be utilized by businesses to reach a wider and more effective market, such as websites, social media marketing, search engines, email, and online advertising. According to Andy (2020), there are several key advantages of implementing digital marketing, particularly in supporting operational efficiency, effective market reach, and optimizing communication with consumers.

### **Promotion Strategy in Digital Marketing**

According to Agus Setiawan & Fadhillah, (2023), explains that digital promotion is part of a marketing strategy that utilizes digital media to reach consumers more widely, quickly, and interactively. According to Ryan (2023), social media enables two-way interaction between brands and consumers, which is very effective in building engagement. According to Chaffey & Ellis-Chadwick (2023), digital marketing strategies such as targeted advertising and SEO directly contribute to increased sales by increasing online visibility and driving targeted traffic.

According to Erpurini et al. (2023) The primary goal of a digital promotional strategy is to attract consumer interest through the use of social media and other digital platforms. Strategies that can be used include:

- a. Utilization of Social Media (Social Media Marketing)
- b. *Content Marketing*
- c. *Search Engine Optimization*(SEO)
- d. *Email Marketing*
- e. *Influencer Marketing*
- f. Utilization of Marketplaces and Websites

### **Promotion Effectiveness**

According to Deshinta & Suyanto, nd(2020) Promotional effectiveness is a measure of the success of a promotional activity in achieving its stated objectives, such as increasing sales, expanding market share, introducing new products, or building brand image. According to Cahyaningrum, (2024), there are several strategies to increase the effectiveness of promotions, namely:

- a. Responsive and user-friendly design
- b. Personalizing User Experience
- c. Social Media Integration and Quality Content
- d. Measurable and Effective Promotion Strategy
- e. Data Security and Consumer Privacy

According to Fajar Awaludin (2020), The effectiveness of a promotion is influenced by various factors which can vary depending on the context and objectives of the promotion. Several factors that influence the effectiveness of promotions include: (1) promotional messages, (2) promotional channels, (3) promotional time, (4) promotional frequency, (5) offers and discounts, (6) target audience, (7) creativity and innovation, (9) visual content and design, (10) promotional budget, (11) product availability, and (12) consumer interaction and response.

### 3. RESEARCH METHOD

The type of research used in this study is qualitative research, with data obtained from questionnaires, interviews, and documentation. The type of research used by the author is qualitative research. According to Sugiyono (2023), a research instrument is a tool used to measure observed social phenomena, whether in the form of a questionnaire, interview guide, or observation sheet compiled based on the indicators of the variables being studied.

Data collection is a critical step in the research process, including identifying the location or individuals to be studied, determining data collection instruments, and systematically obtaining and recording data (Creswell & Creswell, 2023). In this study, the data analysis techniques used were data reduction, data presentation, and conclusion drawing. Data analysis techniques are the methods or means used to process, interpret, and draw conclusions from collected data. The primary goal is to discover patterns, relationships, or important information that can be used for decision-making

### 4. RESULTS AND DISCUSSION

#### Result

This study uses a qualitative approach to understand in depth how UD Tahu Murni utilizes Facebook as a digital promotional medium to increase product sales in Gunungsitoli City. Data were obtained through interviews with the business owner, the Operations Department, and employees, which were then supported by direct observation of the digital promotional activities carried out. In this study, researchers found that UD. Tahu Murni Gunungsitoli City has utilized Facebook as a means of product promotion, but in its implementation still faces various challenges, especially related to understanding and skills in managing this digital media.

**Table 1 Thematic Analysis**

Main Theme	Sub-Theme	Findings/Quotations	Meaning/Interpretation
Reasons for Using Facebook	Changes in consumer behavior	Now times have changed... many young people are active on social media like Facebook.	<i>Facebook</i> chosen because it is considered relevant to digitalization trends and consumer behavior of the younger generation.
	Expansion of promotional reach	So that the business can be known more widely, especially by the younger generation who are active in the digital world.	Social media is used as a means to expand the market, beyond word of mouth promotion.

Facebook Usage Obstacles	Lack of technical knowledge	We still lack knowledge about how to utilize Facebook	Limited digital literacy hinders the optimization of Facebook's function as a promotional medium.
	Time constraints due to production focus	We are busy in the kitchen every day taking care of promotions and often get overwhelmed.	Core production activities make social media management inconsistent.
	Monotonous content quality	The content tends to be monotonous and less attention-grabbing.	The lack of variety and innovation in content makes the promotional appeal on Facebook low.
	Minimal interaction with customers	Lack of active interaction with potential customers.	The absence of two-way communication reduces the effectiveness of digital promotions.
Strategy to Overcome Obstacles	Learn digital marketing	We need to take training or learn gradually via the internet.	There is awareness and initiative to improve digital competency.
	Regular content scheduling	Start by creating a regular schedule for posting content, for example twice a week.	Consistency in content upload times is attempted to maintain the account's existence.
	Content variety and innovation	The content is more varied, including customer testimonials, videos, and tofu cooking tips.	Creative and relevant content is needed to attract the audience's attention.
	Maintaining digital communication	Try to set aside specific time each day to monitor comments.	Direct interaction with the audience helps build loyalty and a positive image.

**Source:** Research Processed 2025

Based on the results of a thematic analysis of interview data conducted at UD. Tahu Murni, it can be concluded that the use of Facebook as a promotional tool is a response to changing consumer behavior and the need to expand business reach. However, this business still faces obstacles in terms of digital knowledge, operational hours, and content variety. However, the business has made strategic efforts in the form of self-learning, task allocation, and the development of more engaging content to optimize the potential of digital promotion.

In this study, researchers found that UD. Tahu Murni in Gunungsitoli City has utilized Facebook as a means of product promotion, but in its implementation it still faces various challenges, particularly related to understanding and skills in managing this digital media.

Based on the results of the interviews conducted, it can be concluded that UD. Tahu Murni in Gunungsitoli City faces several obstacles in utilizing Facebook as a promotional channel for its business. These obstacles cover two main aspects: technical obstacles and operational obstacles. From a technical perspective, the business owner, Mr. Kristian Telaumbanua, stated that limited knowledge and skills in maximizing the Facebook platform are the main obstacles. He admitted that he does not yet fully understand how to create engaging content, write effective captions, choose product visuals that can attract attention, and determine the right upload time to reach a wider audience.

Meanwhile, from an operational perspective, time constraints pose a significant challenge. Busy production activities from morning to night make it difficult for business owners to consistently manage promotions through social media, including creating content and responding to interactions from potential customers. Furthermore, based on responses from two employees, Restu Gulo and Andi Telaumbanua, it was found that although the company's Facebook account was actively used, the promotional impact on increasing the number of customers was still not optimal. They assessed that the content shared tended to be monotonous and uninteresting, and there was a lack of active interaction with the audience on social media. Thus, it can be concluded that the main challenges in utilizing Facebook as a promotional medium at UD. Tahu Murni are a lack of technical understanding of digital marketing strategies, limited time to manage social media consistently, and a lack of variety and quality in the content shared.

Several strategies have been planned and are beginning to be considered to overcome the challenges of utilizing digital media, particularly Facebook, as a product promotion channel. The main challenges faced include limited knowledge of digital marketing and a lack of time to manage social media. To address this knowledge gap, the business plans to:

1. Attend training related to digital marketing.
2. Learn to improve and understand how to create engaging content and learn effective promotional strategies.
3. Dividing tasks more efficiently within the business.
4. Maintain active communication with customers by monitoring comments and incoming messages daily.

## **Discussion**

Based on research conducted at UD. Tahu Murni in Gunungsitoli City, the use of digital media, especially Facebook, as a promotional tool has begun, although its implementation is still simple and far from optimal. The business owner, Mr. Kristian Telaumbanua, uses Facebook as a medium to introduce his tofu products to consumers. The published content generally consists of product photos with brief descriptions of price and purchase location. However, the implemented strategy is still rudimentary, as important features that actually support digital marketing activities have not been utilized. For example, the post scheduling feature that can maintain upload consistency, paid advertising services (Facebook Ads) that can significantly expand market reach, and Facebook Insights that provides analytical data to measure promotional effectiveness.

The results of this study align with previous research conducted by Nurhadi (2020), which found that MSMEs tend to only use Facebook as an information medium without an interactive strategy, resulting in limited impact on sales growth. Similar findings were also



demonstrated by Sari (2021), who emphasized that social media utilization only provides a significant impact if businesses are able to utilize paid advertising features and actively interact with consumers. Therefore, the results of this study reinforce existing literature that limited digital literacy and the absence of a digital marketing strategy are dominant factors in the suboptimal use of social media by MSMEs.

The minimal use of these features leads to promotions that tend to be repetitive, one-way, and lack the variety of content that can generate new audience interest. The uploaded content resembles a digital bulletin board rather than a structured promotional strategy. However, Kotler & Keller (2020) emphasize that in digital marketing, variety, creativity, and content quality are key to creating engagement and attracting new consumers. When content fails to stimulate interaction, opportunities for market expansion are hampered.

This situation is understandable, given the several obstacles that affect Facebook usage at UD. Tahu Murni. First, the owner and employees lack the technical knowledge and skills. They are not yet accustomed to creating visually appealing content, writing persuasive captions, or understanding the Facebook algorithm that determines how widely content can reach an audience. Second, a lack of understanding of a planned and comprehensive digital marketing strategy leads to the underutilization of important features such as paid advertising and insight analytics, which are crucial for maximizing promotional reach. Third, low audience interaction results in the Facebook account serving only as a medium for conveying information, rather than as a dynamic and interactive communication space. Fourth, limited time and energy, as the business owner is still more focused on the tofu production process, which requires attention and energy, often neglecting promotional activities.

#### 4. CONCLUSION

Based on the discussion of the results of the research that has been carried out, it can be concluded that:

1. Based on research results, UD. Tahu Murni has begun utilizing Facebook as a digital promotional tool to introduce its tofu products to the public. This utilization is motivated by the business owner's awareness of the importance of adapting marketing strategies to current developments, particularly changes in consumer behavior, which are now increasingly shifting to digital media. The younger generation, as a potential consumer segment, tends to be more active on social media, making UD. Tahu Murni's presence on Facebook a positive first step in reaching a wider audience.
2. Utilization: Despite efforts to leverage Facebook, UD. Tahu Murni still faces several obstacles that prevent its digital promotion strategy from running optimally. The main obstacle lies in the limited knowledge and technical skills of the owner and employees in managing social media. Frequent difficulties include the ability to create visually appealing content, design persuasive captions, determine posting times that align with audience activity, and understand how to utilize Facebook's features, such as Facebook Ads, Insights, and post scheduling.

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