

## Implementation of Social Media Efforts to Increase Sales at PT. Fertilizer Sriwidjaja Palembang

Robetama Simanjuntak<sup>1</sup>, Sulaiman Helmi<sup>2\*</sup>, Trisninawati<sup>3</sup>

Faculty of Social Humanities, Universitas Bina Darma

**Corresponding Author:** Sulaiman Helmi [sulaimanhelmi@binadarma.ac.id](mailto:sulaimanhelmi@binadarma.ac.id)

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### ARTICLE INFO

*Keywords:* Social Media, Implementation, Brand Awareness, Consumer Behavior, Marketing

*Received :* 23, July

*Revised :* 13, August

*Accepted:* 27, August

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### ABSTRACT

This research delves into the assessment of social media implementation at PT Fertilizer Sriwidjaja Palembang, with a specific focus on the TikTok, Instagram, and YouTube platforms. The study aims to discern the influence of these platforms on brand awareness, product sales, and consumer behavior. Utilizing interviews, observations, and qualitative data analysis, the findings reveal that TikTok plays a substantial role in elevating both brand awareness and sales. Meanwhile, Instagram emerges as an effective platform for comprehensive product introduction, and YouTube introduces an innovative dimension through the creation of compelling content. This study sheds light on the multifaceted impact of social media platforms on various aspects of business at PT Fertilizer Sriwidjaja Palembang.

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## **INTRODUCTION**

Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment (Helmi & Setyadi, 2022; Setyadi et al., 2022). Indonesia has experienced the fastest growth in digital economy adoption. The adoption of the digital economy presents opportunities for Indonesia in 2025, as it can increase labor participation and productivity, leading to economic growth. PT. Fertilizer Sriwidjaja Palembang (Pusri) was established on December 24, 1959, in Palembang, South Sumatra, as a pioneer urea fertilizer producer in Indonesia under the name PT. Fertilizer Sriwidjaja (Persero). The company's main objective is to implement and support government policies and programs in the field of economic and national development, particularly in the fertilizer and other chemical industries (Vojtovic et al., 2016). The company's success is closely tied to individual and group performance. The Marketing Support Department is responsible for distributing and marketing subsidized fertilizers to farmers as part of the Public Service Obligation (PSO) to support the national food program. This prioritizes the production and distribution of fertilizers for farmers throughout Indonesia. In conducting marketing activities, one of the essential steps for PT. Pusri is promotion. Through promotion, PT. Pusri can communicate information about the quality, price, brand, and other relevant details of its products. Promotion can also be used to persuade, invite, and convince consumers to purchase the products offered.

The effectiveness of product promotion is closely related to employee competence. Employees with extensive product knowledge, strong communication skills, and the ability to identify market opportunities can significantly contribute to increasing sales and enhancing brand image (AM et al., 2022). This aligns with PT. Sriwijaya goal of introducing fertilizer products that can compete with Indonesian fertilizers, which requires competent resources. To achieve competitiveness, it is crucial to prioritize competence in the hiring process. Based on this, the author has been motivated to conduct research on the use of social media as a means of promoting and introducing fertilizer products in line with the desired objectives.

Based on this background, this research aims to examine the extent to which PT Fertilizer Sriwidjaja implements social media promotion strategies to increase public awareness of its fertilizer products. The study will also investigate the impact of these promotional activities on consumer purchasing decisions. The research focuses on PT Fertilizer Sriwidjaja's social media promotion strategy and its effectiveness in influencing consumer purchasing decisions. The research has three main objectives. Firstly, it aims to measure the impact of social media on promotions and consumer behavior in the short and long term. This will focus on the role of promotions in strengthening brand and consumer loyalty on an ongoing basis. Secondly, the research will assess the extent to which PT. Fertilizer Sriwidjaja's social media promotions influence consumer purchasing decisions related to fertilizer products. The aim is to evaluate the effectiveness of such promotions. Finally, this study identifies

factors that can enhance or restrict the impact of promotions on consumer purchasing decisions, providing valuable insights for designing more effective promotional strategies.

## LITERATURE REVIEW

### *Definition of Social Media*

Social media is an online media that operates with the help of web-based technology that makes changes in terms of communication that used to be one-way and turned into two-way or can be referred to as interactive dialog (Suliswanto & Rofik, 2010). Social media is a place, service, and tool that allows everyone to connect so that they can express and share with other individuals with the help of the internet (Langan et al., 2019). Social media is a tool or container used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be used by companies as a marketing medium (Khan et al., 2022). the use of social media as a marketing medium can be by uploading photos to social media accounts such as to Instagram and then can be seen by consumers who follow the Instagram account. Social media is a tool or container used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be used by companies as a marketing medium (El Khateeb & Shawket, 2022). The use of social media as a marketing medium can be by uploading photos to social media accounts such as to Instagram and then can be seen by consumers who follow the Instagram account.

Based on the definitions presented by several sources, it can be concluded that social media is an online platform that allows two-way interaction between users, both personal and business. Its main function is as a place to share information, either in the form of text, images, audio, or video. Social media creates an interactive dialog space that allows individuals to connect and communicate with others through the internet. Thus, the general conclusion is that social media is not only a communication tool, but also a platform for self-expression, interaction between individuals, and marketing strategies for companies (Bedarkar & Pandita, 2014). Social media has changed the communication paradigm from one-way to two-way, creating a space for dialog and a more dynamic exchange of information.

Marketing is the meeting of sellers and buyers to carry out transaction activities for goods or services (Jamal Ali et al., 2018). So that the notion of market no longer refers to a place but rather to the activities or activities of meeting sellers and buyers in offering a product to consumers. Marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

### ***Marketing Technology Trends***

Quoted from the book "Digital Marketing Textbook" Digital Marketing in the current era is growing (Nurliza & Oktoriana, 2021). People also began to learn and switch from conventional to digital. especially in this new normal era, everyone is forced to do everything online & digital, therefore we must understand what is the trend of digital marketing every year so as not to be consumed by the times and stay updated on the latest developments in digital marketing (Hamzah & Shamsudin, 2020). Currently, Artificial Intelligence (AI) is widely used by marketers and its utilization is expected to increase even further, as predicted by the Gartner research institute. In 2020, AI technology is being increasingly integrated into software products. Marketers are using AI to customize online advertisements to the preferences of their target audience.

Another significant trend related to AI is Ad Personalization, which is gaining traction in the marketing industry. This trend can be implemented by leveraging customer analysis results, extending beyond websites to include data from video ad views and content shared across various social media platforms (Hasbolah, 2021). In the realm of influencer marketing, individuals who can effectively convey a brand's message to their followers play a crucial role. Selecting influencers within the same niche as the brand ensures alignment, which enhances the impact of the advertising campaign. For example, a fashion business might choose influencers who frequently share beauty and fashion tutorials.

Content marketing remains a steadfast strategy, with numerous websites competing to enhance their content to secure top positions in Google search results. In 2020, incorporating SEO-dominating content into business strategies remains a widely embraced marketing trend to stay competitive (Zhang & Dong, 2020). Social media Stories are now ubiquitous, available on platforms such as Instagram, Facebook, Skype, and YouTube. Leveraging this feature can instill a sense of FOMO among the target audience, making it a valuable tool for marketers. Video marketing has evolved with technological advancements, encompassing sound, images, and now video. Videos are more engaging as they incorporate visual, audio, and text elements. People are drawn to videos due to their visually appealing and captivating nature. Platforms like TikTok have surged in popularity, offering light video content and entertainment, making them a valuable resource for marketers looking to connect with their audience.

### ***Digital Marketing Strategy***

Digital marketing strategy is a crucial approach employed by businesses to optimize the effectiveness of their digital marketing initiatives. Each business tailors its unique strategy based on specific needs and goals (Esch & Black, 2020). For beginners, the following steps outline a fundamental digital marketing strategy. The initial stage consists of creating digital assets and establishing an online presence. This can be achieved by developing a website and setting up social media accounts on platforms such as Facebook, Instagram, and YouTube (Mogaji et al., 2021). The next step is to increase website traffic through methods such as search engine optimization (SEO) and cost-per-click

(CPC) advertising on platforms like Google AdSense (Ruyter et al., 2018). Optimizing social media accounts is a crucial aspect of enhancing user interaction through engaging content creation and sharing. Additionally, social media advertising can be a valuable consideration for optimization. Email marketing is also a significant part of the strategy (Rekha et al., 2017). Despite the perception of email as an old-fashioned communication tool, it still holds the potential to boost business sales. The prevalence of email accounts among smartphone users provides a valuable opportunity for effective utilization (Manko, 2022). Additionally, the strategy includes broadcast messaging, which, despite being an older form of digital marketing, remains relevant. Broadcast messages, such as SMS, WhatsApp, and Social Media Direct Messages, continue to exhibit a respectable conversion rate, despite the risk of account blocking.

### ***Social Media Platform***

TikTok is a short music video platform designed for users to create genuine, inspiring, and entertaining videos. It was conceptualized by Zhang Yiming in 2016 and is currently owned by ByteDance (Rose & Rodhiah, 2023). The platform is user-friendly, allowing virtually anyone to become a content creator. Launched in September 2016, the popularity of the platform surged in 2020, particularly during the COVID-19 pandemic, as people sought refuge in it for social engagement and entertainment.

In contrast, Instagram, established by Mike Krieger and Kevin Systrom in October 2010, has become one of the largest social media platforms globally, with over one billion active monthly users. Instagram achieved one million active users within a month of its launch. Its success can be attributed to its high interaction system, which includes simple interactions like likes and comments, and the introduction of captions that enhance the storytelling aspect of shared content. With 81% of users actively seeking products and services, Instagram has become a formidable platform for online marketing and promotion.

Meanwhile, YouTube was founded in February 2005 by Chad Hurley, Steven Chen, and Jawed Karim. It has since evolved into a premier video-sharing website that facilitates the sharing and enjoyment of diverse content. In early 2022, its user base in Indonesia alone surpassed 139 million, covering nearly 50% of the country's population. YouTube was initially created as a video-based dating site. However, it faced challenges in its early days, including paying women to upload dating videos. Since then, it has transformed into the world's largest video-sharing platform, offering a diverse range of content to its audience.

### ***Product Promotion***

Promotion in the marketing world is a communication activity carried out by a person or company to the wider community (Rachman et al., 2015). The purpose of this promotion itself is actually to introduce brands, products, or companies to the public as well as to influence them to use or buy these products or services (Brata et al., 2017). Promotion can be said to be a form of marketing communication that is carried out to disseminate information,

influence, persuade, or increase the target market for the company. The purpose of promotion is to make people able to accept, buy and also be loyal to the products offered by the company (Wiranata & Hananto, 2020). Next, Philip Kotler reveals that promotion is one part and also a marketing strategy process to form communication with the market through the composition of the marketing mix.

### ***Social Media Indicators***

A report on integrating social media to enhance sales at PT. Fertilizer Sriwidjaja Palembang can be structured around key indicators. Evaluating the number of followers and their growth is crucial to understanding the influence of social media on the company's audience. Significant growth may signify the effectiveness of promotional campaigns and strategies. Secondly, to gauge the level of interaction users have with the content posted by PT. Fertilizer Sriwidjaja Palembang on social media platforms, it is important to measure the engagement rate. Higher engagement levels have the potential to influence purchasing decisions. Additionally, it is essential to assess conversions from social media to determine how effectively these platforms lead users to take specific actions, such as visiting the company's website or making a purchase. The effectiveness of social media can be measured by tracking the number of users who engage in conversion actions.

Another important aspect is analyzing user sentiment towards PT Fertilizer Sriwidjaja Palembang brands and products on social media. Positive sentiment can significantly influence purchase decisions and foster customer loyalty. Additionally, tracking the sales contribution from social media provides a concrete measure of its direct impact on the company's revenue. Monitoring the number of sales or revenue generated from customers directed from social media channels is important.

It is also important to evaluate the feedback received from customers and how PT Fertilizer Sriwidjaja Palembang responds to such feedback on social media. This includes measuring the quantity of customer feedback received and assessing the steps taken to enhance customer satisfaction. The social media implementation report for PT Fertilizer Sriwidjaja Palembang can provide a comprehensive overview of the impact of social media strategies on sales and the overall brand image by carefully monitoring and analyzing key indicators.

## **METHODOLOGY**

This study employed two primary methods for data collection: field research, which involved gathering primary data, and the utilization of secondary data from sources such as books, magazines, field results, and the internet. The investigation into the impact of social media on sales at PT. Pusri Palembang included insightful interviews and direct observations as part of the primary data collection. Relevant stakeholders within the social environment of PT. Pusri Palembang were interviewed, and direct observations were made in the marketing support work unit. Secondary data played a supporting role in the research, providing additional information and referencing established theories.

The research adopted a descriptive qualitative approach to collect, record, and manage data, aiming to illustrate the role of social media implementation in enhancing sales at PT. Pusri Palembang. This study falls within the realm of descriptive qualitative research, utilizing qualitative data to gain a profound understanding of the impact of social media on sales.

The data collection process unfolded in two stages: first, through observations at the marketing support work unit of PT. Pusri Palembang, and second, through interviews with employees of the unit. Both methods were employed to ensure a comprehensive collection of information for subsequent analysis. The qualitative research method provided valuable insights into the role of social media in driving sales growth at PT. Pusri Palembang. The data underwent analysis to ascertain the contribution of social media, and contemporary marketing concepts were invoked to underscore the significance of social media as a sales strategy.

## **RESEARCH RESULT**

Based on the research results, recommendations are provided to enhance social media strategies, optimize content, and adapt marketing approaches to trends and changes in consumer behavior. The implementation of social media at PT. Fertilizer Sriwidjaja Palembang on the Instagram, TikTok, and YouTube platforms had a positive impact on increasing sales and introducing products to the public. This study offers guidance for companies to enhance their online presence and achieve long-term success.

## **DISCUSSION**

### ***Tiktok Implementation***

Since the opening of social media marketing support accounts in 2020, PT. Fertilizer Sriwidjaja has achieved a proud increase in sales and product recognition. Notably, the TikTok platform has been one of the main drivers of this success, expanding the scope of users and providing greater knowledge of the company's fertilizer products.

PT. Fertilizer Sriwidjaja's presence in the social media world has led to a positive trend in increased brand awareness and sales. In 2020, many people may not have been familiar with the fertilizer products produced by this company. However, the opening of social media accounts, particularly on TikTok, has significantly changed the landscape.

The TikTok platform has become an important tool for increasing brand awareness for PT. Fertilizer Sriwidjaja Palembang. TikTok is a popular short video sharing platform that provides PT. Fertilizer Sriwidjaja with a unique opportunity to interact with audiences in creative and engaging ways. Short videos that are informative, entertaining, and visual can quickly capture the attention of TikTok users of all ages.

By creating creative and unique content, PT. Fertilizer Sriwidjaja has successfully attracted the interest of TikTok users. Short tutorial videos, educational content, and challenges that involve users in the use of fertilizer

products have had a positive impact on public perception and knowledge of the products.



Figure 1. TikTok platform

### *Instagram Implementation*

During its digital transformation, PT. Fertilizer Sriwidjaja achieved a significant milestone by collaborating with two major social media platforms: TikTok and Instagram. This collaboration resulted in a substantial increase in sales and product awareness, which was not possible before 2020 when the company was not present on social media. By creating an Instagram account, PT. Fertilizer Sriwidjaja opened the door to tremendous success. This platform was an effective means of thoroughly and deeply introducing the product to the public.



Figure 3. Instagram platform

PT. Fertilizer Sriwidjaja's success on Instagram has a positive impact on social media users. The company's content is interesting, informative, and presents a human aspect, which widens the audience's scope.

### ***YouTube Implementation***

PT. Fertilizer Sriwidjaja's innovative steps in the digital world extend beyond TikTok and Instagram. In 2020, the company entered the realm of YouTube with the release of its first short film, titled 'There is Love Behind NPK'. Although its success on YouTube has not yet matched that of TikTok and Instagram, the platform provides an interesting dimension through the number of views on existing video reels.

The release of this short film is a noteworthy achievement. PT. Fertilizer Sriwidjaja explores the love behind NPK (Nitrogen, Phosphor, and Potassium) through an interesting and unique storytelling approach, different from previous platforms.



Figure 3. PT Pusri Marketing Support YouTube Platform

## **CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusions***

Based on the research results of social media implementation at PT. Fertilizer Sriwidjaja Palembang, particularly on Instagram, TikTok, and YouTube platforms, it can be concluded that digital presence has significantly increased brand awareness, product sales, and consumer interaction. TikTok has been a key driver in increasing brand awareness, while Instagram provides an effective platform for a thorough and in-depth introduction of products. Although YouTube has not yet reached the same level of popularity, it offers a unique dimension through innovative content.

### ***Recommendations***

By utilizing data analytics, PT. Fertilizer Sriwidjaja can gain deeper insights into user behavior and the effectiveness of marketing strategies on each platform. Following these suggestions will help the company strengthen its digital presence, maximize the potential of each social media platform, and achieve sustainable success in marketing and selling its products.

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