

THE ROLE OF SOCIAL MEDIA MANAGEMENT IN THE DEVELOPMENT OF BANANA CHIPS MSME "CAU GELIS": A CASE STUDY BASED ON CONTENT CREATOR PERSPECTIVE IN KEMBANGAN

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ABSTRACT

This project aims to analyze the implementation of social media management on the development of the Micro, Small, and Medium Enterprise (MSME) Kripik Pisang Cau Gelis located in Kembangan, Jakarta. In response to the technological evolution and digital transformation, the project focuses on Instagram and TikTok as primary platforms for brand development and digital promotion. The project includes strategy formulation, content planning and creation, engagement efforts, influencer collaboration, and advertising integration. The results show significant improvements in brand awareness, customer engagement, and business profits. Structured digital media implementation also contributed to the efficiency of financial recording, marketing reach, and overall operations.

Keywords: Social Media Management, MSME, Instagram, TikTok, Digital Marketing, Content Creator

1. INTRODUCTION

The rapid advancement of internet technology has profoundly transformed the business landscape. Previously reliant on traditional marketing methods, small businesses now face increasing pressure to adopt digital strategies to remain competitive. According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia have consistently increased from 2018 to 2024. This growing connectivity presents an enormous opportunity for micro, small, and medium enterprises (MSMEs) to expand their market reach, not only domestically but also internationally.



Figure 1 Internet user data in Indonesia according to APJII

Social media platforms like Instagram and TikTok have emerged as powerful tools for business promotion due to their massive user bases—over 2 billion and 1.56 billion monthly active users, respectively, in 2024. These platforms allow MSMEs to conduct affordable promotions, engage directly with customers via interactive features such as comments and live streams, and leverage influencer marketing for broader exposure. Despite these advantages, many MSMEs are still reluctant to engage in online sales due to concerns over privacy, technical limitations, and lack of digital literacy. Kripik Pisang Cau Gelis, a home-based MSME located in Meruya Selatan and founded by Ibu Siti Robeah, faces such challenges. The business primarily relied on offline marketing strategies and direct orders via WhatsApp. However, limited branding efforts, unstructured financial records, a lack of labor, and no digital presence restricted its growth. The business sold approximately 100 packs per week, which was significantly below its potential.

This community service project aimed to assist Kripik Pisang Cau Gelis in transitioning to a digital marketing strategy using social media management. The program focused on content creation, interactive engagement on Instagram and TikTok, influencer collaboration, and e-commerce platform setup. It also addressed internal challenges such as

branding development and structured financial documentation. The overarching goal was to enhance brand awareness, increase product sales, and improve the overall sustainability of the MSME through strategic use of digital platforms.

2. METHOD

This community service project adopted a qualitative and participatory approach, focusing on empowering MSME Kripik Pisang Cau Gelis in Meruya Selatan through structured digital marketing and social media management. The methodology was carried out in several stages as follows:

Location and Object of Activity

The project was conducted at the business site of Kripik Pisang Cau Gelis, a home-based MSME producing banana chips founded by Ibu Siti Robeah. The business had previously operated through conventional marketing methods with limited outreach, no digital branding, and inconsistent financial documentation.

Needs Assessment and Problem Identification

Initial data were collected through direct observation, interviews with the business owner, and documentation analysis. The team identified key problems, including:

- Lack of digital presence (no Instagram/TikTok accounts)
- Absence of brand identity and promotional materials
- Poor financial recording system
- Limited understanding of e-commerce platforms

Project Design and Planning

Based on the problems identified, the team formulated a project plan consisting of:

- Creating official Instagram and TikTok accounts
- Designing brand identity (logos, product packaging, and visual templates)
- Content creation plan based on AIDA and STP models
- Establishing Shopee and TikTok Shop accounts
- Educating the MSME owner on digital tools for content creation, posting, and financial tracking

The team also utilized a SWOT analysis to determine strategic positioning and competitive advantage, and implemented customer journey mapping to align marketing content with customer touchpoints.

Tools and Platforms Used

To support project implementation, the following digital tools were used:

- Canva: For graphic and visual content design
- CapCut: For video editing and TikTok content production
- Google Drive: For storing and sharing files with the MSME owner
- Google Spreadsheet: For financial tracking and content planning
- Instagram & TikTok: As primary platforms for digital marketing
- Shopee & TikTok Shop: As e-commerce channels for product sales

Implementation and Execution

The team created and posted 48 Instagram contents and 32 TikTok videos over a 3-month period. Promotional content was scheduled regularly using content calendars. Interactive strategies were applied such as:

- Story polling and Q&A

- Reels and viral TikTok audio trends
- Product reviews and educational content
- Giveaways and collaboration with micro-influencers

Monitoring and Evaluation

Engagement metrics such as reach, likes, comments, shares, follower growth, and sales conversion were monitored using Instagram Insights and TikTok Analytics. Financial performance and ROI (Return on Investment) were calculated before and after the intervention to evaluate business impact. The average monthly net income increased to approximately Rp3.417.919, with ROI improving to 28.64% and a shortened payback period of 3 years and 5 months.

3. RESULTS AND DISCUSSION

Results of Project Implementation

The implementation of this social media management project for Kripik Pisang Cau Gelis demonstrated significant positive outcomes in both marketing performance and business operations. Prior to the project, the business relied solely on traditional marketing (word-of-mouth and WhatsApp orders), with no digital presence. The introduction of structured social media strategies yielded the following measurable results:

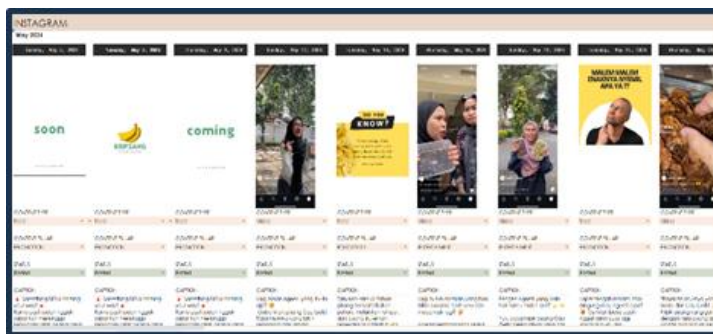


Figure 2. content plan during the project execution

- **Content Production:** 48 Instagram posts and 32 TikTok videos were successfully produced and uploaded, covering educational, promotional, and testimonial content.
- **Audience Growth:** Instagram followers increased from 0 to over 450 in three months, while TikTok followers reached 310+ within the same period.
- **Engagement Rate:** The average engagement rate per post reached 6.2% on Instagram and 7.5% on TikTok, which indicates strong audience interest and interaction.
- **Sales Improvement:** Sales increased from an average of 100 packs/week to 150–180 packs/week. This resulted in higher monthly revenue and net income.

Financial Performance Evaluation

No	Deskripsi	Unit	Harga
1	Banner	1 Buah	Rp 50.000
2	Buku	1 Buah	Rp 40.000
3	stiker	12.000 striket	Rp 3.168.000
4	Ads	biaya selama 1 tahun	Rp 420.000
5	capcut pro	1 Tahun	Rp 30.000
6	canva pro	1 Tahun	Rp 20.000
7	Chat 4	1 Tahun	Rp 420.000
8	photo room	1 Tahun	Rp 30.000
9	Bensin	960 Liter	Rp 9.600.000
10	Gas	360 Buah	Rp 7.560.000
11	Tinwal Ukuran 400 ml	96 Pack	Rp 1.728.000
12	Tinwal Ukuran 750 ml	96 Pack	Rp 2.688.000
13	Tinwal Ukuran 1000 ml	96 Pack	Rp 3.360.000
14	Minyak	48 derigen	Rp 12.240.000
15	Plastik	480 Bungkus	Rp 8.640.000
16	Coklat	144 Kilo	Rp 6.336.000
17	Pisang	1.920 Batang	Rp 76.800.000
18	Gaji Pekerja	4 Orang dalam setahun	Rp 9.600.000
19	Peralatan Masak	1 Set	Rp 472.500
	Total		Rp 143.202.500

$$ROI = \frac{\text{Keuntungan Bersih}}{\text{Biaya Investasi}} = \frac{41.015.028}{143.202.500} = 28.64\%$$

$$\text{Payback Period} = \frac{\text{Investasi Awal}}{\text{Rata-rata Cash Flow Tahunan}} = \frac{Rp143.202.500}{Rp41.015.028} = 3.491682746$$

= 3 tahun. 5 bulan. dan 27 hari

To analyze the business impact, a comparison of pre- and post-project financial data was conducted. Based on the investment of IDR 143,202,500 and an annual projected net profit of IDR 41,015,028, the Return on Investment (ROI) increased to 28.64%, and the payback period was reduced to 3 years, 5 months, and 27 days, indicating a more efficient business model. This financial improvement validated the effectiveness of digital marketing strategies applied.

Content Strategy Effectiveness

Content strategies were designed using the AIDA (Attention, Interest, Desire, Action) model:

- **Attention** was gained through visually engaging content (bright packaging, colorful graphics, trending TikTok music).



Figure 3. product packaging

- **Interest** was maintained with storytelling posts showing the process of production and personal background of the business owner.

Deskripsi

KRIPSANG LUMER ALL VARIAN - Kripik Pisang Lumer Berbagai Rasa

Nikmati sensasi kripik pisang yang lezat dan mudah meleleh di mulut dengan KRIPSANG LUMER ALL VARIAN. Terbuat dari pisang pilihan berkualitas tinggi dan bahan-bahan alami yang berkualitas, kripik pisang lumer ini tersedia dalam berbagai rasa yang menggugah selera.

Kreasikan pilihan camilan Anda dengan varian rasa manis, gurih, atau bahkan pedas. Setiap gigitan akan membuat Anda merasakan kelezatan dan kelembutan tekstur kripiknya.

Dapatkan pengalaman menakjubkan dalam setiap bungkus KRIPSANG LUMER ALL VARIAN ini. Cocok dinikmati sebagai camilan di siang atau malam hari bersama keluarga atau teman-teman tercinta.

Jangan lewatkan kesempatan untuk mencoba Kripsang Pisang terbaik dengan rasanya yang lumer di lidah hanya untuk Anda!

Figure 4. product description

- **Desire** was created using promotions, reviews from real customers, and bundling offers.
- **Action** was encouraged through clear CTA (Call-to-Action) such as “Order Now via DM” or “Available on



Figure 5. product bundling package

Shopee & TikTok Shop.”The strategy effectively transitioned casual viewers into active customers.

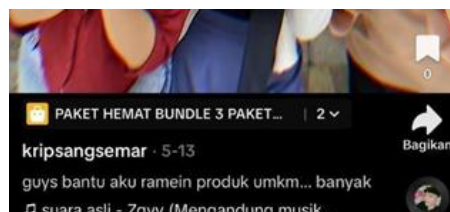


Figure 6. Implementation of CTA buttons on every video content

Use of Digital Tools and Platforms

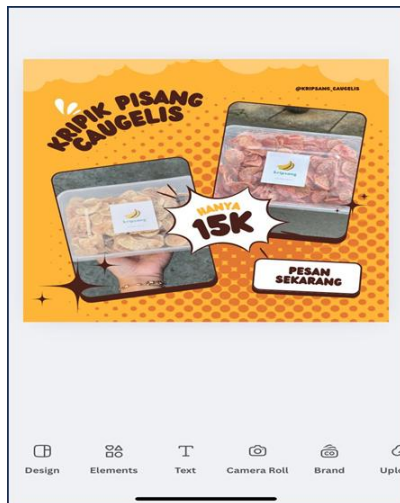


Figure 7. the use of Canva tools for content creation

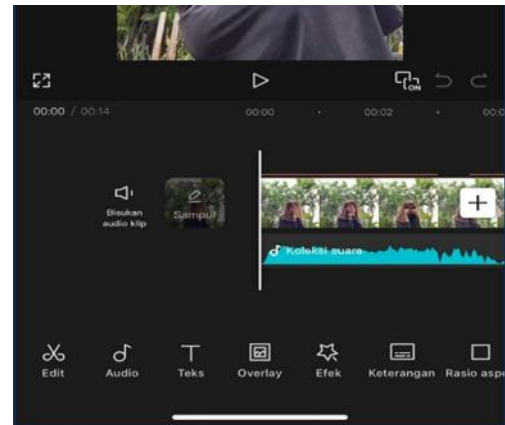


Figure 8. the use of tools in CapCut for content creation

The integration of tools like Canva and CapCut allowed the team to produce high-quality content at low cost. Instagram and TikTok analytics tools (Insights) provided real-time feedback on post performance, which was crucial for optimizing content style and posting schedule. Additionally, Google Sheets helped structure financial recording, while Shopee and TikTok Shop enabled broader sales channels beyond the local area.

Community Empowerment and Sustainability



Figure 9. training and empowerment for SME

Beyond technical improvements, the project also empowered the business owner through direct knowledge transfer and mentoring. Training on using apps (CapCut, Canva, Shopee) enabled the MSME to continue independently creating content and managing sales post-project. This self-sufficiency ensures the sustainability of digital practices and long-term business growth.

Discussion and Implications

The findings support previous research showing that digital transformation significantly enhances the performance of small enterprises (Zulia et al., 2023; Aida et al., 2023). Moreover, the project exemplifies how combining social media strategy with financial structuring can holistically improve MSME performance. It also highlights that even micro-enterprises with minimal capital can benefit greatly from low-cost digital tools and strategic content planning.

The implication of this study is that universities and local governments should encourage similar initiatives to digitalize MSMEs, especially those led by women or operating informally from home. With proper guidance, these businesses can achieve sustainable income and competitiveness in the digital era.

4. CONCLUSION

This community service project has successfully demonstrated that structured and strategic social media management significantly contributes to the growth of MSMEs such as Kripik Pisang Cau Gelis. Through the implementation of digital marketing strategies using Instagram and TikTok, the business experienced substantial improvements in brand awareness, customer engagement, and sales volume.

The project enhanced business visibility, shortened the investment payback period, and increased the ROI to 28.64%, reflecting a more efficient and profitable model. Moreover, empowering the business owner with practical skills in digital content creation and financial recording ensures the sustainability of the improvements beyond the project duration. This initiative also affirms the critical role of digital transformation in supporting local economic development. The approach used in this project can serve as a replicable model for similar MSMEs struggling with limited outreach and operational efficiency. Future initiatives may focus on integrating advanced analytics and broader e-commerce strategies to further expand the impact.

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