



Implementation of Marketing Strategy Through Social Media for Increase Quality as well as *Engagement* to Mr. Oluak

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Abstract Mr Oluak is a food stall that provides dishes such as oysters and fried prawns covered in egg and flour. These dishes are inspired by Singaporean cuisine which is commonly known as Oluak / Fried Oyster. For the last 3 years the owner Mr. Oluak grows gradually, starting from product evaluation to employee training so that it can produce products that are more delicious and better known to the local and international community. Mr Oluak is located at HU Foodcourt , Batam Centre. One of the main problems faced if you don't have a strong brand and unique taste is the large number of competitors in the same field. With the increasing operational complexity of Mr. Oluak began to realize the importance of having a more structured and integrated marketing strategy. Therefore, it is hoped that the implementation of this marketing can help overcome existing problems.

Keywords: Mr. Oluak, Marketing Strategy, Food.

INTRODUCTION

Mr Oluak is a food stand that provides dishes such as oysters or fried shrimp coated in egg and flour concoction, the dish is inspired by Singaporean cuisine commonly known as *Oluak / Fried Oyster* . Over the past 3 years the owner of Mr. Oluak has grown exponentially gradually, starting from product evaluation to employee training so that it can produce more delicious products. and better known by local and international communities. Mr. Oluak is located at HU *Foodcourt* , Batam Centre, Batam City, but the branch First Mr. Oluak is located right in Nagoya *Foodcourt* . With location strategic This his hopes can the more easy known by public.

Mr. Oluak has operational hours starting at 16.00 - 00.00 WIB. Internal management activities are usually in the form of inventory management. and checking the required stock. Mr. Oluak also emphasized the importance of sustainable and ethical production practices, ensuring all products are made with clean hands and attention to detail to maintain the taste.

One of problem main issues faced If No own strong brand and unique taste is the amount rivals in the same field (Jatmiko , 2022). With increasing complexity Mr. Oluak's operations , then Mr. Oluak start realize importance own strategy more marketing structured And integrated (Meisyaroh et al, 2024). By Because that , implementation marketing This expected can help overcome existing problems (Fawzi et al., 2022). Objectives main of social media marketing strategy implementation project like *Instagram*

to Mr. Oluak is to improve quality and *engagement* (Syahputro, 2020) (Maulana & Dewi, 2021). Use of *GrabFood* And *QRIS* will also be used to improve marketing strategies (Sudyantara, 2021) and review opportunities (Listiyono et al., 2024).

METHOD

The data collection techniques used in this activity include several methods to obtain data that supports research and implementation. Conducting a survey through interviews with business partner owners in an effort to obtain more detailed information regarding the needs of business partners (Sugiyono, 2019). Then conducting observations related to Mr. Oluak with efforts to improve quality and *engagement*. The results of the data collection show that Mr. Oluak's marketing strategy still requires a system. Which right to increase sales and a more efficient system.

RESULTS

Design external activity For Mr. Oluak has designed with the results of discussions with the owner Mr. Oluak which aimed to resolve the problem main of the partners. The first step, implementing the system sales through *online applications* such as *GrabFood* where the application can be accessed anytime or *in real-time*. Then, continue by creating a *QRIS account* to facilitate digital payments. Then, implement a marketing system through the *Instagram application* to be known to more people.

After designing the output of activities that focus on the marketing system, the next step will be continued, namely the implementation of the *GrabFood application*, creating a *QRIS account* and improving *the image* on *Instagram* which is equipped with *step-by-step instructions* for doing so. the steps above.

The output implementation process that has been carried out through several stages that have been designed is as follows:

1. Implementing application *GrabFood* : On stage beginning, Mr. Oluak just accept order through *offline store*. Then, For make it easier customers then the *GrabFood application is implemented*. The *GrabFood application* can also create attractive promotions so that customers get more profitable prices. In addition, financial reports are also recorded in the application's income history.
2. *QRIS* account creation : Account *QRIS* is very much needed for digital payments. *QRIS* is also more widely used because it is safer.

3. Implementation of marketing system through *Instagram* : In today's era, *Instagram* has a big impact on many people. Therefore, Mr. Oluak endorses *influencer* For promote menu sale Mr. Oluak so that better known to more people and improve the quality and *engagement* of Mr. Oluak.
4. Staff Training: After Implementation, the Author has done a presentation as well as after presentation Also done practice in a way *real time* so that *Staff* can ask directly if there is something they don't understand.

After all over process implementation activity on partner Already carried out, operational activities, especially for partner marketing activities, run smoothly And channel work Which minimize existence *human error* . From initial stages such as creating a *GrabFood account* , digital payments such as *QRIS* and marketing via the *Instagram application* .

CONCLUSION

All implementation activities for Mr. Oluak's partners showed positive results, after the implementation of *GrabFood account creation* , digital payments like *QRIS* as well as marketing through application *Instagram* Also showed positive results. This implementation also increased sales figures. Overall, the results of the implementation process to Mr. Oluak's partners This succeed get solution For problem Which partner face it And achieve the set goals.

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