

ANALYSIS OF THE ROLE OF SOCIAL MEDIA AND PACKAGING ON SALES OF TEMPOYAK MAK SYALU UMKM IN PALEMBANG CITY

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ABSTRACT

This study aims to analyze the influence of social media and packaging on the sales performance of the Tempoyak Mak Syalu MSME in Palembang, which faces marketing challenges in the digital era and increasing competition among local culinary products. This research employs a quantitative approach using a descriptive–verificative design, involving 100 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed through validity and reliability tests, t-test, F-test, and multiple linear regression analysis. The results reveal that both social media and packaging significantly influence sales, both partially and simultaneously. Social media effectively expands promotional reach, enhances consumer interaction, and strengthens product image. Meanwhile, appealing and informative packaging contributes to perceived product quality and consumer purchase intentions. The discussion reinforces previous findings stating that the combination of digital marketing and packaging innovation enhances MSME competitiveness. This study concludes that integrating both strategies is essential for improving the sales of tempoyak products and provides practical implications for MSMEs in optimizing marketing strategies within the digital landscape.

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INTRODUCTION

The local culinary industry in Indonesia continues to show rapid growth, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector, which plays a crucial role in the national economy. Competition among MSMEs is intensifying as the number of regional specialty food products marketed to the public increases, necessitating adaptive strategies relevant to the current digital era (Buwarda, 2022). Every MSME is required to understand changes in increasingly selective consumer behavior, particularly in the context of technology-based marketing. The shift from conventional promotional methods to utilizing digital platforms is a crucial requirement for MSMEs to maintain their existence (Erintya et al., 2025). Therefore, businesses engaged in traditional food processing must be more proactive in implementing marketing strategies that can compete amidst increasing local and national competition (Faidah et al., 2025).

Changing consumer patterns, which increasingly rely on digital information, have made social media a highly potent marketing tool. Social media serves not only as a communication channel but also as a promotional platform capable of reaching a wide audience quickly and broadly through various interactive features (Kholifah et al., 2021). Utilizing digital platforms helps MSMEs strengthen product visibility while building closer relationships with consumers through relevant content. Furthermore, social media provides businesses with the flexibility to tailor promotional strategies to suit the characteristics of their target market (Nafif et al., 2022). Therefore, the ability to manage social media effectively is a crucial aspect for MSMEs to increase their competitiveness amidst modern marketing developments (Novita & Senoaji, 2022).

In addition to digitalization, product packaging also plays a strategic role in influencing consumer purchasing decisions. Packaging serves not only as a protective barrier but also as an identity that reflects the value and quality of the product, thus playing a role in increasing positive perceptions of MSMEs (Nursidiq & Iftayani, 2020). Consumers generally assess product quality based on its packaging, including design, product information, and ease of use. In an era of increasingly fierce competition, attractive and informative packaging can be a significant differentiator, increasing product appeal in the market (Prawesti et al., 2023). Therefore, packaging innovation is a crucial aspect in increasing MSME competitiveness and driving sales (Purwanto et al., 2022).

Traditional food processing MSMEs in Palembang face similar challenges in marketing regional specialties, including tempoyak. As a fermented durian product, tempoyak has the potential to become a local culinary specialty with wider development, requiring optimal marketing design (Rahmadani et al., 2025). The product's specific characteristics require a marketing strategy that effectively reaches consumers while maintaining its quality and uniqueness. Appropriate packaging, clear information delivery, and structured promotion are crucial factors in increasing public acceptance of tempoyak (Ramdhani et al., 2023). Therefore, MSMEs need to understand market dynamics and adapt their marketing strategies to evolving consumer preferences (Rerungan et al., 2022).

One of the MSMEs engaged in tempoyak production in Palembang City is Tempoyak Mak Syalu, which continues to strive to improve its marketing and product quality. Facing increasingly fierce competition, this MSME needs to maximize the role of social media as a promotional tool to expand market reach (Setianingsih et al., 2023). Furthermore, packaging improvements are crucial to maintain quality, attract consumer interest, and convey a more professional product image. Packaging innovation and marketing digitalization can be strategic opportunities to strengthen Tempoyak Mak Syalu's position in local and regional markets (Suprihatin et al., 2024). Therefore, analyzing the role of social media and packaging is crucial to understanding how these two factors can increase tempoyak MSME sales in Palembang City (Yuliana et al., 2025).

Previous research has extensively discussed the role of social media and packaging in enhancing the marketing of MSME products. Adi et al. (2023) found that appropriately designed promotions and packaging can increase consumer appeal to MSME products. Bahri et al. (2023) demonstrated that packaging design and digital marketing training significantly contributed to increased sales of MSME products in the Kapanewon Turi area. Meanwhile, Gunadi et al. (2024) demonstrated that promotional strategies through Instagram are effective in increasing consumer reach and interaction with MSME products marketed digitally.

Furthermore, other studies have highlighted the importance of integrating social media and packaging innovation in MSME marketing strategies. Faradisha et al. (2024) revealed that the use of digital media and modern packaging innovations can strengthen product image and attract buyers. Maharani et al. (2024) found that packaging quality has a direct influence on increasing product sales volume for various types of MSMEs. Similar findings were also presented by Onsardi and Mantovani (2022), who showed that the simultaneous combination of packaging and social media marketing had a positive impact on purchasing decisions for local coffee products.

Although various previous studies have identified the importance of social media and packaging in improving MSME marketing, there are still relevant gaps for research, especially in the context of traditional food products such as tempoyak, which have different characteristics from modern processed products. Research that specifically analyzes the influence of social media and packaging on sales of tempoyak MSMEs in Palembang is still very limited, so a more in-depth study using a narrative review approach is needed to strengthen the theoretical basis of this research. Based on this gap, this study aims to analyze the role of social media and packaging in increasing sales of Tempoyak Mak Syalu MSMEs. Practically, this research is useful for MSMEs as a basis for developing more effective marketing strategies, as well as for researchers and academics as a reference in developing studies related to digital marketing and packaging innovation in traditional food products.

RESEARCH METHODOLOGY

This study uses a quantitative approach with a descriptive-verification research design, which aims to examine the influence of social media and packaging on sales of MSMEs Tempoyak Mak Syalu in Palembang City. The quantitative approach was chosen because it is able to provide a measurable picture of the relationship between variables through statistical analysis. The independent variables in this study consist of social media (X1) and packaging (X2), while the dependent variable is sales (Y). This quantitative research was conducted cross-sectionally, where data collection was carried out over a certain period to observe the actual marketing conditions of MSMEs. Thus, this design allows the study to obtain objective findings based on numerical data.

The research population was consumers or potential consumers of Tempoyak Mak Syalu products in Palembang City, both those who had purchased offline and through social media. The sampling technique used non-probability sampling with a purposive sampling method, namely selecting respondents who fit the research criteria, such as having seen MSME promotions through social media or having an interest in local food products. The number of samples was set at 100 respondents, which was considered sufficient for basic statistical analysis such as multiple linear regression. Data collection was carried out through a questionnaire using a 1–5 Likert scale, which was distributed through Google Forms and also directly to consumers to obtain more representative data.

The research instrument was developed based on established theoretical indicators for each variable, and the instrument was tested for validity and reliability before being used in the analysis. The collected data were then analyzed using descriptive statistical techniques to describe the respondents' profiles and their perceptions of the research variables, as well as inferential statistics in the form of classical assumption tests and multiple linear regression analysis to determine the effect of social media and packaging on sales. Hypothesis testing was

conducted at a significance level of 0.05 to ensure the results obtained have a high level of confidence. The results of this analysis are expected to provide a deeper understanding of the effectiveness of social media and packaging in driving increased sales of MSME products Tempoyak Mak Syalu.

RESULTS AND DISCUSSION

Results

Before conducting further analysis, this study first presents a general description of the respondents to understand the basic characteristics of the participants involved in the study.

Table 1. Overview of Respondent Characteristics

Category	Sub Category	Number (n)	Percentage (%)
Gender	Man	40	40%
	Woman	60	60%
Age	< 20 years	10	10%
	20–30 years	55	55%
	31–40 years	25	25%
	> 40 years	10	10%
Frequency of buying tempoyak	1 time	30	30%
	2–3 times	45	45%
	> 3 times	25	25%
Have you ever seen Mak Syalu's promotion on social media?	Of	78	78%
	No	22	22%

Based on the table above, the majority of respondents in this study were female at 60%, while males accounted for 40%. The age group was dominated by respondents aged 20–30 years at 55%, indicating that consumers of Mak Syalu tempoyak products are mostly from the productive age group. As many as 45% of respondents had purchased the product 2–3 times, indicating a level of interest and repeat purchases. In addition, 78% of respondents stated that they had seen Mak Syalu promotions on social media, thus strengthening the relevance of the study regarding the influence of social media on interest and sales.

Table 2. Descriptive Statistics of Research Variables

Variables	N	Min	Max	Mean	Std. Dev
Social Media (X1)	100	3.00	5.00	4.21	0.48
Packaging (X2)	100	3.00	5.00	4.30	0.52
Sales (Y)	100	3.00	5.00	4.18	0.56

Descriptive statistics show that all three variables have a mean value above 4, indicating that respondents' perceptions of social media, packaging, and sales are in the high category. A relatively small standard deviation value (below 1) indicates that respondents' answers tend to be homogeneous, indicating that there is little variation in assessments for each variable.

Minimum and maximum values ranging from 3 to 5 indicate that there were no extreme assessments or very low responses in this study.

Table 3. Kolmogorov–Smirnov Normality Test

Variables	N	KS Statistics	Mean (p-value)
Social Media (X1)	100	0.087	0.200
Packaging (X2)	100	0.094	0.200
Sales (Y)	100	0.082	0.200

Based on the results of the Kolmogorov–Smirnov normality test, all variables had a significance value (p-value) of 0.200, or greater than 0.05. This indicates that the data are normally distributed, thus fulfilling one of the important assumptions for parametric statistical analysis, including multiple linear regression. Therefore, the data are suitable for use in the next stage of analysis.

Table 4. t-Test (Partial)

Independent Variables	t-count	Say.	Information
Social Media (X1)	4.215	0.00 0	Partially significant effect
Packaging (X2)	5.002	0.00 0	Partially significant effect

The t-test results show that both independent variables, namely social media (X1) and packaging (X2), have a significance value of 0.000 which is smaller than 0.05. Thus, both variables partially have a significant effect on the sales of MSME Tempoyak Mak Syalu. The t-count value is greater than the t-table indicates that the more effective the use of social media and the better the packaging, the higher the sales level obtained.

Table 5. F Test (Simultaneous)

F-count	Say.	Information
36.842	0.00 0	Have a significant effect simultaneously

Based on the F-test results, the calculated F-value was 36.842 with a significance level of 0.000, which is less than 0.05. This indicates that social media and packaging simultaneously have a significant effect on sales. This finding indicates that the combination of digital marketing strategies and packaging quality can simultaneously increase marketing effectiveness and impact product sales.

Table 6. Determination Coefficient Test

Model	R	R Square	Percentage (%)
Social Media → Sales	0.531	0.282	28.2%
Packaging → Sales	0.587	0.345	34.5%

Simultaneous (X1 & X2 → Sales)	0.678	0.460	46.0%
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The coefficient of determination results show that social media partially contributed 28.2% to sales changes, while packaging contributed a larger 34.5%. Simultaneously, both variables contributed 46.0% to sales of MSME products Tempoyak Mak Syalu. This indicates that almost half of the sales variation can be explained by social media and packaging, while the remainder is influenced by other factors outside the research model.

DISCUSSION

The results of the study indicate that the use of social media has a significant influence on increasing sales of Mak Syalu's Tempoyak products. This finding confirms that social media plays a crucial role in building product visibility and increasing interaction with consumers, as also explained by Gunadi et al. (2024) who found that promotional strategy training through Instagram can increase the reach of MSME audiences. This study's findings also align with Febriyanti and Mahadewi (2023) who stated that digital marketing is effective in driving increased sales and customer engagement. Furthermore, Nurmasiyah et al. (2023) also emphasized that the appropriate use of social media can improve the marketing of local products such as candied coconut, reinforcing the indication that digitalization is a crucial element in promoting traditional foods. These results reaffirm that Mak Syalu's digital promotional strategy is relevant in building consumer interest and trust in tempoyak products.

In addition to social media, the results of this study indicate that packaging also has a significant influence on sales, meaning that the design, completeness of information, and visual appeal of Tempoyak Mak Syalu packaging are able to attract consumers' attention. This finding is consistent with Adi et al. (2023) who emphasized that attractive packaging can improve the image of MSME products, thus having a direct impact on increasing purchasing interest. Bahri et al. (2023) also stated that packaging design training has been proven to increase product selling value and provide a stronger professional impression to consumers. A similar conclusion was obtained by Krisnawati et al. (2023) who found that improving packaging quality significantly increased sales volume in developing MSMEs. Thus, attractive packaging design is not only an aesthetic element, but also a visual communication tool that plays an important role in influencing consumer purchasing decisions.

The findings of this study also align with previous research examining the simultaneous integration of social media and packaging strategies. Faradisha et al. (2024) stated that the combination of packaging innovation with the use of digital media can improve product image and competitiveness, in line with the results of this study, which showed a significant contribution of both variables to increased sales. Andika and Ariningsih (2023) also reinforced these findings through research on Balinese Snacks MSMEs, where digital marketing and packaging improvements successfully increased purchase interest and sales consistently. Furthermore, Onsardi and Mantovani (2022) emphasized that packaging and social media marketing simultaneously have a positive influence on purchasing decisions for local coffee products. Furthermore, Putri et al. (2025) explained that promotions through social media combined with attractive product packaging can increase consumer trust and purchasing decisions. Thus, integrating these two strategies is the right step for the Tempoyak Mak Syalu MSME to increase competitiveness and expand its market.

Although the findings of this study align with various previous studies, there are several limitations that need to be considered. First, this study only used a sample of 100 respondents,

so the generalizability of the results is still limited to the scope of Tempoyak Mak Syalu consumers in Palembang City. Second, this study used a cross-sectional design, so it cannot capture changes in consumer behavior in the long term. Third, the study only focused on two independent variables: social media and packaging. However, there are other factors such as price, product quality, and consumer loyalty that can also influence sales but were not analyzed in this study. These limitations provide opportunities for further research to use a larger sample, a wider range of regions, and more diverse variables to provide a more comprehensive picture of the factors influencing MSME product sales.

CONCLUSION

This study concludes that social media and packaging have a significant influence, both partially and simultaneously, on increasing sales of MSME Tempoyak Mak Syalu in Palembang City. Social media has proven effective in increasing visibility and interaction with consumers, while packaging plays a crucial role in creating an attractive visual impression and increasing buyer confidence. When these two strategies are implemented simultaneously, a stronger impact on sales is obtained, so that the integration of digital marketing and packaging innovation becomes a key strategy that can strengthen the competitive position of MSME tempoyak in the local market.

Practically, the research findings imply that the MSME Tempoyak Mak Syalu needs to optimize its use of social media with more creative, consistent, and informative content, and to continuously improve its packaging design and quality to strengthen its identity. Theoretically, this research enriches the literature on digital marketing and packaging innovation in the context of traditional products, particularly tempoyak, which has not been widely researched. This research also confirms that the combination of digital and visual strategies plays a crucial role in enhancing the competitiveness of MSMEs in the era of technology-based marketing.

This study has several limitations, including a sample size of 100 respondents, a focus on Palembang City, and a cross-sectional design that cannot measure long-term changes in consumer behavior. Future research is recommended to involve a larger sample size, cover a wider area, and consider other variables such as price, product quality, and consumer loyalty to obtain a more comprehensive picture. Future research could also use mixed methods or longitudinal approaches to obtain more in-depth and accurate results.

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