THE INFLUENCE OF SOCIAL MEDIA ON THE MARKET PENETRATION CONCEPT IN ASAHAN REGENCY CASE STUDY: CULINARY TRADERS IN KISARAN TIMUR DISTRICT

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Abstract

The method of data collection is by interviews, questionnaires and documentation studies. The analysis technique used is quantitative and qualitative data. Quantitative analysis includes: validity and reliability test, classic assumption test, multiple regression analysis, hypothesis testing through t test and F test, and analysis of the coefficient of determination (R^2). Qualitative analysis is an interpretation of the data that has been carried out by giving information and explanation.

From the results of the analysis show that simultaneously Social Media (facebook, Instagram, blackberry messenger, and twitter) significantly influence the Concept of Market Penetration in Culinary Traders in Kisaran Timur District at a significance of less than 5% namely (0,000 <0.05). Whereas in partial testing Social Media (facebook, Instagram, blackberry messenger and twitter) significantly influence the Market Penetration Concept in culinary traders in Kisaran Timur District. This can be seen from the facebook variable $t_{count} > t_{table}$(6.017> 1.983) t_{count}variable$>t_{table}$(4.440> 1.983) blackberry messengers variable t_{table}(3.720> 1.983) twitter t_{count}variable$> t_{table}$ (5.984> 1.983). The influence of the four variables on the concept of market penetration is 76% as shown in the Adjusted R Square, the remaining 24% is explained by other factors not included in this study.

Keywords: *Social Media, Market Penetration*

A. Introduction

Social Media (Social Media) is a means or channel of social interaction online in cyberspace (internet). Kaplan & Haenlein (2010: 59) defines social media as "a group of internet-based applications that build on the basis of ideology and Web 2.0 technology, and which enable the creation and exchange of user-generated content".

Thus the speed with which people can access social media results in a large phenomenon in the flow of information not only in developed countries, but also in Indonesia. Starting from remote areas to being in the city center, both from the low to the upper class. Not limited to age as well, ranging from children to adulthood all feel the ease of getting various information that is relatively easier and faster. The desire to carry out self-actualization is what causes every consumer to be able to achieve positive values in using social media that develops in the community and makes it a trend to talk about.

The desire for self-actualization and the need to create personal branding is also the reason some people use social media. Habits like this will turn off conventional media because of the limitations and the amount of costs needed when using conventional media. In addition, in terms of coverage of the spread of the news, conventional media is also less extensive. The rapid development of social media is now because everyone is like being able to have their own media. If you have conventional media such as television, radio, or newspapers, you need a lot of capital and a lot of labor, so the media is different. A social media user can access using social media with an internet network even if the access is slow, without big costs, without expensive tools and carried out alone without employees. Social media users can freely edit, add, modify both writing, images, videos, graphics, and various other content models as a set of values in change.

Kasali (2012: 19) says that Value or value system is a collection of values derived from something that is believed (ending belief) and gives strength when executed. Values can be focused on a future end and / or procedure (process, mean) to work on or solve something.

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Values will create a new paradigm in making a decision to carry out a promotion and be able to map the target market as a mix of marketing concepts. The importance of the value system that is the trend of entrepreneurs who pursue their business through the role of social media, will increase the brand image of the product so that it is better known by consumers, especially those who predominantly use social networking.

Social networking is a medium where everyone can create a personal web page, then connect with the community to share information and communicate as a concept of market penetration. The biggest social networks are Facebook, Instagram, Blackberry (BBM), and Twitter. If previous media used methods such as print media and broadcast media, social media now uses the internet. Internet-based social media invites anyone who is interested in using it to participate by contributing and feedback openly, giving comments, and sharing information in a fast and unlimited time. This media will have a huge influence on people's lives. But the impact or influence is very relative to the community who can act as consumers and producers in utilizing social media. This is the point of changing society in the process of consumer adoption.

B. Method

Research Place and Time

The place of this research was carried out at culinary merchants in Kisaran Timur District. The time of research is conducted from April to June 2018.

Population and Samples
Population

Population is a generalization area consisting of objects or subjects that occur certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. (Sukardi, 2003: 54). The population in this study amounted to 106 culinary traders in Kisaran Timur district.

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Samples

The sample is a part of the population that will be studied and which is considered to be able to describe the population (Sugiarto et al. 2001: 38). Based on research results on selected samples. (Sugiarto, 2001: 15)

In this study the sample used was culinary merchant in Kisaran Timur District. Sampling uses the census method, which is all members of the population of 106 culinary traders spread in twelve Urban Village in Kisaran Timur District. Distribution of traders can be seen in Table 3.1.

Table 1 Distribution of Culinary Traders in sub-district Kisaran Timur April - June 2015

No	Urban Village	Number of Traders
1	Kisaran Naga	7
2	Sentang	5
3	Kedai Ledang	13
4	Teladan	7
5	Kisaran Timur	19
6	Selawan	11
7	Mutiara	9
8	Lestari	7
9	Gambir Baru	10
10	Karang Anyer	4
11	Siumbut Baru	6
12	Siumbut Umbut	8
	Jumlah	106

Source: Field Survey, April - June 2015

Types and Data Sources

The types and sources of data collected in this study are:

1. Primary Data

Primary data is data obtained directly from the respondents of the study using a measurement tool in the form of a questionnaire or questionnaire. Questionnaires or questionnaires are methods of collecting

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data by giving a set of questions or written statements given to culinary traders in the Eastern Kisaran District. (Widyoko, 2012: 3)

2. Secondary Data

Secondary data is data that is not directly obtained by researchers from research respondents. Secondary data in this study is in the form of data obtained from books, magazines, and web sites related to this research.

C. Discussion

Descriptive Analysis

Descriptive analysis is an analysis method where the data obtained, compiled, grouped, analyzed, then interpreted objectively so that an overview of the problems encountered and explain the results of the calculation are obtained.

Characteristics of Respondents
Characteristics of Respondents by Age

Characteristics of respondents based on age can be seen in table 2 below, namely:

Table 2 Characteristics of Respondents by Age

Umur	Amount	Persentase
17 – 25 Years Old	40	37,70%
26 – 32 Years Old	35	33%
33 – 41 Years Old	20	18,80%
42 – 50 Years Old	11	10,30%
Total	106	100%

Source: Research Results, 2015 (data processed)

In table 2, it can be seen that the majority of respondents who were culinary traders in Kisaran Timur District were 17-25 years old, namely 40 people or 37.7%, while those aged 26-32 years old were 35 people or 33%, 33% - 41 year amounted to 20 people or amounting to 18.8% and aged 42 - 50 years amounting to 11 people or equal to 10.3%.

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Characteristics of Respondents by District

Characteristics of respondents based on work can be seen in table 3 below, namely:

Table 3 Characteristics of Respondents by District Office

District	Amount	Persentage
Kisaran Naga	7	6,60%
Sentang	5	4,71%
Kedai Ledang	13	12,26%
Teladan	7	6,60%
Kisaran Timur	19	17,90%
Selawan	11	10,30%
Mutiara	9	8,50%
Lestari	7	6,60%
Gambir Baru	10	9,43%
Karang Anyer	4	3,77%
Siumbut Baru	6	5,66%
Siumbut umbut	8	7,54%
Total	106	100%

Source: Research Results, 2015 (data processed)

In table 3, it can be seen that the respondents who are culinary traders spread in 12 urban villages are mostly found in Kisaran Timur Village, which consists of 19 culinary traders with a percentage of 17.9% and the least is in Karang Anyer Village consisting of 4 traders culinary with a percentage of 3.77%

Characteristics of Respondents by Gender

Characteristics of respondents based on sex can be seen in table 4 below, namely:

Table 4 Characteristics of Respondents by Gender

Gender	Amount	Percentage
Male	74	69,80%
Female	32	30,10%
Total	106	100%

Source: Research Results, 2015 (data processed)

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In table 4, it can be seen that the respondents who became culinary traders in the District of Kisaran Timur were mostly male, namely 74 people or 69.8%, while women were 46 people (30.1%)

Characteristics Based on Education

Characteristics of respondents based on education can be seen in table 5 below, namely:

Table 5 Characteristics of Respondents by Gender

Education	Amount	Persentage
Junior high school	23	21,60%
High school	67	63,20%
Bachelor	16	15%
Total	106	100%

Source: Research Results, 2015 (data processed)

In table 5, it can be seen that the respondents who became culinary traders in Kisaran Timur District were the majority of high school education, namely 67 people or 63.2%, junior high school education as many as 23 people or 21.6% and GRADUATE education level as many as 16 people or by 15%.

Explanation of Respondents' Answers
Explanation of Respondents Top Facrbook (X₁)

Distribution of respondents' answers to Facebook can be seen in table 6 below:

Table 6 Distribution of Respondent Answers to Facebook

Item	SS		S		KS		TS		STS		TOTAL
	F	%	F	%	F	%	F	%	F	%	
1	56	52,8	40	37,7	10	9,4	0	0	0	0	106
2	56	52,8	42	39,6	8	7,5	0	0	0	0	106
3	57	53,7	44	41,5	6	5,6	0	0	0	0	106
4	60	56,6	40	37,7	6	5,6	0	0	0	0	106

Source: Research results, 2015 (data processed)

In table 6 it can be concluded that:

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a. The frequency of the answer "whether Facebook is able to increase your efforts" is known that 56 people strongly agree, 40 people strongly agree, 10 people disagree, no one disagrees and no one strongly disagrees.

b. The frequency of the answer "whether motivation and product creation through Facebook can increase sales, so that it becomes an advantage" is known that 56 people stated strongly agree, 42 people agreed, 8 people expressed disagreement, no one stated disagreement and no one stated very not agree.

c. The frequency of the answer "whether social media Facebook can improve your business's marketing strategy" is known that 57 people strongly agree, 44 people agree that 6 people say they disagree and no one states that they are not agreeable and no one strongly disagrees.

d. The frequency of the answer "social media Facebook is very helpful for business in promotion". It is known that 60 people stated strongly in agreement, 40 people agreed, 6 people expressed disagreement, no one expressed disapproval and no one stated strongly disagree.

Explanation of Respondents on Variables Instagram

Distribution of respondents' answers to Instagram variables can be seen in table 7 below, namely:

Table 7 Distribution of Respondent Answers to Instagram

Item	SS		S		KS		TS		STS		TOTAL
	F	%	F	%	F	%	F	%	F	%	
1	55	51,8	40	37,7	11	10	0	0	0	0	106
2	58	54,7	42	39,6	6	5,7	0	0	0	0	106
3	57	53,7	44	41,5	6	5,7	0	0	0	0	106
4	56	52,8	42	39,6	8	7,5	0	0	0	0	106

Source: Results of the study, 2018 (data processed)

In table 7 it can be concluded that:

a. The frequency of the answer "whether Instagram is able to increase your efforts" is known that 55 people strongly agree, 40 people strongly agree, 11 people disagree, no one disagrees and no one strongly disagrees.

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b. The frequency of the answer "whether motivation and product creation through Instagram can increase sales, so that it becomes an advantage" is known that 58 people stated strongly in agreement, 42 people agreed, 6 people expressed disagreement, no one stated disagreement and no one stated very not agree.

c. The frequency of the answer "whether social media instagram can improve your business marketing strategy" is known that 57 people strongly agree, 44 people agreed that 6 people expressed disagreement and no one stated that they were not agreeable and no one stated strongly disagree.

d. The frequency of the answer "Instagram social media is very helpful for business in promotion" is known that 56 people stated strongly agree, 42 people agreed, 8 people stated they did not agree that no one expressed disapproval and no one stated strongly disagree.

Explanation of Respondents on Blackberry Messengger Variables

Distribution of respondents' answers to Blackberry messenger variables can be seen in table 8 below, namely:

Table 8 Distribution of Respondents' Answers to Blackberry Messengers

Item	SS		S		KS		TS		STS		TOTAL
	F	%	F	%	F	%	F	%	F	%	
1	57	54	44	42	6	5,7	0	0	0	0	106
2	44	42	57	54	6	5,7	0	0	0	0	106
3	60	57	32	31	14	13	0	0	0	0	106
4	54	51	46	43	6	5,7	0	0	0	0	106

Source: Results of the study, 2018 (data processed)

In table 8 it can be concluded that:

a. The frequency of the answer "whether blackberry messenger can increase your efforts" is known that 57 people strongly agree, 44 people strongly agree, 6 people disagree, no one disagrees and no one strongly disagrees.

b. The frequency of the answer "whether motivation and product creation through Blackberry Messenger can increase sales, so that it

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becomes an advantage" is known that 44 people stated strongly agree, 57 people agreed, 6 people expressed disagreement, no one expressed disapproval and no one stated very disagree.

c. The frequency of the answer "whether blackberry messenger social media can improve your business's marketing strategy" is known that 60 people stated strongly in agreement, 32 people agreed that 14 people expressed disagreement and no one stated that they were not agreeable and no one stated strongly disagree.

d. The frequency of the answer "blackberry messenger social media is very helpful for business in promotion" is known that 54 people stated strongly agree, 46 people agreed, 6 people expressed their disapproval no one stated disagreement and no one stated strongly disagree.

Explanation of Respondents on Twitter Variables

Distribution of respondents' answers to twitter variables can be seen in table 9 below, namely:

Table 9 Distribution of Respondent Answers to Twitter

Item	SS		S		KS		TS		STS		TOTAL
	F	%	F	%	F	%	F	%	F	%	
1	57	54	44	42	6	5,7	0	0	0	0	106
2	44	42	57	54	6	5,7	0	0	0	0	106
3	60	57	32	31	14	13	0	0	0	0	106
4	54	51	46	43	6	5,7	0	0	0	0	106

Source: Results of the study, 2018 (data processed)

D. Conclusion

Based on research and discussion conducted by researchers, the researchers draw conclusions as follows:

1. The simultaneous test results (Test-F) show that the four variables of facebook, Instagram, BlackBerry Messenger and Twitter have a significant influence on the dependent variable, namely the concept of market penetration. The F-Test results show a sig F value of 0,000 significantly smaller (α) of 5%. And F_{count} (85,889)> F_{table} (2.46) thus simultaneously the four variables have a significant effect on the

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Market Penetration Concept at culinary traders in Kisaran Timur District.

2. The partial test results (t-Test) show that the facebook variable has a significant influence on the concept of market penetration, namely with a sig value of 0.000 (α) smaller than significant (α) 0.05 and $t_{count}$of 6.017 greater than t_{table}1.983. The Instagram variable has a significant effect on the concept of market penetration, namely with a sig value of 0.000 (α) smaller than significant (α) 0.05 and $t_{count}$of 4.440 is greater than t_{table}1.983. The Blackberry messenger variable has a significant influence on the concept of market penetration, namely with a sig value of 0.000 (α) smaller than significant (α) 0.05 and $t_{count}$of 3.720 is greater than t_{table}1.983.

3. The twitter variable has a significant influence on the concept of market penetration, namely with a sig value of 0.000 (α) smaller than significant (α) 0.05 and $t_{count}$of 5.984 is greater than t_{table}1.983.

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