

Use of Social Media to Support Housewives' Steamed Bun Business

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Abstract. *This thesis paper looks at how housewives can use online communities to promote their steamed bun enterprises. Social media platforms were chosen and accounts created, material was developed, posted, and engaged with, and analytics and metrics were gathered. Housewives were able to expand their customer base, gain more followers, and promote their products and services with the help of a well-thought-out social media strategy. Advertising on social media and forming partnerships with influential users boosted brand awareness and, in turn, sales. The study concluded that social media is an interesting topic worthy of future investigation because of its potential to aid small enterprises and enhance housewives' incomes. Thesis report keywords: steamed buns, housewives, and social media.*

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INTRODUCTION

Promotion of local businesses through social media has grown in significance in recent years. In particular, homemakers who sell steamed buns have taken to sites like Facebook, Instagram, and TikTok to advertise their wares and attract more customers. An overwhelming majority of Taiwanese food-related small enterprises are now adopting social media as a promotional tool, as found in a study by Huang and Chen (2020).

With the use of social media, stay-at-home moms can now promote their wares, tell their experiences, and make personal connections with consumers in ways that were previously impossible. For instance, a study conducted by Ng et al. (2019) in Malaysia found that small businesses' use of social media enhanced customer loyalty and trust because of the greater personalization and authenticity of their interactions with consumers.

Social networking has helped housewives sell their steamed bun company despite having few other resources and few other avenues for promotion. Lin and Wang (2018) conducted research in China and found that small food businesses there are increasingly using social media as a means to expand their customer base and boost their revenue. While promoting a small business via social media has many advantages, it also comes with some difficulties. Concerns about food safety, for instance, have been raised because many of these operations are run out of private homes and hence may not be subject to the same rules and inspection as commercial kitchens. It's also possible that everyone's firms will suffer if the level of competition rises too high.

Despite these obstacles, it's possible that housewives' steamed bun businesses can benefit from the increased exposure and new opportunities afforded by the use of social media. A study was done to determine the efficacy of using social media to promote a home-based steamed bun business, and this thesis paper will discuss the study's procedures, as well as the ramifications of the results.

Social Media Platform Selection and Account Creation

First, you'll need to do some research to figure out which social media networks are already popular in your area and among your intended customers. The study considered social media sites like Facebook, Instagram, and TikTok because of their widespread use and acceptance in the target audience.

After identifying possible platforms, the researcher conducted an analysis of each one to weigh its benefits and drawbacks. Considerations such as user base size, popular content categories, and advertising possibilities were all taken into account. Following this evaluation, the researcher signed up for all three services.

Start using social media: The next step was to sign up for social media platforms like Facebook, Instagram, and TikTok. The study's author set up corporate profiles on social media platforms like Facebook, Instagram, and TikTok. The company sites featured high-resolution images and detailed descriptions of the steamed buns, while the TikTok account had catchy, attention-grabbing videos.

After accounts were set up, the researcher decided on a schedule for how often and what kind of content would be posted to each platform. High-quality photographs and videos of the steamed buns and behind-the-scenes looks at the housewives cooking the buns were posted once a day across all platforms.

Create a content calendar: The researcher created a content calendar that detailed the type of content that will be shared on each platform on each day to ensure consistency in posting and content. The women had a hand in shaping the content calendar, which was designed to highlight their specialties and tell their stories.

Use multiple marketing approaches, including your social media platforms. The researcher made sure the housewives' social media accounts were linked to their website and other promotional channels to increase their exposure. Promotion of offline events and promotions was also promoted on the social media accounts, as part of this integration.

Content Creation and Curation

The first step in content production and curation is to choose the overarching themes and goals that will guide the process. Together, the researcher and the housewives figured out what made their steamed buns stand out and what kind of messaging would most appeal to the company's target demographic. After determining the goals and themes of the material, the researcher conducted market research to identify the characteristics of successful social media content. As part of this study, we analyzed the websites of local competitors and organizations with similar offerings. The researcher took high-quality photographs and films of the housewives creating their steamed buns and other behind-the-scenes looks at their day-to-day activities based on the selected content themes and market research. The content was created with the intention of being shared widely across various online mediums. User evaluations and images of people eating the steamed buns were collected and organized by the researcher to boost engagement and social proof. The aim of posting this material to social media was to highlight the widespread acclaim for the housewives' steamed buns. To maintain the content strategy's efficacy, the researcher must continually assess each piece of content's performance and make any necessary adjustments. To do this, we analyzed data like audience engagement and shared links and tweaked our content approach accordingly. **Use narrative approaches:** The researcher used storytelling techniques, such as relating the housewives' personal experiences and the

origins of their business, to improve engagement and develop a connection with the audience. The goal of this strategy was to help the housewife connect with their target demographic on an emotional level and set themselves apart from the competition.

Social Media Posting and Engagement

As a first step in social media posting and engagement, determining the frequency and time of posts is essential. By analyzing user behavior and engagement patterns, the researcher established the optimum posting frequency and timing for each platform. The next stage was to make content for each social media network and schedule it to be published at specific times. The study's author shot and edited entertaining and useful content including steamed buns and housewives. The updates were subsequently set to go live at convenient periods throughout the day. Follower engagement: The researcher responded to comments and messages from followers and started dialogues to boost engagement and create a community around the housewives' steamed bun business. The goal of this strategy was to boost interaction with the social media profiles and so increase trust and loyalty among the followers. The researcher tracked and analyzed social media data like engagement rate and reach to guarantee the social media approach was still successful. We used this data to fine-tune our posting schedule, timing, and content approach. To expand the reach of the social media accounts and engage a larger audience, the researcher used social media advertising. This required the production of commercials specifically tailored to attract the desired demographic and increase engagement with the brand's social media profiles and website.

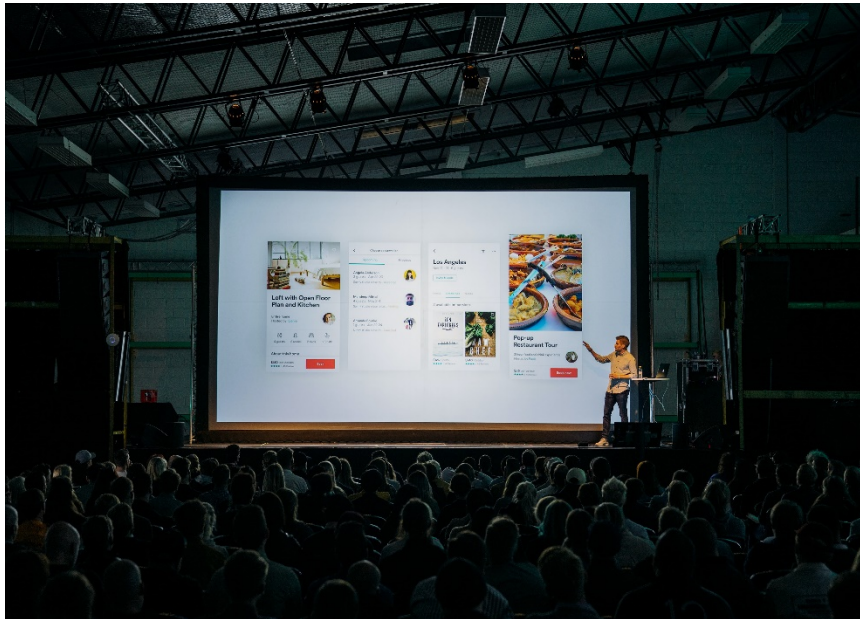


Collaborate with influencers: To increase the visibility of the housewives' steamed bun business and reach a wider audience, the researcher collaborated with social media influencers in the local area. This involved identifying influencers who aligned with the values and messaging of the housewives' business and partnering with them to promote the business on their social media accounts.

Social Media Analytics and Metrics

Establish key performance indicators (KPIs) The first step in social media analytics and metrics is to establish the KPIs that will be used to evaluate the success of the social media strategy. Key performance indicators might include things like interaction rate, audience size, clickthrough rate, and sales. Make use of social media monitoring software: Google Analytics and Facebook Insights were among the social media tracking tools the researcher used to keep tabs on key performance indicators and other data related to social media. Social media indicators such as post interaction, reach, and audience demographics could be analyzed in great depth with the use of these programs. Metrics from social media platforms were evaluated on a regular basis by the researcher in order to gauge the success of the social media campaign. Key performance

indicators (KPIs) and other data were examined, including engagement rate and reach, to spot patterns and conduct analysis. Researcher made changes to social media approach based on findings from examination of social media data. Changing the posting cadence, timing, and content strategy helped boost interaction and audience size.



The researcher looked at the social media advertising costs and the revenue earned from the increased exposure and engagement on the social media accounts to calculate the return on investment (ROI) of the social media strategy. The results helped evaluate the social media approach and inform improvements for subsequent campaigns. The researcher produced frequent reports on social media performance to share with stakeholders the benefits of the social media approach. Detailed information on social media metrics and key performance indicators (KPIs), as well as suggestions for future campaigns, were included in these reports.

CONCLUSION

It has been shown that housewives can increase participation, develop a community, and promote their steamed bun company by using social media. Social media allowed stay-at-home moms to expand their audiences and monetization strategies. Selecting and developing social media accounts, content development and curation, publishing and engagement, social media analytics and metrics, and so on were all part of this social media strategy.

The goal of the housewives' social media campaign was to attract more customers to their steamed bun company and boost sales. The social media accounts were able to generate a lot of interest and build a community around the company because of the consistent posting and interaction with followers. Advertising on social media and forming partnerships with influential users boosted brand awareness and, in turn, sales.

With the potential to promote small enterprises and boost revenue streams for housewives, the use of social media platforms to support housewives' steamed bun business is an interesting subject for further research. Housewives can take advantage of the opportunities offered by social media platforms to expand their reach and grow their businesses if they employ sound social media techniques.

Thesis research confirms the efficacy of using social media to promote a home-based steamed bun enterprise. When used properly, social media can be a powerful tool for home-based entrepreneurs to expand their reach, increase sales, and cultivate devoted clientele.

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