Utilization of Social Media as a Means of Healthy Food Promotion by Housewives in Dumai City

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Abstract

The purpose of this study was to analyze the role of social media in promoting healthy food by Hanadona Catering in Dumai City. This study uses a constructivist paradigm with a descriptive qualitative approach. The research subject only involved the owner of Hanadona Catering, namely Mrs. Aldona Wulandari as the main informant. Data collection techniques are through in-depth interviews conducted directly (via the Zoom application) or indirectly (via WhatsApp chat) and non-participant observation. The results of this study indicate that Hanadona Catering uses social media WhatsApp Messenger, Instagram, and Facebook to promote its culinary products. Promotional activities are usually carried out alone, involving the community and using the services of celebgrams and influencers from the local area. The massive promotions carried out have made the existence of Hanadona Catering for the last three years quite well known to the people of Dumai city and economically it brings benefits to the owner and the surrounding community, although on the other hand there are obstacles in terms of the availability of human resources to manage social media if it is overloaded. orders.

Keywords: Communication; Promotion; Healthy food; Social media

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INTRODUCTION

The development of communication technology in the world, including Indonesia, is currently increasingly sophisticated. Humans today are not just communicating face to face in the same location, but more and more people are using the media to convey their messages to others. As it is known that living things on this earth cannot live without communicating. Communication makes people know each other and exchange information. The word communication or communication in English comes from the Latin word communis which means "same", communico, communicatio, or communicare which means "to make the same" or simply communication can occur if there is a similarity between the delivery of the message and the person who receives the message.

Communication is a process of delivering messages from one person to another with the aim of influencing one's knowledge and behavior (Cangara, 2016:25). Harold Lasswell (in Mulyana, 2017) also said that the right way to illustrate a communication is to answer the question "who said, what was said, through what channel, to whom, and how did it affect".

The role of communication media today is very vital because it is considered a need that can connect individuals or groups to interact with each other even from far away places. Information conveyed through the media allows individuals to immediately carry out orders, complete work, even as intermediaries in marketing or promoting a product. Several types of communication media that are still widely used include: television, letters, radio, telephone and internet.

Humans have now entered the era of modern society. The transformation to modern society seems to be in line with the development of communication media which has entered the new media era. The new media era is a condition in which all communication media are the result of convergence between computerized digital communication technology and connected to the internet network (in Sujoko et.al, 2020). The internet is a communication network that has a function to connect one electronic media to another quickly and precisely. One form of application of new media is the creation of several media or social networks, such as: Instagram, Facebook, WhatsApp, Twitter, Telegram and so on. Social media is getting quite a lot of public attention because of the advantages and its facilities.

Nasrullah (2020) defines social media as a medium connected to the internet network that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds. Nasrullah (2020) in his book Social Media: Perspective of Communication, Culture, and Sociotechnology divides social media into six broad categories, namely: social networking, blogs, microblogging, media sharing, social bookmarking, and wikis.

Information on the distribution of internet and social media users around the world including Indonesia can be found on HootSuite (We are Social), a content management service site that provides online media services that are also connected to various other social networking sites, such as: Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress. HootSuite (We are Social) data shows that the total population of Indonesia in 2021 will reach 274.9 million, with details, namely: (1) as many as k 345.3 million or 125.6% of the total population in Indonesia are mobile phone users; (2) as many as 202.6 million or 73.7 percent of the total population in Indonesia are internet users, and (3) as many as 170 million or 61.8 percent of the total population in Indonesia are active social media users (https://andi .link/).

Hanadona Catering is an individual business engaged in providing healthy food services in the city of Dumai. Hanifah (2011) defines healthy food as food that contains balanced nutrition and substances needed by the body. Consuming healthy food has a goal so that the body is always healthy, grows, and develops properly. This catering business is run and owned by Mrs. Aldona Wulandari. Mrs. Aldona Wulandari herself is a housewife as well as a nutritionist who has experience working in several national and international food-based companies, such as: PT. Griya Nutrition, Indofood Nutrition, and Nestle Nutrition.

The owner's working experience which has been running for more than seven years has created a lot of knowledge and expertise, ranging from getting to know a variety of healthy foods, studying Institutional Food Management System Management (MSPMI) in hospitals, and learning product promotion strategies, especially through social media.
Expertise based on the knowledge obtained by the owner is expected to provide benefits to many people, especially those who get used to a healthy lifestyle.

Hanadona Catering Dumai is a catering service by presenting the concept of healthy food and snacks as well as providing nutritional consulting services. The services provided are carried out by promoting directly to consumers through office events and bazaars in public places and through owned social media, such as: Whatsapp Messenger, Instagram, and Facebook. Promotion is one component of the marketing mix. Promotion can be interpreted as an effort to notify or offer products or services with the aim of attracting potential consumers to buy or consume them. With the promotion of producers or distributors expect an increase in sales figures. The function of promotion in the marketing mix is to achieve various communication goals with consumers (Hasugian, 2018). In addition, promotion according to Simamora in previous research from Nurhayati (2017) is all forms of communication used to inform, persuade or remind people about products produced by organizations, individuals or households.

Whatsapp Messenger, Instagram, and Facebook are currently very intensively used by the wider community, including in business. Regardless of the advantages and disadvantages, at least this media has proven that messages or information will be more easily and quickly spread to communication networks.

Based on previous research by Syafira (2020), WhatsApp Messenger is defined as a cross-platform messaging application that allows us to exchange chat messages with other WhatsApp users without SMS fees, because Whatsapp Messenger uses the same internet data package as email, browsing, web and others. In addition, WhatsApp Users can send the same message to many people at once in an easy way. This feature is known as broadcast. Through the message broadcast feature, WhatsApp users can send the same message to many people in just a few clicks (Muhammad and Arsyen, 2021). Thus, a user no longer has to bother to copy-paste messages or forward messages.

Instagram (in Puspitarini and Nuraeni, 2019) is defined as a medium for taking photos and sending them quickly. Instagram has 5 main menus (Atmoko, 2012), namely:
1. Home Page. Home page is the main page that contains photos or videos from other users who have been followed. How to see it by sliding the screen up and down.
2. Comments. Photos or videos that have been uploaded on Instagram can be commented on by other users in the comments column provided.
3. Explore. Explore is a collection of popular photos or videos that get a lot of likes.
4. Profile. User information can be found through the profile.
5. News Feed. News Feed is a feature that contains notifications for various activities carried out by Instagram users.

Facebook is a social networking site that allows users to interact with other users around the world. The phrase "Facebook" is the basic principle that distinguishes Facebook from other social networks, which is to display all the information from the user. Features offered by Facebook include: Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and chat features (Hanafi, 2016).

Instagram and Facebook social media activities in general, namely: allowing users to make friends with other users, upload photo and video posts and then like them through the like feature, give each other comments or opinions on the activities of each user, and tag other users by adding an arroba sign (@) in front of the user's Instagram account name.


The advertising features used by the Instagram Ads and Facebook Ads services make the advertisements displayed on Instagram and Facebook visible to users according to the target. In addition, advertisers can use the many formats provided by Instagram Ads and
Facebook Ads according to the type of business (Sastika, 2018).

Current promotional activities are not enough just to advertise products on social media, but besides that, there are other methods to increase sales such as involving several communities and influential celebrities or influencers in the city of Dumai. According to the Big Indonesian Dictionary (KBBI) online (www.kbbi.web.id) a community is a group of organisms (people and so on) that live and interact with each other in a certain area. Wenger (in Sani, 2015) defines community as a group of people who share problems, concerns or hobbies on a topic and deepen their knowledge and expertise by interacting with each other continuously. Selebgram is an acronym for Instagram Celebrities. The nickname celebgram is usually given to the personal account of someone who is famous on Instagram who has many followers or followers because the photos or videos uploaded are interesting and liked by many people. Sometimes the uploaded photos or videos often go viral and are widely discussed by Netizens (Mefita and Yulianto, 2018). Influencers are people who often act as influencers on Instagram social media because their views, advice or opinions can influence purchasing decisions (Handika and Darmawa, 2018).

Social media today has become a necessity for people in the world. This condition is used by entrepreneurs in marketing their products online for trading even though the sellers and buyers are far apart, which is commonly referred to as spatialization, namely the distribution of products by the media to audiences or audiences without being hindered by space and time by utilizing advances in communication technology. Vincent Mosco in Subandi and Sadono, 2018)

The purpose of this study was to analyze the role of social media in promoting healthy food by Hanadona Catering in Dumai City.

RESEARCH METHOD

Paradigm becomes the basis and guideline for a researcher's thinking in seeing a reality so that it affects what is selected, viewed and written in a study. Paradigms help formulate what to learn, what questions to answer, how to answer them, and what rules to follow in interpreting the information collected in order to answer these questions.

This study uses a constructivist paradigm. Ardianto and Qomaruzzaman (2019) say that constructivism "...considers the subject as a central factor in communication activities and social relations". The constructivism paradigm is a paradigm in which the truth of a social reality is seen as a result of social construction, and the truth of a social reality is relative. The purpose of constructivism is not trying to understand a reality or reality, but rather wanting to see how a researcher becomes aware of something from what he is researching.

This study uses a descriptive qualitative approach. The qualitative research approach according to Bogdan and Taylor (in Moleong, 2021) is a procedure in research that produces descriptive data in the form of written words and individual behavior observed during research activities. This study intends to understand the phenomenon of what is experienced by the research subjects, such as: perception, motivation, behavior, action, and others, as a whole, and by describing it in the form of words and language in a special context naturally and with utilizing various natural methods (Moleong, 2021).

Rakhmat and Ibrahim (2017) in their book "Communication Research Methods" mention that descriptive research is a research method that only describes an event. This research method is intended to: (1) collect up-to-date information that describes in detail the existing symptoms; (2) identify problems or examine prevailing conditions and practices; (3) make comparisons or evaluations; and (4) determine what other people do in dealing with the same problem from their experience to determine plans and decisions in the future.

Research subjects in qualitative research are known as informants. Bungin (2017) mentions that the term informant is a person who can provide information to researchers through interviews with the consideration that the informant is believed to understand the data, information, and facts needed as research objects. The subject of this research is Mrs. Aldona Wulandari as the owner of Hanadona Catering who is a Professional Healthy Catering and Nutritionist.

Sugiyono (2019) said that qualitative research is a data collection activity carried out
RESULTS AND DISCUSSION
Healthy Food Promotion through Social Media

Based on the results of interviews with informants, the healthy foods offered by Hanadona Catering include catering meals, vegetable and fruit salads, snacks (dimsum), and pickled fruit. Especially for catering food, prospective buyers are advised to consult first before ordering. This is very important to do to determine how much the content of food substances needed by the body contained in food ingredients. The informant explained that the healthy eating products available at Hanadona Catering are intended for people who are undergoing a healthy living program, have medical indications, and are carrying out a diet program. People who are exposed to medical indications are people who are declared from the results of a medical check-up to have problems with their body health.

Until now, Hanadona Catering has been a partner for three years (2018 to 2021) in providing healthy food or catering at PT. Pertamina (Persero) Dumai. This healthy catering supply activity is in collaboration with the Healthy Division of PT. Pertamina (Persero) Dumai which consists of doctors and nutritionists. This healthy catering is intended for the General Manager or other high-ranking officials at PT. Pertamina (Persero) Dumai which has medical indications after conducting regular medical check-ups. Apart from PT. Pertamina (Persero) Dumai, Hanadona Catering also cooperates with other Pertamina partner companies and the Dumai Regional General Hospital (RGH).

Hanadona Catering has two ways to market its products, namely offline and online. Offline marketing or promotion is carried out by informants by offering products directly to buyers, such as offering on the roadside and also through certain activities or events. Promotion through certain activities is usually held in several places and activities, such as: in shopping centers or malls, government
agencies, recitation events, and the gathering of women from Pertamina. This direct marketing method is considered quite effective because the informants have the opportunity to know each other and establish relationships on an ongoing basis, especially those who are members of a community. Another promotional method used by informants to increase sales is online through their social media. Some of the social media owned by Hanadona Catering, such as: WhatsApp Messenger, Instagram, and Facebook.

Marketing through WhatsApp Messenger social media is carried out by informants by installing product photos or videos on Whatsapp status. Hanadona Catering also often offers product promos with a discount or special price system at certain times. This information was conveyed by Hanadona Catering by sending the same message to many people at the same time through the broadcast feature. In addition, the social media function of Whatsapp is also used by informants, namely as a media for consulting potential buyers. Prospective buyers before ordering catering at Hanadona Catering are advised to do a nutrition consultation first to find out what the composition of the food should be. Nutrition consultations are carried out by sending messages via WhatsApp social media and will be served by nutritionists who are also colleagues of the informants.

Other types of social media used by Hanadona Catering besides Whatsapp Messenger are Instagram and Facebook. Promotion through Instagram social media is carried out by Hanadona Catering by distinguishing it in three Instagram accounts, including: 1) special food or healthy catering (@hanadona.eatery); 2) special dimsum (@hanadona.dimsum); and 3) nutrition consultation (@diet_doitt). In contrast to promotions through social media Facebook, which only uses one account, namely: "Hanadona Catering". The marketing method on Instagram and Facebook is more or less the same, namely by posting or uploading photos and videos on stories and home pages. The uploaded photos or videos can be in the form of details of the product itself or testimonials from celebrities or influencers.

Other features used by owners through their social media in promoting their products are by placing product advertisements on Instagram Ads and Facebook Ads, and sometimes using the services of celebgrams or local influencers on social media accounts. Instagram Ads and Facebook Ads are paid advertising platforms on social media Instagram or Facebook Stories. The way Instagram Ads and Facebook Ads work is that the algorithm system of each of these social media looks at the user's search history, so that the next ad that appears is based on what is searched for.

Another sales strategy used by Hanadona Catering is using the services of a celebrity or influencer. This is done with consideration because Hanadona Catering still has a small number of followers on social media. Determination of celebgram or influencer is not arbitrary. Informants must determine the criteria for celebrities or influencers who will later become the brand image of their products. There are several celebgrams or influencers who have the potential to market Hanadona Catering products through social media, such as: professional doctors, celebrities or influencers who like gym sports, beautiful celebrities or influencers, and celebrities or influencers who have health problems.

The informant or owner will initially look for the desired celebgram or influencer through his Instagram social media, then the communication strategy used is: following, liking and commenting on their photos. After an intense conversation, the next informant will offer his product for free, which has previously identified the need for healthy food that will be consumed by this celebrity or influencer. This strategy was considered by the informants to be quite effective because after that most of them re-promoted through their social media, so that orders automatically came by themselves, most of whom were followers of the celebgram or influencer.

The promotional activities carried out by Hanadona Catering cannot be separated from the role of the community. Some of the communities that are often involved in the Hanadona Catering healthy food business are the photography community, the MSME community (Micro, Small and Medium Enterprises), the community for reciting women, and the social gathering community for women from PT. Pertamina (Persero) Dumai. According to the informant, this photography community is very helpful in terms of taking
product photos to make it look more attractive, while other communities also help in establishing relationships with a wider range of parties.

Massive promotions and in line with the quality offered make Hanadona Catering Dumai quite well known to the people of Dumai city. This means that the economic benefits have been obtained by Hanadona Catering Dumai itself and the community around where they live, namely by creating employment opportunities. This situation makes Hanadona Catering Dumai currently have obstacles in the availability of human resources to manage social media, especially during overload orders.

Spatialization through social media that is used without space and time limits makes the existence of Hanadona Catering quite well known, especially for the Dumai community. A person can quickly obtain information in a very fast time even though the distance is very far. The use of new media, especially social media in the current era, especially during the Covid-19 pandemic, is considered very comprehensive because everything can be done using social media and can even be used as a source of livelihood.

CONCLUSION

Hanadona Catering is a catering service that provides a variety of healthy food menus, both in the form of main meals and snacks. The criteria for potential consumers who are the main target of Hanadona Catering’s healthy food marketing are people who are undergoing a healthy living program, have health problems, and are implementing a weight loss program.

The method used by Hanadona Catering in marketing its products consists of offline and online. Promotional activities through offline are carried out by offering directly to prospective buyers, such as on the roadside or in crowded centers, such as malls, activities organized by government agencies, and attending activities organized by several communities, such as the photography community, MSMEs, recitations, and the gathering of women from Pertamina dharma women. Online promotion activities are carried out by the owner through social media intermediaries, namely: Whatsapp Messenger, namely Instagram and Facebook.

The social media marketing mechanism through Whatsapp Messenger is done by sending messages in the form of discount offers or special product prices to many people at the same time. In addition, through Whatsapp Messenger, Hanadona Catering also provides free consultation facilities with nutritionists to potential consumers before deciding to buy products. Marketing through social media Instagram and Facebook is done by uploading photos and videos related to the products to be offered and in order to increase sales, informants also take advantage of other paid features from these social media such as: Instagram Ads and Facebook Ads and in addition they also use celebgram services and influencers who are quite influential in the city of Dumai.

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