



**THE IMPLEMENTING OF SOCIAL MEDIA ADVERTISING STRATEGY: A CASE ON  
PERUSAHAAN MAKANAN DAN PENGAWETAN ISTIMEWA**

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## ABSTRACT

In the world of marketing personal selling is one of the best method in order to find more customers and increase sale. The effect will give the seller good feedback from market for example the influence of customer to other people about your product and make the power of word of mouth accured. But this method is less attractive in this 21 century if the organization focus on one method. Most of companies all over the world having website, social media advertising strategy to promote company with the public and get close with customer. The usage of personal selling is less attractive due to the high cost of hiring marketer and high allowance need to paid off.

At the first day of internship, researcher found that Perusahaan Makanan dan Pegawetan Istimewa did not having aggressive social media advertising. Perusahaan Makanan dan Pegawetan Istimewa rarely promote company in public. When researcher asking people around,only people that living around Masjid Tanah ,Melaka know about them.Due to that problem,researcher found that,it is better to develop and monitor social media advertising strategy such as facebook and instagram to find out what the need of social media advertising startegy in Perusahaan Makanan dan Pegawetan Istimewa. The reseacher also want to know what the challenges implenting the social media advertising strategy in Perusahaan Makanan dan Pegawetan Istimewa.

Researcher use observation method and interview method to find out the aggressive social media advertising in Perusahaan Makanan dan Pegawetan Istimewa Company. During monitoring social media, researcher found that, it give positive feedback to Company which customers create social media communication with Perusahaan Makanan dan Pegawetan Istimewa facebook. This prove by, many new customer outside from Melaka came and buy product company.

Unfortunately, the problem will exit if Perusahaan Makanan dan Pengawetan Istimewa Company implementing social media advertising. The problem is Perusahaan Makanan dan Pengawetan Istimewa Company is just depends on word of mouth marketing. They also lack of knowledge about monitoring and create aggressive social media advertising. The reseacher found that, when Perusahaan Makanan dan Pegawetan Istimewa implement the social media advertising startegy it can increase sale and get the awareness among new customer.Company supposedly hire one person to monitor social media and other task that are relate with Informational Technology (IT) to enable Company to go further in future. Besides that, they sholud expense more money to advertise their product and about the company.

## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

In this chapter will be discussed the background of study, problem statement, company background, organization structure, research objectives, research question significant of study, scope of study and limitation.

#### 1.1 Background of the study

In Perusahaan Makanan dan Pengawetan Istimewa, the company use the word of mouth strategy in order to introduce company product to customer. The reasons why the company used word of mouth marketing because it can cut cost of marketing at the same time will make the company can enhance the business. Besides that, Perusahaan Makanan dan Pengawetan Istimewa company with word of mouth marketing the product will get the brand awareness of customer about their company product.

Even Perusahaan Makanan dan Pengawetan Istimewa practice business to business (B2B) marketing and business to consumer (B2C) in the business, the company must need the aggressive social media or advertising strategy such as website, facebook, Instagram, billboard, magazines and newspaper to inform customers that, the company already exist in the market especially for traditional food industries.

In this study, the researcher tries to find out what is the advantages and obstacle of get the practicing aggressive social media or suitable advertising strategy for SME company and see the effect to the company. If improve the social media strategy or used the suitable advertising strategy.