



MARKETING STRATEGY OF HIDAYAH CHIPS THROUGH SOCIAL MEDIA TO INCREASE SALES AND FAMILY ECONOMY

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Abstract:

The development of digital technology provides significant opportunities for micro, small, and medium enterprises (MSMEs) to increase their competitiveness through the use of social media as a marketing tool. However, not all MSMEs possess the knowledge and skills to optimally utilize digital technology. This community service activity aims to improve the marketing strategy of the Hidayah Chips business through social media to increase sales and the family economy in Gading Wetan Village. The method used is the Asset-Based Community Development (ABCD) approach, which focuses on utilizing the potential and assets owned by the business owners. The activity stages include asset identification, needs mapping, social media assistance, marketing content creation, and monitoring and evaluating the results of strategy implementation. The results indicate that the use of social media platforms such as WhatsApp and TikTok can expand marketing reach, enhance interaction with consumers, and positively impact the number of orders. Furthermore, the digital marketing strategy also contributes to strengthening family economic independence by increasing income and involving family members in business activities. Therefore, utilizing social media as a marketing strategy is an effective and efficient solution for the development of home-based MSMEs in rural areas.

Keywords: marketing strategy, chip MSMEs, social media.

INTRODUCTION

The development of information and communication technology in the digital era has brought significant changes in various aspects of people's lives, including in the fields of economics and marketing. The use of the internet and social media is now not only limited to means of communication, but has also developed into a strategic medium in product promotion and sales activities. This condition opens up great opportunities for micro, small, and medium enterprises (MSMEs) to expand their market reach without having to spend large costs.

In the midst of increasingly fierce business competition, MSMEs are required to be more creative and innovative in marketing their products. Marketing strategies that rely only on direct or word-of-mouth sales are starting to be considered less effective in reaching a wider range of consumers. Therefore, social media-based marketing is one of the alternatives that is considered to be able to increase the competitiveness of local products, especially processed food products such as chips.

Chips are a type of snack that is widely loved by people from various walks of life. In addition to their delicious taste, chips also have a variety of raw materials and diverse flavors, so they have considerable market potential. Chips are also a type of snack that is often used as a business by the community (Lestari, 2022). In Gading Wetan Village, the Hidayah Chips home business is present as a form of family

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business that utilizes local ingredients to be processed into products of economic value. This business is a source of additional income for families and the surrounding community.

However, Hidayah Chips still faces various obstacles in the development of its business, especially in terms of marketing. Limited knowledge about digital marketing strategies, lack of promotion, and a narrow market reach cause product sales to be not optimal. Products are more marketed in the environment around the village so that the wider market potential has not been fully exploited.

Social media such as WhatsApp, Instagram, and Facebook have an important role in introducing products to the wider community. This platform allows businesses to display products visually, convey information quickly, and interact directly with consumers. With the right marketing strategy, social media can be an effective tool to increase consumer buying interest and strengthen the brand image of local products.

The use of social media as a marketing strategy also has advantages in terms of cost and efficiency. MSME actors do not need to spend large capital for promotion, just by utilizing gadgets and internet networks. This is very relevant for family businesses such as Keripik Hidayah who have limited capital, but still want to develop their business sustainably.

In addition to having an impact on increasing sales, marketing strategies through social media also contribute to improving the family economy. With the increase in income from the chip business, business actors' families can better meet their living needs and improve their welfare. Not only that, this business also has the potential to open jobs for the community around the village. Improving the family economy through the development of MSMEs is in line with efforts to empower rural communities.

The Hidayah Chips Business can be an example of how local potential can be developed through innovation and the use of digital technology. With the right marketing strategy, local village products are able to compete with similar products from other regions. Gading Wetan Village has the potential for natural resources and sufficient human resources to support the development of processed food businesses. However, without the support of an effective marketing strategy, this potential will not have a maximum impact on the community's economy.

Therefore, it is necessary to study and implement marketing strategies that are in accordance with the conditions and needs of business actors in the village. This article aims to discuss the marketing strategy of Hidayah Chips through social media as an effort to increase sales and family economy in Gading Wetan Village. The discussion focused on the use of social media platforms, the promotional techniques used, and the resulting impact on increasing business revenue.

Through this article, it is hoped that MSME actors, especially in Gading Wetan Village, can get an overview and insight into the importance of digital marketing. In addition, this article is also expected to be a reference for related parties in supporting the development of village MSMEs to be able to adapt to technological developments and improve community welfare in a sustainable manner.

SERVICE METHOD

The community service method in this activity uses the Asset-Based Community Development (ABCD) approach, which is a community empowerment approach that focuses on the use of assets or potentials that have been owned by individuals and communities as the basis for program development. This approach was chosen because the Hidayah Chips business in Gading Wetan Village already has various potentials, such as production skills, long business experience, and social environment support that can be developed through digital marketing strategies.

The stages of implementing the service begin with the process of identifying assets and potentials owned by business actors through direct observation and interviews. Furthermore, business development needs and opportunities are mapped, especially in the field of social media-based marketing. After the mapping stage, the activity continued with assistance in the form of education and the practice of using social media as a means of promotion, creating simple marketing content, and communication strategies with consumers digitally.

The next stage is the implementation of marketing strategies that have been designed with business actors, followed by monitoring and evaluation to see the development of promotional reach, consumer interaction, and its impact on increasing sales. Through the ABCD approach, this service activity is expected to be able to empower business actors in a participatory manner by maximizing existing potential so as to create business independence and sustainability in the long term.

RESULTS & DISCUSSION

1. Overview of MSMEs Various Hidayah Chips

Micro, Small, and Medium Enterprises (MSMEs) have a very important role in supporting the national economy. It is usually run by individuals or small groups with fewer than 250 employees. The main characteristics of MSMEs are limited capital, small business scale, and the use of simple technology in production and marketing. MSMEs contribute directly to creating jobs, increasing people's income, and strengthening economic structures at the local level.

Although the scale of MSMEs is relatively small, their role in the wheel of the economy is very significant and cannot be underestimated. With a large number and an even presence in various regions, MSMEs are able to become the driving force of national economic growth. MSMEs take part in accelerating the pace of the economy, improving people's living standards, and providing various new business alternatives for those who want to be financially independent. Thus, the development and empowerment of MSMEs is the main pillar to be carried out so that these efforts are worthy of continuing to increase and expand sustainably in order to support the achievement of broader goals for the community and the state (Firdausya et al., 2023).

One form of MSMEs that is developing in Gading Wetan Village is the snack processing business in the form of chips, which until now still has a considerable market opportunity. Keripik Hidayah is one of the home-based businesses managed by Mrs. Halima and has been established since 2012. This business was started simply with an initial capital of IDR 100,000.00. At the beginning of its establishment, Hidayah Chips were produced manually with makeshift equipment and marketed around the

Gading Wetan Village area. Although small-scale, this business is one of the important sources of additional income for the business owner's family.

In the early stages of production, Hidayah Chips faced various obstacles, one of which was the limitation of firewood used as the main fuel in the cooking process. The erratic availability of firewood often hampers the production process and affects the number of chips produced. This obstacle is a challenge for business sustainability, especially in meeting consumer demand consistently.

As time went by and there were adjustments to production needs, Mrs. Halima began to switch from the use of firewood to gas fuel. This switch brings positive impacts, such as a more efficient cooking process, shorter production time, and more stable production output. These changes show that there are efforts to adapt and develop the business so that it is still able to survive and develop.

Currently, Mrs. Halima has hired two employees who help in the process of stripping raw materials. The presence of these employees shows that the Hidayah Chips business has grown from a family business to a productive business that is able to create jobs, even on a small scale. The existence of additional labor also helps increase production capacity so that the chip-making process can run more effectively and efficiently. With a more structured division of tasks, product quality and quantity can be better maintained, and production time becomes more optimal. This also supports business continuity in meeting consumer demand.

The main reason for Mrs. Halima to produce Hidayah Chips is to improve the family economy. This business not only aims to meet household needs, but also as a form of economic independence through the use of home business potential. With consistency and hard work, Hidayah Chips have been able to last more than a decade and become one of the most recognizable products in the neighborhood around the village.

By looking at the business journey of Hidayah Chips, it can be concluded that MSMEs have a strategic role in strengthening the family economy. However, in the midst of the times and market competition, a more effective marketing strategy is needed, one of which is through the use of social media, so that the Hidayah Chips business can continue to grow and have a wider economic impact.

2. Utilization of Social Media as a Marketing Tool

The development of telecommunication and computer technology has brought changes in people's daily life patterns. In the era known as the information age, electronic media has become the main means of communication and business activities, which ultimately contributes to the growth of the community's economy through the development of online-based businesses. The advancement of communication devices, especially the use of smartphones connected to the internet network, makes it easier for potential consumers to find and obtain the desired products. This condition makes online business a very potential business opportunity to be developed (Prasetya, 2021).

In Indonesia, the number of social media users reaches nearly 180 million people (PT We Are Social Indonesia, 2026). So that it provides a great opportunity for business actors, especially MSMEs, to utilize information technology to increase business profits. Optimal use of social media can help MSMEs reach new consumers and

expand the market. Therefore, MSME actors need to implement various promotional strategies to increase product sales, one of which is by utilizing social media as an effective marketing tool.

For the Hidayah Chips business, social media was chosen because it can be used without large costs and is easy to operate by business actors. Almost all people today use social media, so the opportunity for products to be known more widely becomes even greater. The selection of WhatsApp and TikTok as the marketing medium for Hidayah Chips is the right step because both platforms have a large number of users and a high level of interaction in Indonesia. WhatsApp functions as a means of fast and personalized communication, thus facilitating the transaction process and building trust between sellers and consumers. Speed of response and intense two-way communication can increase customer satisfaction and encourage repeat purchases.

Meanwhile, TikTok has the advantage of presenting creative visual content and easily reaching a large audience through an algorithmic system. Short video content that displays the process of making chips, product packaging, and consumer testimonials can increase product appeal and strengthen the image of Hidayah Chips as a quality home product. Visual media has been shown to be more effective in influencing consumer buying interest than text-based promotions alone.

The use of social media also allows Keripik Hidayah's business to implement a content-based marketing strategy. Informative and interesting content not only serves to sell products, but also builds brand awareness. With increasing brand awareness, Hidayah Chips products are becoming easier for consumers to remember and have a greater chance of being chosen than similar products.

In addition, social media makes it easier for business actors to evaluate marketing. The number of impressions, comments, and incoming messages can be used as an indicator to assess the effectiveness of the promotion. With direct feedback from consumers, business owners can adjust marketing strategies, both in terms of price, packaging, and the type of products offered. This shows that social media not only plays a role as a promotional tool, but also as a means of sustainable business development.

Overall, the use of social media in the marketing of Hidayah Chips has a positive impact on expanding market reach and increasing interaction with consumers. This strategy is a relevant solution for small and home-based businesses in rural areas that have limited capital, but still want to increase the competitiveness of their products. With consistent and targeted social media management, Keripik Hidayah has the potential to develop into a more independent and sustainable business.

3. Marketing Strategy of Hidayah Chips Products

Marketing strategy is an activity through planning, pricing, promoting and distributing goods and services that satisfy and meet the needs of buyers. Marketing strategies can be understood in a variety of ways to convince and gain the trust of market customers. The strategy is in the form of the quality of the products offered, attractive promotions, maintained taste, strategic location, and competitive prices (Anastasia & Oktafia, 2021).

Based on the results of observations that have been carried out, it is known that the marketing strategy used or carried out by MSMEs of Various Hidayah Chips located in Bunut Hamlet, Gading Wetan Village is to use an order system, where consumers order the goods they need via phone or directly to Mrs. Halimah and also the strategy used is through social media, namely WhatsApp and TikTok

In order for marketing through social media to run well, a simple but interesting way of conveying information to the public is needed. In Gading Wetan Village, consumers tend to be interested in content that is easy to understand and immediately shows the advantages of the product. Therefore, the marketing content of Hidayah Chips not only displays the product, but also contains a brief explanation of the taste, price, and promos that are being offered so that it is easy for potential buyers to understand.

The most commonly used content is product photos. The photo is made by clearly displaying the shape of the chips and the packaging so that consumers can see directly the quality of the products offered. In addition, the caption writing on the upload is made in simple and not too formal language. This aims to make the information conveyed easy to understand by the surrounding community and feel closer to potential consumers.

Promotional strategies are also an important part of marketing Hidayah Chips. Promotions are carried out through the provision of discounts, purchase packages, or special offers at certain times, such as in the run-up to holidays or village events. This method is quite effective in attracting the attention of consumers and encouraging them to make a purchase.

In addition to price promotions, consumer trust is also built through previous buyer experiences. Testimonials from customers who are satisfied with the taste and quality of the product are shared through social media so that they can be seen by other consumers. With the presentation of content and promotions that are carried out regularly and consistently, Hidayah Chips are increasingly known by the people of Gading Wetan Village and its surroundings, and are able to increase consumer buying interest.

Thus, simple content presentation strategies, attractive promotions, and active and continuous interaction through social media have proven to be able to support an increase in consumer buying interest. The implementation of this strategy is a relevant step for small businesses such as Keripik Hidayah to strengthen the position of products in the local market while opening up opportunities for gradual market expansion

4. The Impact of Social Media Marketing Strategies on Sales and Family Economics

Marketing through social media has turned out to bring significant changes to the Hidayah Chips business. Products that were previously only known by neighbors or local residents can now be known by people outside Gading Wetan Village. With this wider reach, the number of bookings began to increase gradually, so the business looked more developed over time.

This increase in sales automatically provides additional income for families who manage the business. The money earned not only helps to meet daily needs, but also gradually strengthens the family's economic condition. In addition, the production

and marketing process of chips involves family members, so that everyone can take an active role and gain experience working in their own family environment.

More than just increasing income, marketing through social media also encourages families to be more economically independent. Business owners learn how to manage their business, make attractive promotions, and serve consumers well. In this way, the Hidayah Chips business not only survives, but also has the potential to continue to grow. If managed consistently, this marketing strategy is expected to provide long-term benefits for family welfare while strengthening household economic resilience

CONCLUSION

Based on the results of the discussion, it can be concluded that the use of social media as a marketing strategy has a positive impact on the development of the Hidayah Chips business in Gading Wetan Village. The use of digital platforms such as WhatsApp and TikTok is able to expand the reach of promotions that were previously only limited to the neighborhood around the village. Through the presentation of simple, informative, and interesting content, products become easier to recognize by the wider public and increase consumer buying interest. The Asset-Based Community Development (ABCD) approach used in community service activities has proven to be effective because it focuses on utilizing the potential that business actors already have, such as production skills and proximity to the local community. In addition to increasing the number of orders and sales, digital marketing strategies also contribute to improving the family economy, business independence, and the participation of family members in production and marketing activities. Thus, social media can be an efficient and sustainable marketing solution for home-based MSMEs.

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