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## ANALYSIS OF SOCIAL MEDIA MARKETING STRATEGY (GOFOOD) IN INCREASING CONSUMERS AT WARUNG SOTO PAK KOYA KRAKSAAN SHARIA ECONOMIC PERSPECTIVE

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### Abstract

Social media marketing strategies have become a crucial element in the development of culinary businesses, playing a key role in acquiring and retaining customers. By leveraging the GoFood platform, Warung Soto Pak Koya has designed and implemented a series of strategies aimed at increasing the number of consumers. This research focuses on Warung Soto Pak Koya, a soto stall located in Kraksaan, and investigates the effectiveness of social media marketing strategies, especially through the GoFood platform, in increasing the number of consumers. The objectives of this research are to understand the social media marketing strategies (GoFood) in increasing consumers at Warung Soto Pak Koya Kraksaan and to determine the impact of GoFood marketing strategies on Warung Soto Pak Koya in enhancing consumer numbers. The research method applied by the author is a qualitative research method through a case study at Warung Soto Pak Koya. Data collection techniques include observation, testing, interviews, and documentation. The results obtained from this research are as follows: the social media marketing strategies through GoFood at Warung Soto Pak Koya Kraksaan include uploading a complete menu, optimizing taste quality, offering special GoFood promotions, and analyzing performance. The impact of social media marketing strategies through GoFood in increasing consumers is positive, although the increase in consumers is not as significant as before using the GoFood platform.

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### INTRODUCTION

The food market in Indonesia continues to grow, especially with the use of social media as an effective marketing tool, including in the culinary industry. Warung Soto Pak

Koya, located in Probolinggo, is an example of a culinary business that uses the GoFood social media platform for promotion and marketing. The business, which was pioneered by Mr. Koya in 1950, is now managed by the third generation and continues to innovate in marketing strategies. (Margolang, 2018)

By utilizing GoFood, Warung Soto Pak Koya has managed to increase the number of consumers and its income, even though it had experienced a decline at the beginning of the Covid pandemic. Thanks to the consistency in promoting products through the platform, this stall now has the highest rating on GoFood compared to other soto stalls in Kraksaan. Another positive impact is increased visibility on social media, such as YouTube, Instagram, and Facebook, which also helps attract consumer interest. (Eko-syariah & Mufid, n.d.)

GoFood as a food delivery service helps small and medium enterprises (MSMEs) with limited budgets in reaching more customers. Warung Soto Pak Koya's decision to join GoFood, as well as take advantage of promotional and discount features, has increased the frequency of orders and opened up opportunities for loyal customers. A convenient online payment system also adds to customer satisfaction. (Harismawan et al., 2023)

This research is relevant because the use of platforms such as GoFood is increasingly popular and focuses on MSMEs, which are an important sector in the economy. The study also combines the analysis of marketing strategies with the perspective of sharia economics, showing how sharia principles are applied in business.

Relevant previous research includes marketing strategies in increasing the number of Umrah pilgrims in PT. Multazam Wisata Agung, a marketing strategy to increase sales of Etawa goat milk on CV. Tamto Mandiri, and analysis of product marketing strategies at Lakita Cell in Makassar. This research is different because it focuses more on social media marketing strategies to increase consumers in the perspective of Islamic economics. (Febrianto, Jadid, et al., 2022)

This research aims to understand the social media marketing strategy (GoFood) in increasing consumers at Warung Soto Pak Koya and the impact of this strategy. The results of the study are expected to provide practical recommendations for other small business owners in utilizing social media to increase sales, while still prioritizing the principles of sharia economics. (Febrianto, Muhtadin, et al., 2022)

## RESEARCH METHODS

This study uses qualitative research methods, which aim to understand social phenomena and human problems based on a methodology that investigates the behavior, perception, motivation, and actions of participants. This research is carried out in the form of a case study, which is a series of scientific activities that are carried out in an intensive, detailed, and in-depth manner regarding a program, event, or activity. The goal is to describe the analysis of social media marketing strategies (GoFood) in increasing consumers at Warung Soto Pak Koya Kraksaan.

The location of this research is Warung Soto Pak Koya Kraksaan which is located at Jl. Mayjen Sutoyo No.10, Patokan, Kraksaan District, Probolinggo Regency. The reason for choosing this location is to find out more about the marketing strategy used in increasing the number of consumers, as well as to evaluate whether the strategy is optimal or not. (Belen Keban & Soi Leton, 2023)

The research process includes three main stages: the pre-field stage, the

fieldwork stage, and the data analysis stage. The pre-field stage includes the preparation of plans, site selection, licensing arrangements, and preparation of research equipment. The fieldwork stage involves collecting data through observation, interviews, and documentation studies. Data was collected from owners, employees, and consumers of Warung Soto Pak Koya who use GoFood. The data analysis stage involves data reduction, data display, and drawing conclusions to provide recommendations that can be used to increase the number of consumers more productively, effectively, and efficiently.

Research instruments include the researcher himself, interview guidelines, notebooks, recording devices, and cameras. This qualitative research uses the purposive sampling technique to determine samples or informants based on certain considerations. The data source consists of primary data obtained directly from the informant and secondary data obtained from business-related documents.(Susana et al., 2011)

Data collection was carried out in a natural setting through observation, in-depth interviews, and documentation. Data analysis is carried out by reading, studying, and reviewing data using the Miles and Huberman data analysis model, which includes data reduction, data presentation, and conclusion drawn. The validity of the data is tested through triangulation of sources and methods to ensure the credibility and accuracy of the data. (Damayanti, 2019)

By combining various data collection techniques and data sources, this study seeks to get a more complete and accurate picture of the social media marketing strategy (GoFood) in increasing the number of consumers at Warung Soto Pak Koya Kraksaan. This research is expected to provide a comprehensive and in-depth view of the effectiveness of the marketing strategies implemented.

## **RESULTS AND DISCUSSION**

### **RESULT**

Warung Soto Pak Koya, a culinary business established in 1950 in Kraksaan District, Probolinggo Regency, has become a local icon thanks to the authentic and traditional taste of soto. Founded by Mrs. Hj. Khaironi Mardiyah, this business initially sold satay before finally focusing on soto after Pak Koya's older brother, Miisno, died. For more than seven decades, Warung Soto Pak Koya has undergone several relocations before settling on Jalan Mayjen Sutoyo, Kraksaan, and received various awards, including the first place in the East Java Typical Food Festival in 1991. (Sartika et al., 2018)

Warung Soto Pak Koya has a vision to become a leading culinary stall that creates an authentic and unforgettable culinary experience in the archipelago. Their mission includes serving traditional delicacies with authentic flavors and traditional spices, providing friendly and professional service, integrating technology to make it easier for customers, and preserving and preserving traditions and cultural values. With this commitment, they managed to attract the attention of local consumers and increase the number of customers.(Manajemen et al., 2020)

Based on the results of research and interviews that have been conducted to Business Actors, Employees and consumers of Warung Soto Pak Koya, the data from the research findings related to the marketing mix strategy in the form of 4P in increasing consumers at Warung Soto Pak Koya can be presented.

#### **1. Product Strategy**

- a. Trademark: Using the name "Soto Pak Koya" which means soto with a typical koya sprinkle by Mr. Koya.
  - b. Product Quality: Selection of quality raw materials such as selected chicken and fresh vegetables to preserve the taste.
  - c. Product Development: Adding menu variations such as Soto Jeroan, Soto Campur, Soto Special, and various drinks such as Es Teh and Es Jeruk.
2. Pricing Strategy

Warung Soto Pak Koya sets prices that vary so that they are affordable for the lower middle to upper middle class. Prices on the GoFood platform are higher due to tax rates, but are still accepted by consumers. The prices of Warung Soto Pak Koya products offered to the public consist of:

**Table. 1 Menu list**

No.	Food Name	Price
1.	Soto Innards (Without Lontong/Rice)	IDR 20,000.00
2.	Regular Soto (Without Lontong/Rice)	IDR 10,000.00
3.	Soto Campur (Rice/Lontong+Soto)	IDR 12,000.00
4.	Soto Special (Soto+Nasi+Jeroan Ayam Jumbo)	IDR 22,000.00

No.	Drink Name	Price
1.	Iced tea	IDR 3,000.00
2.	Orange Ice	IDR 3,000.00
3.	Warm Tea	IDR 3,000.00
4.	Warm Orange	IDR 3,000.00

No.	Addition	Price
1.	Lontong Whole/Jumbo	IDR 2,000.00
2.	Egg	IDR 4,000.00
3.	Shrimp Crackers	IDR 1,000.00
4.	Lontong Iris	IDR 2,000.00
5.	White Rice	IDR 3,000.00

The prices of Warung Soto Pak Koya products offered to the public on the GoFood platform consist of:

**Table. 2 GoFood Menu List**

No.	Food Name	Price
1.	Soto Innards (Without Lontong/Rice)	IDR 22,500.00
2.	Regular Soto ((Without Lontong/Rice)	IDR 13,000.00
3.	Soto Campur (Rice/Lontong+Soto)	IDR 16,250.00
4.	Soto Special (Soto + Rice + Jumbo Chicken Offal)	IDR 26,250.00

No.	Drink Name	Price
1.	Iced tea	IDR 4,000.00
2.	Orange Ice	IDR 4,000.00
3.	Warm Tea	IDR 4,000.00
4.	Orange Hngat	IDR 4,000.00

No.	Addition	Price
1.	Lontong Whole/Jumbo	IDR 3,000.00
2.	Egg	IDR 6,000.00
3.	Shrimp Crackers	IDR 2,000.00
4.	Lontong Iris	IDR 4,000.00
5.	White Rice	IDR 4,000.00

3. Distribution Strategy

- Direct Distribution: Direct sales at stalls.
- Indirect Distribution: Through the GoFood platform to expand market reach and make it easier for consumers.

4. Promotion Strategy

- Outdoor Media: Use signage in strategic locations.

From the results of the interview, it was stated that the promotion that Mr. Abdul Salam applied at the stall to attract its consumers was by offering special discounts on the eve of the holiday.



**Figure 1. Warung Soto Pak Koya**

- GoFood App: Promote through GoFood by offering special discounts and vouchers.

From the results of the interview with Mr. Abdul Salam, it was stated that Warung Soto Pak Koya also offers special promos and discounts for consumers who order Soto through the GoFood application.



**Figure 2. GoFood Warung Soto Pak Koya**

From some of the above, it can be seen that by carrying out the 4P marketing mix activity, the marketing strategy carried out by Warung Soto Pak Koya is quite effective. Judging from good product quality, quite affordable product prices in the market, human resource support and providing satisfactory service to consumers. In terms of distribution places, they are also located in strategic and convenient locations. And for the promotions carried out by Warung Soto Pak Koya through offline marketing (in stalls) and with the GoFood platform, it is also quite effective by offering certain promos.

The strateigii markeitiing used by Warung Soto Pak Koya in the perspective of sharia economics are as follows:

a. Product

The products used by the Soto Pak Koya stall use halal ingredients, such as spicy daging, vegetables and spices originating from mumbair which are considered halal.

b. Promotions

The promotion used by the stall of Soto Pak Koya meilaluii meidiia gofood is to display products that are similar to what is offered in the application, so as to keep the data private of its consumers.

c. Peilayanan

The service that is applied to the Soto Pak Koya stall is friendly and applies the eitiika as it is taught in the Islamic religion as it is taught in the Islamic religion as meineii applies the honesty of the baik in determining the price or portion that is according to the measurements.(Sitepu, 2016)

Based on the above information, it can be concluded that srtateigii markeitiing meilaluii meidiia gofood is a good thing that is a good ingredient that is good for its ihalala and it is not a good idea to use it in the same way as it is taught in Islam.

Joining GoFood since 2019, Warung Soto Pak Koya has experienced a significant increase in revenue, from around IDR 7,000,000 per month at the beginning of joining to reach IDR 12,000,000 per month. The number of daily orders also increased from around 190 servings per day to 375 servings per day. The consistent integration of product, price, distribution, and promotion strategies and adaptation to technology have played a key role in this success, demonstrating that innovation and adaptation are essential in the culinary business to face competition and market changes.

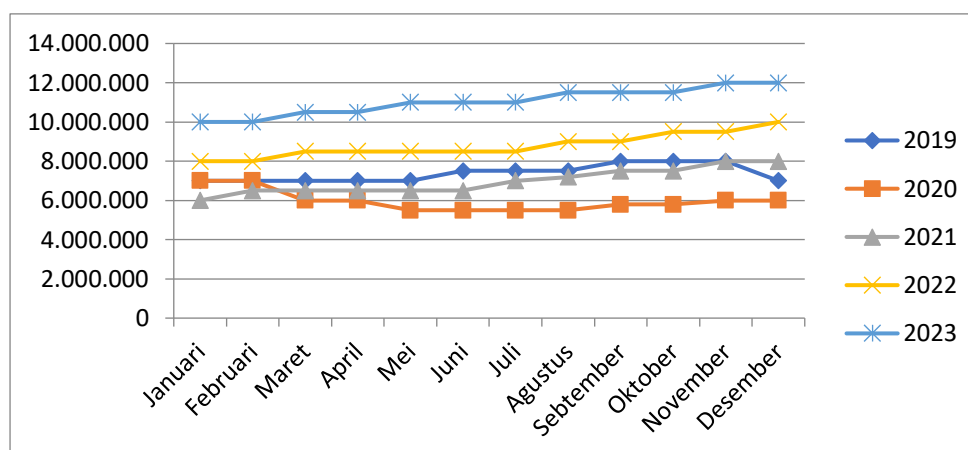
Regarding the increase in income, based on the research conducted, information about the increase in income at Warung Soto Pak Koya is obtained as shown in the table below:

**Table. 3 Income of Warung Soto Pak Koya**

<b>Month</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
January	7.000.000	7.000.000	6.000.000	8.000.000	10.000.000
February	7.000.000	7.000.000	6.500.000	8.000.000	10.000.000
March	7.000.000	6.000.000	6.500.000	8.500.000	10.500.000
April	7.000.000	6.000.000	6.500.000	8.500.000	10.500.000
May	7.000.000	5.500.000	6.500.000	8.500.000	11.000.000
June	7.500.000	5.500.000	6.500.000	8.500.000	11.000.000
July	7.500.000	5.500.000	7.000.000	8.500.000	11.000.000
August	7.500.000	5.500.000	7.200.000	9.000.000	11.500.000
September	8.000.000	5.800.000	7.500.000	9.000.000	11.500.000
October	8.000.000	5.800.000	7.500.000	9.500.000	11.500.000



November	8.000.000	6.000.000	8.000.000	9.500.000	12.000.000
December	7.000.000	6.000.000	8.000.000	10.000.000	12.000.000



**Graph 1. Income of Warung Soto Pak Koya**

The table and graph above show how the monthly income every year at Warung Soto Pak Koya, which had experienced a decline in 2020, began to recover in 2021, and continues to increase until 2023. Warung Soto Pak Koya's revenue after using the GoFood platform can be said to have increased by around 58% from before using the GoFood platform.(Indarti & Wardana, 2013)

## DISCUSSION

GoFood's social media marketing strategies such as product determination, price determination, distribution, and product promotion have been carried out well by Warung Soto Pak Koya. The determination of the products they sell by adding more variants of the Soto menu so that many consumers are attracted to buy. The determination of prices is quite affordable so that many people are interested in products offered at relatively affordable prices. In terms of distribution places, they are also located in strategic and convenient locations. Promotions are also carried out by Warung Soto Pak Koya to reach and attract people's buying interest in the products offered. With the results of this analysis, it can be concluded that the GoFood social media marketing strategy carried out by Warung Soto Pak Koya can increase consumers and develop his business.(Murdayanti & Indriani, 2019)

Based on the results of the interview and the description above, Warung Soto Pak Koya, which joined the GoFood platform in 2019 until now, can be said to have begun to grow significantly. This is because in the consistency of the marketing strategy carried out by Mr. Abdul Salam can be easily accepted by the community. Warung Soto Pak Koya's revenue after using the GoFood platform has increased by around 58% from before using the platform. the increase in the income of Warung Soto Pak Koya from around IDR 7,000,000 per month at the beginning of joining to reach IDR 12,000,000 per month. The number of daily orders also increased from around 190 servings per day to 375 servings per day. The results show that the use of the GoFood platform can increase consumers and income of Warung Soto Pak Koya.

This research strengthens the theory that a consistent and planned blend of product, price, distribution, and promotion strategies can improve the performance of culinary businesses. In addition, the use of digital platforms such as GoFood is a key factor in achieving significant growth in today's digital era.

## CONCLUSION

Warung Soto Pak Koya has implemented GoFood's social media marketing strategy well through determining products, prices, distribution, and promotions. They add a variety of soto menus to attract more consumers, determine affordable prices so that they can be accepted by various groups, choose strategic and convenient distribution locations, and conduct promotions to attract people's buying interest. The analysis shows that this marketing strategy through GoFood is effective in increasing the number of consumers and developing the Warung Soto Pak Koya business.

Data and research show that the use of the GoFood platform provides great benefits for Warung Soto Pak Koya. Warung's revenue increased by around 58% after using the platform, showing that GoFood was able to increase the number of consumers and revenue. These results underscore the importance of integrating technology and online platforms in marketing strategies to achieve significant business growth.

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