THE ROLE OF SOCIAL MEDIA IN MARKETING:
THE IMPACT OF FACEBOOK MARKETPLACE AND WHATSAPP ON SALES AT PT. LARIZ PACKAGING

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Abstract

The rapid development of social media changes the lifestyle of every individual so that it is never separated from every activity. Social media also changes the marketing strategy for every business person to introduce products, communicate with customers, so that it becomes a flexible business platform. The purpose of this study was to determine the effect of social media which has an impact on the number of buyers on sales at PT Lariz Packaging. The method used in this research is quantitative descriptive analysis, using secondary data. The data collection technique is by means of interviews and documentation at PT Lariz Packaging. The tool used in this research is Microsoft Excel 2010. The analytical technique used is simple linear regression analysis, which is an analysis used to determine the relationship between variable x and variable y. In the simple linear regression analysis test, the value of the value of the variable x is obtained. In the simple linear regression analysis test, the variable value (X) is found to be positive at 625.946, which means that if there is a 1% increase, it will increase by 625.946, in the coefficient of determination, the R square value is 0.690 or 69%, which means that it can affect the independent variable on the dependent variable. The results of the t test show a significance value of 0.002 <0.05, this indicates that Ho is rejected and Ha is accepted. So this shows a significant effect on sales.

Keywords: social media, marketing strategy, and sales

Introduction

The development of social media today has changed the lifestyle of every individual. According to Hamid (2022), through social media, people can easily get information, communicate, read books or news, and other activities. Social media not only changes people's lifestyles but also changes marketing strategies among businesses. The presence of social media is a very effective platform for companies to market products, market research, and communicate directly with consumers. According to Diandra and Paidi (2022), digital marketing strategies are carried out by companies to deal with changes in the future, both changes in transactions and promotion of a product. Facebook and WhatsApp social media are social media that are often used because they are considered easier to create content such as uploading status, creating business pages, sending photos or videos, making calls and marketing products. Supporting features on Facebook and WhatsApp social media make it easy for businesses to maximize their marketing strategies.

According to Diem and Yuliyanti (2020) choosing the right social media as a step in marketing activities helps customers or consumers to know, understand, and thus influence their decision to make a purchase. The Facebook marketplace helps customers find the products they need, the Facebook marketplace was chosen by the company to market products because it can be crossposted to various groups that have been connected to the company's account. Crossposting is an activity of cross-posting marketed goods with the aim of increasing sales, in this crossposting activity the products offered are the same as those posted on the marketplace. Apart from the ease with which customers can search for products on the marketplace, the creation of content shared on Facebook is able to build trust in customers, help expand networks and build a closer relationship with customers in order to know their interests. This is proven by research conducted by Williem, Tumbel, and Samadi (2020) which states that it has proven effective in influencing customer decisions using four variables, namely Content Creation, Content Sharing, Connecting and Content Building. WhatsApp is a social media used to send messages, photos and videos, as well as communication media for telephones. Not only is it used as a communication medium, according to Astria and Santi (2021) using the WhatsApp application makes it easier for customers to get product information and communicate with sellers to decide customers to buy products and sellers are easier to serve customers and offer their products. WhatsApp has developed by

bringing up WhatsApp Business which makes it easier for companies or businesses to market their products. WhatsApp Business can connect with the Facebook and Instagram platforms, and the features contained in WhatsApp Business are more complex, such as a catalog for adding products to make it easier for customers to view products, create statuses, automatic messages when not online, and message labels to indicate customers who really want to know further product details.

PT Lariz Packaging is a company engaged in packaging screen printing services. Packaging screen printing is a printing technique used to provide details on plastic and paper packaging. The demand for designs included in the packaging has increased along with the times. Product details and uniqueness in packaging are able to attract customers, so that indirectly screen printing on packaging becomes a forum for promotion. One of the marketing strategies carried out by PT Lariz Packaging is to offer packaging screen printing products through the Facebook Marketplace and connected with WhatsApp Business to make it easier for customers to get in-depth packaging screen printing information. This digital marketing is done to influence customers in choosing screen printing packaging so that later it can increase sales. The increase in sales volume from social media is interesting to examine considering that the development of the digital era is very influential on buyer decisions. The case study that will be reviewed in this research is sales data during January - October. Does the customer affect the sales of sabon packaging at PT Lariz Packaging during the implementation of product offerings on social media in January - October 2024.

Research Methods

The research method used in this research is quantitative descriptive analysis. Quantitative descriptive analysis is a research method used to describe, describe, explain, explain, and answer in more detail the problems to be studied using data presentation in the form of numbers, number tables, and statistical data. The data used in this study are sales report data for January - October 2024. The data source used in this research is secondary data. According to Sunyoto (2015), secondary data is data that has been published not only for specific research. Secondary data is collected data that may be relevant to existing problems. The data sources used are sales report data, PT Lariz Packaging profile and literature studies related to this research.

Data collection techniques in the study were interviews and documentation. Interview is an activity by asking questions directly to the owner. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched (Sugiyono, 2015). Collection techniques with documentation are carried out to obtain accurate document files. The aim is to obtain data directly at the research location, namely PT. Lariz Packaging, the documents obtained are sales report data for January - October 2024 and literature studies that support this research. The data analysis used in this research is simple regression analysis. This simple linear regression analysis method is for a method that connects the variable (X) with the variable (Y), with the aim of knowing the relationship between the two with a negative or positive slope. The variable (X) in this study is the number of buyers and the variable (Y) is the number of sales. The simple linear regression equation can be written as follows:

$$Y = a + \beta_i X_i$$

According to Sugiyono (2014), to determine the percentage of the independent variable on the dependent variable, use the coefficient of determination (R^2) analysis. The R Square value is said to be good if it has a value above 0.5, because the R Square value only ranges from 0 to 1. The following is a table of interpretation of the correlation R value.

Table. 1 Coefficient Interpretation

Coefficient Interval	level of relationship
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono, (2014)

According to Suyono (2015), the t test or hypothesis test is carried out to determine the amount of influence of the independent variable on the dependent variable. The criteria are:

Ho = allegedly the buyer has no significant effect on the sale of screen printing packaging at PT Lariz Packaging.

Ha = it is suspected that buyers have a significant effect on the sale of screen printing packaging at PT. Lariz Packaging.

Results and Discussions

In this section the researcher explains what has been researched and presents a table of data on the number of buyers and sales reports for January - October 2024. This table was obtained by researchers from PT. Lariz Packaging which is presented in the form of the following table.

Table. 2. Data on Number of Buyers and Total Sales

Month	Number of Buyers Variable (X)	Number of Sales Variable (Y) in pcs
January	72	57.400
February	50	44.510
March	69	56.516
April	62	42.020
May	77	59.007
June	75	56.784
July	48	44.152
August	67	48.514
September	71	58.015
October	73	64.044

Source: PT Lariz Packaging, 2024

Based on the data above, it can be seen that from January to October there were changes in the number of buyers that affected the number of sales. The data above also illustrates the influence between variables which is positive, which indicates that if there is an increase in the number of buyers, it will affect the number of sales.Based on this statement, researchers used Microsoft Excel with sales report data including the number of buyers and sales at PT Lariz Packaging from January to October using regression tests, coefficient of determination tests, and t tests.

Simple Linear Regression Analysis Test

The simple linear regression analysis test is used to determine the dependence of the dependent variable on one of the independent variables. The amount of change in the dependent variable (Y) due to changes in the amount of the independent variable (X) partially can be explained through the following simple regression analysis test.

Table 3. Linear Regression Analysis Test

Coeffisient

Model	Unstandardized Koefisien		Standardized Coefficients	T	Sig
	B	Std.Eror	Beta		
1 (Constant)	11533,364	9946,354		1,159	0,002
Number of Buyers (X)	625,946	148,261	0,831	4,221	0,002

Source: Researcher Processing Results

a. Dependent Variabel (Y)

In table 3. this simple linear regression test results Summary Output, the linear regression equation obtained is as follows:

Y= a+βiXi
Y=11533,364 + 625,946X

From the results of the above equation, it can be seen that the buyer variable (X) is positive, which means that if there is an increase in the number of buyers by 1%, it will increase sales by 625.946. Likewise, if there is a decrease in the number of buyers by 1%, it will cause a decrease of 625.946.

Coefficient of Determination

The coefficient of determination is intended to determine the size of how much the percentage change in the dependent variable can be explained by changes in the independent variable. The results of the coefficient of determination test can be seen from the R Square value or (R2). The calculation results are obtained with the following table:

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimated
1	0,830	0,690	0,651	4488,190

Source: Researcher Processing Results

a.Predictors (Constant) Variabel

In table 4. It can be seen that the Coefficient of Determination from data processing obtained an R Square value of 0.690, this indicates that 69% of the independent variable number of buyers (X) can affect the dependent variable number of sales (Y), this R Square value states a strong relationship. While 31% is influenced by other factors that are not included in this study.

T test

According to Sugiyono (2014), the t test is used to determine the relationship between the independent variable and the dependent variable.

Table 5. T-test
Coefisient

Model	Unstandardized Koefisien		Standardized Coefficients	T	Sig
	B	Std.Eror	Beta		
1 (Constant)	11533,364	9946,354		1,159	0,002
Number of Buyers (X)	625,946	148,261	0,831	4,221	0,002

Source: Researcher Processing Results

a. Dependent Variabel (Y)

In table.5, the results of data processing obtained by the buyer variable amounted to 4.221 with a significance level of 0.002. Then the tcount is compared with the t_{table} in the table df = 10 - 2 = 8 with a significant level of 0.05, the t_{table} value is 2.306. The tcount value of Variable (X) is greater than the t_{table}, namely 4.221> 2.306 and a significant level of 0.002 <0.05. In the Coeffisient table above the tcount value has a positive slope, the positive value in the t test only states the β1 slope. If the B1 coefficient value has a positive slope, the t_{count} value is also positive. So the value used in the t test is the t-count value without including the slope of the t-count value. The results of the discussion above can be stated that Ho is rejected and Ha is accepted. It shows that there is a significant influence on sales.
1. Ho = it is suspected that buyers have no significant effect on the sale of screen printing packaging at PT. Lariz Packaging.

2. Ha = it is suspected that buyers have a significant effect on the sale of screen printing packaging at PT. Lariz Packaging.

Conclusions and Suggestions

From the results of the research and discussion above, the researcher concluded the following: 1. The results of the simple linear regression analysis test that the buyer is positive, namely 625.946. This shows that if there is a 1% increase, it will cause an increase in sales of 625.946%. 2. The results of the coefficient of determination test that the R square value is 0.690 or 69%, this indicate that 69% of the independent variable (number of buyers) can affect the dependent variable (number of sales). While the remaining 31% is influenced by other variables that are not included in the study. 3. The results of the t test obtained the value of the number of sales of 4.221 with a significance level of 0.002. Then t_{count} is compared with t_{table} in the table df = 10 - 2 = 8 with a significant level of 0.05, the t_{table} value is 2.306. The t_{count} value of Variable (X) is greater than the t_{table}, namely 4.221> 2.306 and a significant level of 0.002 <0.05. In the Coeffisient table above the t_{count} value has a positive slope, the positive value in the t test only states the β1 slope. If the coefficient value β1 has a positive slope, the t_{count} value is also positive. So the value used in the t test is the t-count value without including the slope of the t-count value. From these results it can be concluded that Ho is rejected and Ha is accepted, this shows that there is a significant effect of buyer relations on sales.

4. Referring to the question, do customers affect the sales of sabon packaging at PT Lariz Packaging during the implementation of product offerings on social media in January - October 2024. Then it can be explained that there is an influence during the implementation of product offerings on social media, namely the relationship between the number of buyers and the number of sales at PT. Lariz Packaging during January to October 2024, this is indicated by a positive slope of 625.946. This means that if there is an increase of 625.946%.

From the conclusions described above, the following suggestions can be outlined: 1. PT Lariz Packaging can carry out digital marketing activities through social media not only through the Facebook marketplace, but through paid promotions to reach more customers so that later the company's sales will increase. 2. The results of the above research show that there is an influence of buyers on sales revealed from social media, but PT. Lariz Packaging must still consider product quality and service.

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