

UTILIZATION OF SOCIAL MEDIA PLATFORMS IN DIGITAL MARKETING OF GYOUJEONG KOREAN STREET FOOD MSMEs IN MALANG

Nabella Mutiara Bintang, Puteri Araminta Efendi, Rizki Dwi Prayudha, Rizki Ian Anggara, Shima Qur-
anna, Novrida Qudsi Lutfillah

Malang State Polytechnic, Jl. Soekarno Hatta No. 9, Jatimulyo, Lowokwaru District, Malang City, East
Java, 65141, Indonesia

nabellamutiarabintang@gmail.com, puteriefendi11@gmail.com, rizkiprayudha@gmail.com,
anggaaja45405@gmail.com, ss7568621@gmail.com, novrida@polinema.ac.id

ABSTRACT

The purpose of this study is to analyze the use of a management information system (MIS) in social media marketing activities at Gyoujeong MSMEs in Malang City and to identify the benefits and challenges faced in implementing MIS for digital marketing. This study uses a qualitative descriptive approach with data collection techniques including interviews, observation, and documentation. The results show that Gyoujeong's digital marketing strategy of updating creative content on Instagram and TikTok is effective in increasing brand awareness, customer loyalty, and promotional efficiency. Collaboration with content creators and student video reviews are also key supporting factors for this success. However, challenges remain, such as limited digital infrastructure and online reputation risks. These findings are expected to serve as a practical reference for other MSMEs in optimizing social media as part of their marketing strategy.

Keywords: MSMEs; Digital Marketing; Social media; Management Information System.

INTRODUCTION

Management Information Systems (MIS) have become a crucial component in organizational management in the digital era. MIS functions not only as a tool for recording and processing data but also as a decision support system that can improve the efficiency and effectiveness of business processes. Ritonga & Firdaus (2024) stated that MIS plays a crucial role in managing information and business processes within a company to support decision-making in this digital era. In an era of rapidly developing digitalization, the existence of MIS is becoming increasingly important, especially in the marketing sector. The implementation of marketing information systems allows MSMEs to identify consumer behavior, reach new markets, and develop appropriate communication strategies. This role of MIS is particularly relevant amidst the digital transformation that demands businesses adapt to changing consumer behavior, which is increasingly connected online through social media and other digital platforms.

Social media is one of the applications of MIS in marketing, providing broad access for businesses, including MSMEs, to reach consumers in an efficient and interactive manner. According to Vera Maria et al. (2024), social media such as Instagram, Facebook, TikTok, and WhatsApp Business have been utilized by MSMEs in Serang City to build stronger customer relationships, increase visibility, and reach a wider market. The implementation of MIS in the form of a digital marketing strategy through social media not only provides efficiency in promotional costs but also accelerates the communication and feedback process between businesses and customers. In line with this, Maulia et al. (2024) stated

that MSMEs need to improve their digital competencies to assist in business development so that their products are ready to be marketed and distributed in the global market. Another study by Rahayu and Day (2017) also revealed that digitalization of marketing through social media platforms plays a crucial role in increasing the competitiveness of MSMEs amidst global competition.

The Gyoujeong Korean Street Food MSME in Malang City is one of the business units that has actively implemented a digital marketing strategy through social media. This MSME uses Instagram and TikTok as promotional media, and collaborates with content creators and students to expand their business reach. Based on the results of an interview with the MSME owner, Nadia Putri Haditika, it was found that the use of social media provides many benefits such as increased profits, brand awareness, and customer loyalty. In addition, the GoFood, GrabFood, and ShopeeFood platforms are also used to reach a wider consumer base through an online ordering system. This strategy shows that the Gyoujeong MSME has effectively adopted a digital-based marketing SIM as part of a business innovation relevant to the current information technology era.

The selection of the Gyoujeong MSME as the research object was based on several reasons. First, this MSME is one of the culinary entrepreneurs that is quite active in utilizing social media for its marketing activities. Second, the business's location in the center of Malang City provides strategic value for business growth potential. Third, Gyoujeong's digital marketing approach can serve as a relevant practice model for other MSMEs seeking to optimize their marketing information systems. Furthermore, its active participation in digital content production, the involvement of third parties such as content creators, and the use of design applications like Canva demonstrate a fairly mature integration between technology and marketing at the MSME scale.

Based on the description above, the purpose of this study is to analyze the use of management information systems (MIS) in marketing activities through social media at the Gyoujeong MSME in Malang City. Furthermore, this study aims to identify the benefits and challenges faced in implementing MIS for digital marketing. It is hoped that the results of this study can provide an understanding of the role of MIS in supporting MSME marketing activities and serve as a practical reference for other MSMEs who want to optimize social media as part of their marketing strategy.

RESEARCH METHODS

Types of research

The author used a qualitative research approach and type of research. The research conducted by the researcher was descriptive qualitative. Descriptive research studies problems in society, as well as prevailing procedures in society and certain situations, including relationships, activities, attitudes, views, ongoing processes, and the influences of a phenomenon. This qualitative descriptive research is in the form of information, not numbers or calculations.

Place and Time of Research

In this study, the researcher chose the Gyojeong Korean Street Food MSME in Malang City as an object to find out about the marketing information system of the Gyojeong Korean Street Food MSME in Malang City. This research was conducted in May 2025 at Jl. Cianjur Behind the Heroes' Cemetery, Penanggungan, Klojen District, Malang City, East Java 65113.

Data Types and Sources

The data types and sources used in this study are primary and secondary. Primary data was obtained through direct interviews with informants, while secondary data was obtained from several research journals and the social media accounts of the Gyojeong Korean Street Food MSME.

Method of collecting data

1. Interview

Researchers conducted both direct and indirect interviews with the owner of the Gyojeong Korean Street Food MSME. The informant in this study was Nadia Putri Haditika, the owner of the MSME and a thorough understanding of all its processes.

Researchers conducted an interview with the owner of Gyojeong Korean Street Food for approximately 1 hour by asking several questions:

- a. What about the history of the business you are currently running?
 - b. Can you explain about your business/enterprise and what products are marketed?
 - c. Do you market your products online? If so, what apps do you use? Or are you promoting them on specific social media platforms? And do you have an offline store?
 - d. What payment methods are available for sales transactions? Cash, Qris, or e-wallet?
 - e. What application do you use to create brochures or logos?
 - f. What are the advantages/benefits of selling using these applications?
 - g. Are there any particular challenges/problems/weaknesses you have faced?
2. Observation
- Researchers also conducted observations related to the Gyojeong Korean Street Food UMKM through several of its social media accounts, namely as follows:
- a. Instagram: gyoujeong.id
 - b. Tik Tok: Gyoujeong Korean Street Food @gyoujeong
 - c. Gofood, GrabFood, ShopeeFood: Gyoujeong Korean Street Food Malang
 - d. Order via WhatsApp: 089506012460
3. Documentation
- Researchers use several references from research journals that are relevant to this research.

Data Analysis Techniques

This study uses qualitative descriptive analysis. The data analysis process is as follows.

1. Data collection
Collecting data through a direct interview process with the owner of the Gyojeong Korean Street Food MSME and conducting observations and documentation through the Gyojeong Korean Street Food MSME social media account.
2. Data Reduction
Identifying data by selecting and selecting relevant data related to the marketing information system at the Gyojeong Korean Street Food MSME. This data includes marketing data.
3. Data Presentation
Data presentation uses narrative text, tables, and images to make it easy to understand, thus producing conclusions.
4. Conclusion
Drawing conclusions is the final stage of qualitative data analysis research which involves interpreting data that has been reduced and presented from the research results at the Gyojeong Korean Street Food MSME.

RESULTS AND DISCUSSION

Objects and Business Fields

Gyoujeong Korean Street Food is one of the Korean food MSMEs in Malang. This MSME offers a variety of dishes, including Korean specialties. It offers a comfortable dining environment and friendly service. Its affordable prices make it a popular culinary destination in Malang.

A Brief History of Gyoujeong Korean Street Food

Gyoujeong Korean Street Food was first established in 2021 in Malang City. This business began with the owner's interest in Korean culture, particularly in the culinary sector, which was then widely popular in Indonesia, especially among young people. From there, the idea arose to open a Korean food business that could be enjoyed at affordable prices while still offering authentic flavors. Initially, the business was run simply from home, selling several popular dishes such as gimbap, tteokbokki, and dakgangjeong. Everything was prepared in-house, from blending the spices to the cooking process. Some raw ingredients that were difficult to find in local markets were purchased online, while the rest were prepared in-house to suit the tastes of consumers in Malang. The initial capital was also relatively minimal, but thanks to support from friends and the surrounding community, the business gradually became well-known. The name "Gyoujeong" itself was chosen to convey a strong Korean impression, so that it would be immediately recognizable as a typical Korean culinary brand.

Digital Marketing

Digital marketing enables all types of businesses, including MSMEs, to communicate with customers anytime and anywhere. The primary reasons for digital marketing are easy internet access, numerous benefits, and affordability, enabling MSMEs to leverage it as an effective strategy to expand their market reach.

In line with digital marketing principles, Gyoujeong utilizes social media, particularly Instagram, as its primary promotional channel. They also collaborate with content creators to expand their audience reach and promote their products through videos. Furthermore, Gyoujeong actively promotes itself in WhatsApp groups for business owners and collaborates with students to promote their products. While focused on the digital realm, Gyoujeong also has a physical store. *offlinewhich* is located on Jalan Cianjur, Malang.

For transactions, Gyoujeong offers various digital payment methods, such as QRIS and e-wallets, in addition to cash. For visual branding, they use Canva to design logos and brochures, demonstrating the comprehensive use of technology in business operations.

The Importance of Digital Marketing

Digital marketing through social media offers the benefit of easily reaching customers and is highly beneficial because it makes it easier for them to find the products they need. MSMEs are a key pillar of the country's economy due to their crucial role in strengthening and expanding Indonesia's economic development.

For Gyoujeong Korean Street Food, using digital apps for selling has provided many benefits. *So, the benefit is that we definitely get a profit from our sales and we also get branding where people will also know the name of our business, what we sell.*" This statement shows that Gyoujeong not only achieved financial benefits, but also strengthened brand awareness.

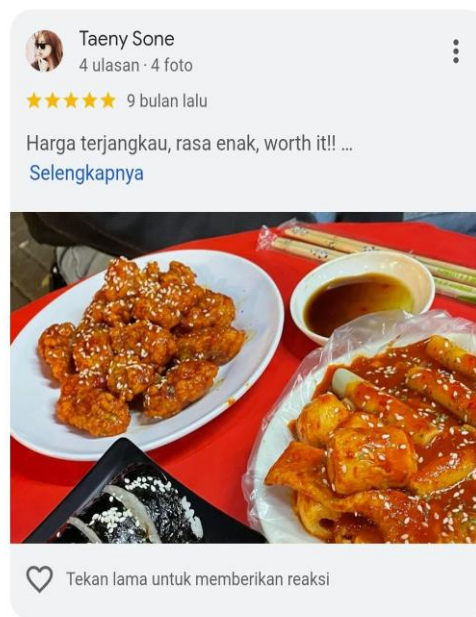
Furthermore, these positive impacts include an increase in the number of customers and a positive perception of product quality, where "our food will be considered delicious by customers, and our products will also be remembered by students or other customers." This shows that digital marketing allows Gyoujeong to build customer loyalty and gain sustainable recognition in the market. In short, "So, thank God, the benefits are many."

Consumer Behavior in the Digital Era

Digital marketing utilizes interactive technologies such as websites, email, social media, and other digital platforms to establish direct communication between sellers and buyers. For modern consumers, this means easy access to information, fast service, and the convenience of interacting with products and brands, including local brands like Gyoujeong MSME.

a. Consumer Preference for Fast and Accurate Information

Digital-age consumers want to access information quickly. Gyoujeong, an MSME specializing in Korean culinary arts, can leverage social media or marketplaces to display menus, prices, testimonials, and locations. This aligns with consumer behavior, which prefers to "search and compare" before purchasing from a restaurant. One customer testimonial can be seen in Figure 1.



Picture1Gyoujeong Product Testimonial

b. The Need for Interaction and Engagement

Today's consumers favor brands that are active and responsive. By leveraging digital marketing, Gyoujeong MSME can interact directly through Instagram, WhatsApp Business, or TikTok, responding to questions, receiving feedback, and offering promotions. This builds emotional connections and increases customer loyalty.

c. Trend of Buying Online

Many consumers now prefer to order food online. Gyoujeong can utilize platforms like GoFood, GrabFood, and ShopeeFood to facilitate online ordering. Digital marketing allows Gyoujeong to reach customers beyond the physical store, even during closed hours.

d. The Importance of Reviews and Social Proof

Digital consumer behavior is heavily influenced by reviews and ratings. Gyoujeong should encourage customers to leave positive reviews on Google, social media, and food ordering apps. This strategy can strengthen the trust of new consumers.

Utilizing Social Media for MSME Marketing

Gyojeong, a Korean culinary business, has utilized social media as a primary means of promotion and customer engagement. Gyojeong uses platforms like Instagram and TikTok to share visual content in the form of food photos, behind-the-scenes kitchen videos, customer reviews, and creatively promote new menu items. This perfectly aligns with the characteristics of social media, which is not static but interactive and engaging, as exemplified by the content shown in Figure 2.



Picture2. Gyoujeong Korean Street Food UMKM Content

Gyoujeong has benefited from social media, as with minimal promotional capital, they can reach hundreds to thousands of potential customers with just one engaging content post. Beyond just promotions, Gyoujeong is also adapting to today's digital consumer behavior, which places a high premium on personal experiences and preferences. Consumers not only want to choose food that suits their tastes, but also want to see reviews from other customers, get menu recommendations, and sometimes even interact through comments or polls created by Gyoujeong on Instagram Stories. With this digital strategy, Gyoujeong not only builds brand awareness but also creates an active and loyal customer community. Consumers feel involved and valued, thus creating a strong relationship between the brand and its customers.

Challenges and Obstacles Faced by MSMEs

In practice, utilizing social media as a marketing tool doesn't always run smoothly, including for the Gyoujeong MSME in Malang City. Despite social media's significant potential for reaching a broad market, MSMEs still face various obstacles that hinder the optimization of this digital strategy. These issues can be categorized into two main factors: internal and external.

1. Internal Factors (Lack of Digital Technology Knowledge)

One of the internal challenges faced by Gyoujeong's managers was limited digital knowledge and skills, particularly in social media management. Gyoujeong's MSMEs had difficulty creating engaging visual content, such as mouth-watering product photos or promotional videos that could increase customer engagement.

Many other MSMEs in the surrounding area also experience similar obstacles, such as:

- Don't understand how to download or install the supporting application.
- Don't know how to upload content to Instagram or TikTok.
- Confused about post scheduling strategies or effective hashtag usage.
- Minimal understanding of social media account security and digital financial literacy.

This forces Gyojeong to continue learning and adapting to be able to compete in the dynamic digital world.

2. External Factors (Infrastructure Limitations and Digital Security)

Although Malang is considered a large city, some surrounding areas still have limited or unstable internet access. If Gyojeong wants to open a small branch or reseller system in these areas, limited digital infrastructure could pose a challenge to managing social media-based communications and marketing.

Furthermore, concerns about the security of personal data and business accounts also pose a challenge. Anxiety about potential account hacking, digital fraud, and data misuse makes some MSMEs hesitant to actively use social media to its full potential.

Weaknesses of Digital Marketing

Although digital marketing has become a trend and an efficient solution for Gyoujeong MSMEs in marketing products, digital marketing has several weaknesses in optimizing digitalization.

1. Dependence on Digital Infrastructure

MSMEs like Gyoujeong face challenges when ingredient supplies depend on the availability of online vendors. For example, when an order for tteokbokki ingredients is late, the product cannot be sold. This poses the risk of delivery delays, which can impact the continuity of the menu.

Interview Transcript

"When I order ingredients online, they sometimes arrive late. If that happens, we can't sell tteokbokki."— Nadia Putri Haditika

2. Negative Risks of Digital Reputation

Digital marketing has an open side. Customers can leave negative reviews directly on social media. Once a digital reputation is tarnished, it's difficult to repair, and this can impact market trust.

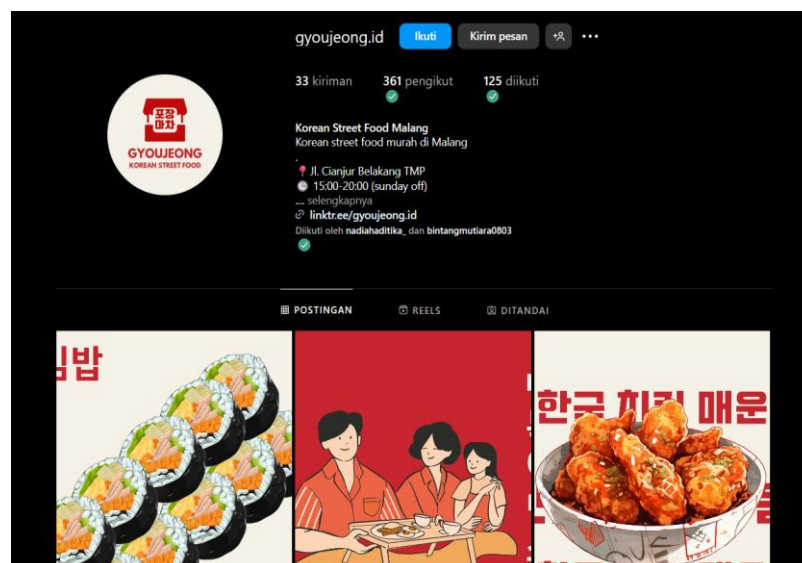
3. Digital Literacy Gap

MSMEs that aren't digitally literate will struggle to compete. This forces Gyoujeong MSME to adapt and learn digital knowledge and skills, particularly in social media management.

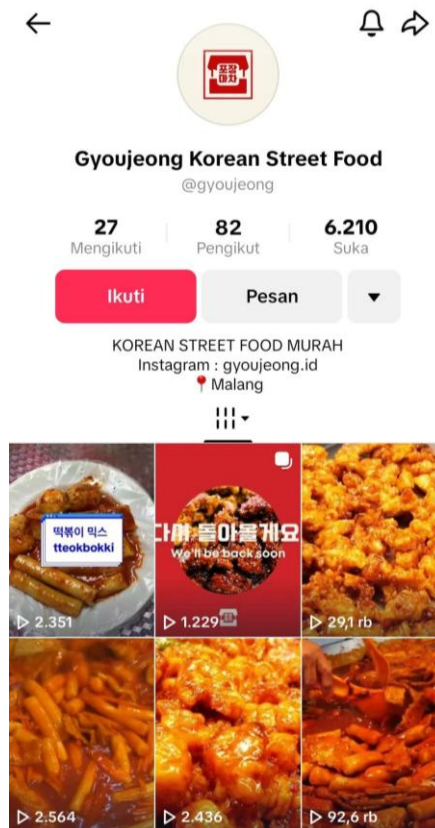
4. A rapidly saturated market

Because social media is open and easily accessible, the strategies used by MSMEs are easily copied. This leads to intense competition and quickly leads to consumer boredom with monotonous content. Therefore, Gyoujeong MSME must continue to innovate.

Effective Social Media for Marketing Gyoujeong Korean Street Food MSMEs



Picture3. Social Media Instagram UMKM Gyoujeong Korean Street Food



Picture4. Social Media Tiktok UMKM Gyoujeong Korean Street Food

Based on Figures 3 and 4, Gyoujeong has identified and implemented the most relevant social media platforms for its target market, namely young people and students in the Malang area. Based on observations and interviews, the most effective social media platforms are:

1. Instagram
This platform is used to showcase product visuals, promote promotions, and build brand image. The aesthetics of the content are paramount. The feed features engaging food photos, customer testimonials, and discount information.
2. TikTok
TikTok is used to create short-form video content that's funny, informative, and trendy. This strategy directly reaches the Gen Z market. With TikTok's algorithm favoring viral content, Gyoujeong's popularity increased significantly.
3. WhatsApp
WhatsApp is used to receive orders directly from customers, and also to spread promotions through internal groups and student communities.
4. Content Creator & Word-of-Mouth



Picture5. Endorse Review Content Creator

As seen in Figure 5, the owner also partners with students and local influencers to promote the product through their accounts. As Nadia explained, "We hire content creators, and we also connect with students, who also promote our food." This strategy has proven to expand market reach without significant costs.

Evaluation of the Impact of Social Media Utilization on the Development of Gyoujeong Korean Street Food MSMEs

Gyoujeong's use of social media has had a clear and measurable impact on the development of her business. This impact can be seen in four main aspects, as shown in Table 1.

Table1. Evaluation of the Impact of Social Media on Gyoujeong Korean Street Food MSMEs

Aspect	Impact Felt	Information
Sale	Increase	Orders via GoFood, GrabFood, ShopeeFood, and increased traffic via IG/TikTok
Brand Awareness	Increase	Gyoujeong's name began to be widely known in the Malang student community.
Customer Relations	Closer	WhatsApp and social media are used for personal communication and fast response

Aspect	Impact Felt	Information
Promotion Cost Efficiency	Economical	No need for print promotions; just digital content and the help of promoters

Table 1 shows that social media is not only a promotional tool but also serves as a two-way communication tool that strengthens customer loyalty. With minimal promotional costs, Gyoujeong was able to achieve high visibility and expand its customer network without having to open new branches.

CONCLUSION

The Gyoujeong Korean Street Food MSME uses a social media-based management information system to improve business performance. They utilize social media platforms like Instagram, TikTok, and WhatsApp to increase sales, brand awareness, and customer loyalty. Collaborating with content creators and students can also help expand market reach. Challenges include reliance on digital platforms and online reputation risks.

Gyoujeong's success in integrating online and offline strategies and collaborating with content creators and students has impacted her business. By optimizing social media, MSMEs can improve their business performance. These findings can be used as a reference for implementing MIS in MSMEs in Indonesia and can be used as a practical framework for other culinary MSMEs.

These limitations can open up opportunities for further study. Further studies could also be conducted on social media marketing for MSMEs or the impact of digital marketing strategies on local economic growth.

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