

SOCIAL MEDIA MARKETING IN THE PROMOTION OF INCUBATOR BUSINESS PROGRAMS

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ABSTRACT

One of the reasons the government will continue to implement public information disclosure is the public's lack of understanding and knowledge about government service programs. As one of the government agencies that provides public services, the Bandung Industrial Training Center uses social media platforms such as Instagram, Facebook, and WhatsApp as marketing media to provide information and market the Business Incubator program. According to Gunelius, the concept of implementing Social Media Marketing is used to analyze the implementation of Social Media Marketing, namely Content Creation, Content Sharing, Connecting, and Community Building. The goal of this study is to identify and analyze how the Bandung Industrial Training Center uses Social Media Marketing to promote the Business Incubator program. The descriptive qualitative research method was used, as well as the constructivism paradigm. The Bandung Industrial Training Center, according to the findings, implemented four critical elements that contributed to the success of Social Media Marketing: Content Creation, Content Sharing, Connecting, and Community Building. However, the application in the three social media platforms remains unbalanced, and the use of features in each social media platform is inefficient. This article uses terms such as business incubator, public service, and social media marketing.

Keywords: *business incubator, public service, social media marketing*

ABSTRAK

Salah satu alasan pemerintah tetap melaksanakan keterbukaan informasi publik adalah kurangnya pemahaman dan pengetahuan masyarakat tentang program-program pelayanan pemerintah. Sebagai salah satu instansi pemerintah yang memberikan pelayanan publik, Balai Diklat Industri Bandung menggunakan platform media sosial seperti Instagram, Facebook, dan WhatsApp sebagai media pemasaran untuk memberikan informasi dan memasarkan

program Inkubator Bisnis. Menurut Gunelius, konsep implementasi Social Media Marketing digunakan untuk menganalisis implementasi Social Media Marketing yaitu Content Creation, Content Sharing, Connecting, dan Community Building. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis bagaimana Balai Diklat Industri Bandung menggunakan Social Media Marketing untuk mempromosikan program Inkubator Bisnis. Metode penelitian deskriptif kualitatif yang digunakan, serta paradigma konstruktivisme. Pusat Pelatihan Industri Bandung, menurut temuan, menerapkan empat elemen penting yang berkontribusi pada keberhasilan Pemasaran Media Sosial: Pembuatan Konten, Berbagi Konten, Menghubungkan, dan Membangun Komunitas. Namun, aplikasi di ketiga platform media sosial tersebut masih belum seimbang, dan penggunaan fitur di masing-masing platform media sosial belum efisien. Artikel ini menggunakan istilah seperti inkubator bisnis, layanan publik, dan pemasaran media sosial.

Kata kunci: inkubator bisnis, pelayanan publik, social media marketing

1. INTRODUCTION

In accordance with Law No. 25 of 2009 on Public Services, government institutions in Indonesia have obligations and responsibilities in providing services to the public in order to create the welfare of the Indonesian people. The Bandung Industrial Training Center, as one of the government institutions that provide public services under the work unit of the Industrial Human Resources Development Agency, the Ministry of Industry of the Republic of Indonesia, has several public service programs, one of which has succeeded in becoming a leading program in the community, namely the Business Incubator. As a public service program that other agencies use as a model, the Bandung Industrial Training Center continues to strive to improve the quality of superior Human Resources through the Pasundan Business Incubator program.

The business incubator is a program that aims to assist startups in the early stages of business development by providing guidance, training, and connections with various investors, as well as work facilities and capital loans in building a business (Rahmalia, 2021).

Bandung Industrial Training Center has implemented traditional and digital marketing communications through social media platforms and websites to provide information about the Pasundan Business Incubator program. Marketing communication can be used to not only convey detailed information about the brand being marketed, but also to connect the brand with a situation that includes consumers, places, objects, and experiences (Intan, 2021). The Bandung Industrial Training Center uses traditional marketing communication by placing informative advertisements in print media as well as local press media in Bandung.

In terms of social media marketing communications, the Bandung Industrial Training Center uses Facebook, Instagram, and WhatsApp to share useful information about startup businesses with the public, as well as complete information about the Bandung Industrial Training Center's Business Incubator program. This is in accordance with Article 2 paragraph 1 of Law No. 14 of 2008 on Openness of Public Information, which states that all Public Information is open and accessible to all Users of Public Information.

According to the We Are Social 2021 survey results, there are 170 million active social media users in Indonesia, accounting for 61.8% of the total population. Increased consumer trust in a brand or company that uses social media as a marketing communication medium provides an excellent opportunity for businesses to be more aggressive in marketing their goods/services via social media (Ekarina, 2020). As a result, social media marketing has become the primary focus of marketing communications. Not only does using social media as a medium of marketing communication today provide a wider reach and more comprehensive supporting features, but it also has a lower cost when compared to traditional marketing communications.

The Bandung Industrial Training

Center employs a Social Media Marketing strategy to share information in the form of interesting content on social media in order to provide information about the Pasundan Business Incubator program. However, implementation is still not optimal or significant, and many people are unaware of the existence of government public service programs in which the general public can participate. As a result, the authors are eager to learn more about the use of Social Media Marketing Bandung Industrial

2. LITERATURE REVIEW

Marketing Communication

A company's marketing communication strategy is used to introduce, promote, persuade, and convince the audience about the product or service they offer. According to Watono and Watono, as cited in (Pamungkas, 2018), the cognitive stage or the stage to build and increase awareness and knowledge of a brand (brand awareness & brand knowledge) to the audience is the target of the marketing communication activities carried out. The affective stage is used to persuade prospective customers of a brand's superiority over competitors. The last stage is the behavioral stage, also known as consumer behavior. According to Lane

Keller (Megayasa, 2021), marketing communications can help marketers educate and persuade consumers about a product or service being offered, as well as create a positive experience based on the results of purchasing products or services from the a brand in to generate positive word of mouth among clients, which can be beneficial to the company.

Sosial Media

According to Van Dijk (2013) in Social Media from the Perspective of Communication, Culture, and Sociotechnology, social media is a digital platform with the primary goal of facilitating user communication and cooperation in order to strengthen user relationships in the social environment. The development of social media is gradually replacing the existence of traditional mass media in disseminating information widely and quickly (Gustam, 2015). (Nasrullah, 2015) defines social media as the network (network), information (information), archives (achieve), interaction (interactivity), social simulation (simulation of society), and user content (users). -created content). In this case, there are several social media platforms that are popular among Indonesians today, such as Instagram, Facebook, and Twitter.

Social Media Marketing

Social media marketing is a marketing communication activity that involves using social media to market their products or services and packaging them into interesting content in order to attract and convince online-marketed product or service consumers (Setianingtyas & Nurlaili, 2020). The existence of Social Media Marketing facilitates the public's ability to connect widely and quickly with other users, thereby facilitating direct marketing communication with the target market. According to (Gunelius, 2011), four critical factors contribute to the success of Social Media Marketing implementation: Content Creation (creating interesting content), Content Sharing (sharing interesting content), Connecting (connecting with other users and expanding the network), and Community Building (Building or joining a community that has the same field). The application of social media marketing is said to be successful if the four elements are used optimally.

Public Service

Public service, according to Mahmudi (2007) in (Alfauzan, 2018), is an activity carried out by organizers in order to meet community needs and implement rules based on applicable laws. In this case, the government has full obligations and

responsibilities as a public servant to improve the welfare of the community. It is consistent with Public Services Law No. 25 of 2009, which states that the standard of public services is a measurable benchmark used as a guideline for service delivery and a reference for evaluating service quality as an obligation and promise of the organizer to the community in the context of quality, fast, easy, and affordable services.

Incubator Business

A business incubator is a program that assists new businesses in developing from the ground up so that they can be useful in everyday life. According to (Agustina, 2011), a business incubator is a program that assists the community in building and developing their business prospects in order to be able to survive in the real business world. This Business Incubator Program has a fairly long series, beginning with an introduction, briefing, formulation of business ideas and ideas, and continuing with time-sensitive business development.

3. RESEARCH METHOD

In this study, qualitative research methods were used. According to (Prof. Dr. Alfrizal, 2014), qualitative research methods are defined as a research method

that analyzes data in the form of words, both written and oral, and human behavior, so that researchers can analyze data from a phenomenon without having to rely on statistical data to draw conclusions from the phenomenon studied. This study was conducted at the Bandung Industrial Training Center in Bandung, and 7 (seven) informants were involved, including key informants, expert informants, and related supporting informants, as well as direct observations and documentation to obtain specific data. The qualitative method was used in this study to examine the use of social media marketing in the Pasundan Business Incubator program. Data analysis techniques include data reduction, data display, and conclusion drawing/verification (Abednego, 2020). Miles and Haberman (1984) This study also employs data source triangulation techniques to double-check the accuracy and validity of the data obtained.

4. RESULT AND DISSCUSION

Informan Characteristic

The characteristics of the informants were chosen in this study using a purposive sampling technique, in which the researcher selected several informants who met the criteria for the informants' characteristics through direct semi-structured interviews.

Based on direct observations and interviews with several related informants, it was explained that the Bandung Industrial Training Center had implemented marketing communications by utilizing social media platforms such as Instagram, Facebook, and WhatsApp to inform the audience about the government's public service program, the Business Incubator. The Bandung Industrial Training Center uses marketing communications not for profit, but to inform the surrounding community about the existence of government public service programs. Use of social media as a communication tool Marketing now plays a fairly important role in terms of marketing, so the term social media marketing appears.

According to information gleaned from interviews with several informants, the Bandung Industrial Training Center had a special work unit in charge of implementing the Pasundan Business Incubator program. The work unit determines the program's targets, implementation, and the facilities provided during the Business Incubator program in order to provide the best service and help produce creative and innovative young generations. The Bandung Industrial Education and Training Center's use of social media marketing to promote the Pasundan

Business Incubator program will be evaluated using the theory of four important elements that become variables of social media marketing success (Gunelius, 2011), namely content creation, content sharing, connecting, and community building.

Important Elements Social Media Marketing

Content Creation

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Content Sharing

Understanding According to (Gunelius, 2011), content sharing is the sharing of informative and interactive content that can be useful in raising brand awareness and indirectly triggering sales through the informative content that is shared. The Bandung Industrial Training Center promotes the Pasundan business incubator program solely through the social media platforms Instagram and Facebook, with WhatsApp serving as a medium for more detailed information (contact center). Before sharing content on social media, several steps must be

completed. Following the creation of content visualization, review by the information and documentation manager, creation of captions, and determination of hashtags and tags, new content can be uploaded to social media. Almost all of the features for sharing content have been used, but utilization is still not optimal, so interaction with the audience on social media is still lacking. The use of advertising features was also used to share content about the Pasundan Business Incubator program with a wider audience, but this is no longer done, despite the fact that the feedback received is quite good enough to attract an audience.

According to key informants, there is no set time for sharing content on social media because it all depends on the situation and conditions, as well as the content. The use of the content calendar in setting the timeline for content uploads has also been carried out with the assistance of interns, but this is no longer implemented due to limited human resources (Human Resources) who specifically manage social media. Bandung Industrial Training Center used social media Content Sharing elements to spread information about the Pasundan Business Incubator program. However, due to the extensive use of its features, its application has not been maximized, and

information about the public service program has not been evenly distributed to the target audience.

Connecting

According to (Gunelius, 2011), the connecting element has the meaning of expanding the network in order to build relationships with multiple parties in order to build social networks that necessitate good communication and an honest attitude. In this study, the Bandung Industrial Training Center makes use of several existing features to establish and maintain relationships with audiences on social media. Begin with a question and answer session with the audience using the questions box feature, and end with a quick response to the audience. Furthermore, a friendly, communicative, and interactive response is provided to establish a good relationship with the audience in cyberspace.

Increasing the number of Business Incubator program-related activities is also one way to increase the number of visits and followers on the Bandung Industrial Training Center's social media accounts, allowing them to continue to expand networks and information to the target audience. Collaboration with multiple parties, such as citizen journalism accounts and similar

communities with similar target audiences, is one way to spread information about the Pasundan Business Incubator program.

The Connecting application's success in social media marketing can be seen in how the network and reach grow, allowing them to build and establish good communication relationships with the audience or other parties. In this case, the Industrial Training Center achieved this by extending the scope of information shared by leveraging existing features.

Community Building

Community building In the context of social media marketing, community building refers to how to create a community of people who share similar interests through internet networks. This is one method for creating and expanding social networks with a wider reach. One effort made to spread information about the Pasundan Business Incubator program is to become and join a community. Among these communities is the Bandung Business Incubator Forum, which formed a creative industry community in the Denpasar Industrial Training Center area. Furthermore, the Bandung Industrial Training Center has established cooperative relationships with communities under the auspices of the Bandung Cooperatives and UMKM

Service to aid in the dissemination of information about the Pasundan Business Incubator program. This is done to strengthen ties between groups that share common goals and interests.

Sharing common information through social media groups in each community can be said to require less effort to reach a larger audience. This is because members of the community collaborate to disseminate information obtained through the WhatsApp group to other groups they have, allowing the information to be more widely disseminated. Nonetheless, the content and quality of the information shared must be considered so that it is effective, interesting, and not overly lengthy so that the audience can easily understand it. The success of Community Building in social media marketing can be seen in how a brand can build and establish relationships in a community to share information via social networks. In this case, the Bandung Industrial Training Center has done so by creating and joining a community, as well as collaborating to raise audience awareness of the Bandung Business Incubator program.

5. CONCLUSION

Suggestion

Based on the findings of the previous

sub-research chapter on the Analysis of Social Media Marketing Bandung Industrial Training Center in Promoting the Pasundan Business Incubator Program, a conclusion can be drawn that the Bandung Industrial Training Center has implemented four important elements that become variables of success in implementing Social Media Marketing, namely Content Creation, Content Sharing, and Connecting. The Bandung Industrial Training Center has done a good job with content creation implementation, but the types of content are still limited and do not fully correspond to the information requested by the audience. Then, content sharing was implemented by utilizing the features available on the three social media platforms, which, while not fully utilized, received positive feedback from the audience. However, in terms of content upload settings, it does not yet have a specific schedule and time in setting up content uploads, despite the fact that it previously had a content calendar that was no longer implemented due to limited human resources who focus and are specifically responsible for content on social media. Meanwhile, the implementation of Connecting and Community Building in promoting the Pasundan Business Incubator program through social media has been carried out

optimally in

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