

Use of Social Media in Increasing the Socio-Economic Growth of Traders

Farah Adzraa Isty^{1*}

¹ Faculty of Social and Political Sciences, Universitas Sumatera Utara, Indonesia

ARTICLE INFO

Keywords: Social Media, Street vendors, Economic grow

Received: 5 January 2025

Accepted: 10 January 2025

ABSTRACT

Social media serves as an efficient promotional tool for culinary street vendors, offering economic benefits and broad visibility. Despite many vendors struggling to leverage social media effectively, some have successfully increased their business visibility and gained more customers in their local areas. Commonly used platforms include WhatsApp, Facebook, and Instagram, enabling vendors to attract consumer attention, generate interest, and ultimately drive purchases. This research, conducted on street vendors along Jalan Dr. Mansyur Medan, employs a descriptive qualitative approach. Data collection methods include literature reviews, observations, interviews, and documentation, with data analyzed through reduction, presentation, and conclusion stages. Findings indicate that social media use significantly boosts sales and positively impacts vendors' income. While earnings remain moderate, they suffice to meet basic needs such as food, clothing, and housing costs. Many vendors also save a portion of their income and maintain strong social connections with peers. The study highlights social media's role in fostering socio-economic growth among street vendors.

©2025 The Author(s): This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



*Corresponding Author: Farah Adzraa Isty

Email: farahadzraa2001@gmail.com

1. INTRODUCTION

The survey results of the Indonesian Internet Service Providers Association (APJII) released in January 2023 noted that internet penetration in Indonesia has reached 78.19% or 215,626,156 people from a total population of 275,773,901 people. Based on provincial categories, the highest is in Banten with 89.10% and followed by DKI Jakarta with 86.96%. Urban areas account for 77.36% of the total population in urban areas and rural areas account for 79.79% of the total population in rural areas. Judging from the gender category in Indonesia, men are 79.32% of the total male population, while women are 77.36% of the total female population (Bisnis.com, 2023). This data proves that the internet has become an important part of everyday life, no longer limited to business interests, but has penetrated into personal and socio-cultural affairs. The internet is no longer even the dominance of the upper and middle class, but has also entered the lower class community from urban to rural areas. In today's digital era, marketing strategies require a website-based digital marketing system and social media. Marketing activities include product introduction, branding, and transactions through digital media. Marketing via digital marketing aims to expand and develop the marketing concept itself so that customers and buyers are able to communicate on a global scope, and change the way of doing business with customers (Rahmawati (2016; 32).

The era of social media encourages the use of digital internet systems to grow rapidly among the lower middle economic class. There are many kinds of social media such as: social networks (facebook, Linked-In, WhatsApp, Line, Instagram), personal social networks (yammer, social cast, jive), content sharing sites (YouTube, flicker). In addition to facilitating relationships between users, social media makes communication cheaper between users (Zarrella, 2010;2). For street vendors, especially in Medan City, social media can be a means to facilitate the promotion of the goods or services they offer. In choosing social media as a new promotional media, it is seen from its content. According to Mayfield (2008:5) social media has functional aspects including participation, openness, conversation, community and connectedness.

2. METHODOLOGY

This type of research is descriptive research. Descriptive research is a type of research conducted with the aim of describing and describing the objects and phenomena under study (Siagian, 2011; 52). The approach of this research is a qualitative approach, namely by examining data that begins with examining all available data in various data sources collected, studying data, analyzing, compiling in a unit. Qualitative research does not require making generalizations from its research, therefore qualitative research does not have populations and samples (Suyanto & Sutinah, 2008: 171).

So this research is a type of descriptive research with a qualitative approach. By using this type of descriptive research, researchers know the extent to which social media contributes to the socio-economic growth rate of street vendors (PKL).

3. RESULTS & DISCUSSION

3.1 The role of social media as a marketing medium for street vendors in the Dr. Mansyur Medan street area

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords and social networks or social media (Sanjaya & Tarigan, 2009: 47). Social media as a type of digital marketing provides an opportunity to interact more closely with consumers and can build a deep interest (Puntoadi, 2011: 5).

Social media is a means for producers and consumers to know and share text, images, video and audio information with each other and vice versa (Phillip Kotler & Keller, 2012: 568). Some examples of social media applications according to Puntoadi (2011: 34) include: Facebook, WhatsApp, Youtube, Line, Youtube, Instagram, and Twitter.

3.2 Types of Social Media Used by Street Vendors

Street vendors in the Dr. Mansyur Medan street area as key informants in this study have been able to use social media as a promotional tool to introduce culinary products in the hope that many people will know and eventually become customers. The types of social media used are: WhatsApp, Facebook, and Instagram. As stated by the key informant that the reason for using WhatsApp is because it can connect with friends or other relatives, while the reason for using Instagram is because it can promote and share with friends who are on Instagram and also promote their sales. While Facebook users say the reason is because many of their friends are on Facebook so they can share and introduce the culinary products they sell.

The utilization of WhatsApp, Facebook, and Instagram social media by street vendors as a promotional tool is carried out every day by street vendors by posting culinary products that are sold and some even edit customer photos to the homepage or story, so that relatives or other people can see and know about it. Another thing that researchers found, that to use social media they get by learning by themselves and some are helped by friends or relatives.

What is done by street vendors in the Jalan Dr. Mansyur Medan area is considered appropriate or relevant to the application of marketing strategies for the promotional needs of the products they sell.

3.3 *Benefits of Social Media Use for Street Vendors*

Social capital is identified with "the properties of social organizations, such as trust, norms, and networks that can improve the efficiency of society by facilitating coordinated action" Social development covers very broad aspects, these aspects include: education, health, family planning, nutrition, improvement, poor villages, drinking water in cities, improvement of individual or group behavioral deviations (Rusmana, in Kholifa, 2016). Social capital that exists in society can prosper the community and can even minimize opportunities for conflict (Noor, in Kholifa, 2016). Nations that have high social capital will tend to be more efficient and effective in carrying out various policies to prosper and advance the lives of their people and vice versa. Communities that have high social capital will open up the possibility of solving problems more easily. This is possible in a society that is accustomed to living with a high sense of mutual trust (Putnam, in Kholifa, 2016). With increased social capital, relationships between communities can be productive to the extent expected and there is mutual trust between each other. The condition of social capital in rural areas is different from social capital in urban areas. This difference is characterized by rural communities whose life systems are usually grouped on the basis of a family system, in contrast to urban communities

urban farmers who can generally take care of themselves without having to depend on others (Soekanto, in Marzuki, 2020). According to Supadi & Sumedi in (Sahnan, 2019: 70-78) one of the conditions faced by farmers, especially for food crop commodities, is low productivity. Panombean Huta Urung village is interesting to be used as a research object. This is because the village of Panombean Huta Uung has a crop productivity value that is below the average productivity of the corn crop. So it is necessary to increase the productivity of farmers in Panombean Huta Uung.

Wahyunindyawati in (Kholifa, 2016) states that the productivity has not been optimized and the lack of efficiency of small-scale farms is due to: (1) the level of education of farmers is low, (2) capital and information on new technology are still lacking, and (3) farming is not market-oriented. Efforts to increase farmer productivity can be done by increasing capital. The important role of capital can help increase agricultural productivity, but not many people recognize that the increase in human capital and social capital increases productivity.

3.4 *Benefits of Social Media Use for Street Vendors*

In terms of the benefits or results they get in using social media, posting products sold through social media is a promotional strategy that turns out to be quite successful in increasing sales volume. This is the result of interviews with street vendors in the Dr. Mansyur Medan street area who revealed that after they used social media as a promotional tool, it turned out that more friends or other people came to buy the products they sold because they saw the posts they uploaded on WA, Facebook and

Instagram.

The above facts are also supported by information that researchers obtained from interviews with 2 (two) additional informants as buyers (consumers). The interest of consumers in buying culinary in the Jalan Dr.Mansyur Medan area is because in addition to the many various culinary delights that are sold and the place is quite crowded and the price is quite cheap and affordable, they are also interested in coming to the Jalan Dr.Mansyur Medan area because they get information and recommendations from their WA friends or through friends who often post sightseeing activities or culinary shopping in the Jalan Dr. Mansyur Medan area.

Promotion through social media is a marketing strategy that provides benefits and convenience for sellers or buyers. In terms of sellers, it will have an impact on increasing sales results or profits as they expect. This is in line with the opinion or theory which explains that the role of social media as a marketing medium is an opportunity to interact more closely with consumers. Through social media, various marketers can find out the habits of their consumers and conduct a personal interaction, and can build a deep interest (Puntoadi, 2011: 5).

3.5 Socio-economic Conditions of Street Vendors on Dr. Mansyur Street Medan.

In the following, researchers will discuss the socio-economic conditions of culinary street vendors in accordance with the results of interviews conducted by researchers related to the use of social media as a marketing medium to promote various culinary products sold by street vendors in the Dr. Mansyur Medan street area. The socioeconomic conditions of street vendors as key informants include indicators:

a. Level of Education

Judging from the socio-economic conditions of culinary street vendors as key informants in the study, it is known based on the results of interviews that the education level of key informants in the Dr. Mansyur Medan street area all have a high school education. From the information that the researcher has, the researcher considers that the education they have is not a benchmark and nor an obstacle in supporting their profession as street vendors or culinary sellers in the area of Jalan Dr.Mansyur Medan. This is because they have been using social media as a promotional tool for a long time because they say they have known and understood how to use social media such as WhatsApp, Facebook and Instagram. For example, by posting, even editing videos of their selling products on social media. In general, street vendors are able to learn on their own because they consider it quite easy and there are many available guides or tutorials as a reference to know or understand how to post or edit videos to upload on various social media both through WA, Facebook and Instagram which

they usually use daily.

b. Revenue

Culinary street vendors in the Jalan Dr. Mansyur Medan area earn income every day that is uncertain or varies or depends on the results of sales. However, if it is averaged every month it ranges from Rp.1 million to Rp.2 million. From the answers of key informants, the income they receive each month can be said to be sufficient. This is because of all the key informants, most of them are women whose goal is to sell culinary to help the family or husband's economy, even some are still girls, they say that their current profession is not only helping their parents but also increasing their income to meet their personal needs. Although there are key informants whose livelihoods are only sourced from the profession as a culinary seller and as the backbone of the family. However, from the results of the interview the author found that the key informant has a simple and frugal outlook or lifestyle. He said that the income he received from his sales.

The income earned should be used wisely with a frugal lifestyle so that the income earned can actually meet daily needs. Judging from the amount of income received by street vendors ranging from Rp.1 to 2 million, it can be said that the income level of street vendors in the area of Dr. Mansyur Medan according to the Central Bureau of Statistics is included in the medium income level.

c. Food

The results of interviews conducted by researchers with key information as street vendors in the Jalan Dr. Mansyur Medan area, that their daily food needs are sufficient and there are even some key informants who have even often gone out to eat together outside the home with their nuclear family or with friends such as in stalls or cafes. This means that the food needs of street vendors as a whole, which are dominated by women, are sufficient because the profession they carry out as culinary traders aims to help the husband or family economy, so they still have a supply of money for the purpose of just recreational purposes by eating goods at stalls or cafes once in a while.

d. Clothing

From the exposure of the results of interviews with key informants, it is known that street vendors need clothing or clothing is adequate and usually if it is considered appropriate, they buy new. However, on average, street vendors buy new clothes only at certain times, especially during Eid, both for their own needs and especially for their children's clothes. As for buying new clothes according to the latest models, they very rarely do or are less interested. There are even those who say and have the principle that if the existing clothes are still decent, why should they be replaced with new ones. If it is just to follow fashion or trends, it is not wise to buy things that are not really needed.

e. Board (living space)

Based on the results of interviews, the houses or dwellings occupied by street vendors are generally still in contract or rental status. This is closely related to their income level as culinary street vendors with an income of Rp.1 million to Rp.2 million per month, including the medium income level group of course they have not been able to buy their own house, in other words, their ability can only just rent or rent a house. Although there are informants who already own their own homes, this is because their profession as culinary street vendors is only limited to helping their husbands and parents.

f. Health

Interviews conducted by researchers with key informants in the Jalan Dr. Mansyur Medan area showed that the knowledge and awareness of the traders of the values of health or cleanliness of food and the environment where they sell and the home environment is quite good. Information obtained that culinary street vendors always pay attention to health aspects, especially the health and hygiene factors of the culinary products they will sell, both during the process of purchasing ingredients, processing ingredients to the sales process to consumers. Even to ensure or convince potential buyers, they also always promote that the products they sell are guaranteed cleanliness and health, both through social media and through print media in the form of stickers attached to each cart or by using banners or billboards that they erect next to or around the carts they use to sell.

g. Child Education

Seen from the aspect of children's education, researchers did not get the information or data needed because judging from the age factor, the average street vendor as a key informant is under 40 years old, so their children are still small and not in school and there are even key informants who are still girls or single, aka unmarried. Indeed, there are key informants who have children with a high school education, but the need for their children's education costs is fully borne or financed from their husband's salary.

h. Wealth ownership

From the results of interviews with key informants as street vendors in the Jalan Dr. Mansyur Medan area, it turns out that on average they already have savings or deposits in the form of cash, either stored at home in the form of piggy banks or in the form of ATMs. The ownership of this savings is very likely that their profession as culinary street vendors, which is mostly dominated by women, aims to support or help the economy of their husbands or families. So it is natural that they can still set aside a little of their income to save, both in the form of cash and in the form of jewelry, especially gold (rings, bracelets and rante).

i. Social interaction

In fact, from the information obtained by the researchers, the culinary street vendors in the area of Jalan Dr. Mansyur Medan on average do not have WhatsApp groups or friendship groups on other social media such as Facebook and Instagram. In the opinion of the researcher, they seem to walk alone or there is no communication in the form of business cooperation, especially in terms of the use or utilization of social media in the area of Jalan Dr. Mansyur Medan.

In terms of social interaction in their respective home environments, researchers also received information that they did not have WhatsApp groups, either among families or neighbors. In fact, according to the researcher, forming a WhatsApp group for example is a phenomenon that we often encounter in the midst of community life. But whatever it is, it probably depends on the individual in understanding and interpreting the benefits of participating in WhatsApp groups or the like.

4. CONCLUSIONS

Based on the results of the discussion previously described, the authors summarize the results of conclusions related to the use of social media in an effort to increase the socio-economic growth of traders (case study of street vendors Jl. Dr. Mansyur Medan) as follows:

- a. The use of social media as a promotional medium, especially WhatsApp, Facebook and Instagram, has turned out to be quite effective and has succeeded in increasing the sales results of culinary street vendors. The trick is to post or upload various culinary products on social media so that they are more easily known, arouse interest and end up with purchasing actions by consumers who want to culinary in the Dr. Mansyur Medan street area.
- b. The increase in sales of culinary street vendors has a positive impact on the increase in income earned each month even though the income they get is classified as a moderate level of income, but it is considered sufficient to meet their various socio-economic needs such as meeting food needs, clothing (clothing), paying house rent, even they are able to set aside part of their income in the form of savings in the form of cash or in the form of jewelry (gold), as well as in social interactions between street vendors is quite well established.

5. ADVICE

Based on the conclusions of the research that has been conducted, the researchers provide the following suggestions:

- a. To further increase the effectiveness of the use of social media as a marketing medium, it is hoped that street vendors will be more creative and innovative in posting the culinary products

they offer on various social media, especially the use of Instagram which is currently considered more desirable and quite popular among young people such as students, students and workers (employees) as potential buyers in the Dr. Mansyur Medan road area.

- b. It is hoped that the authorities in this case the Medan City Government and its staff will be more optimal in terms of organizing and empowering street vendors in the Dr. Mansyur road area so that they can feel more comfortable, freely able to develop as a driving force for community economic growth and so that the welfare of the street vendors' lives is better in the future.
- c. To future researchers, it is recommended that research on the relationship between social media and the increase in socio-economic growth of street vendors using a larger sample and supported by more complete and accurate data in accordance with the facts in the field.

6. REFERENCE

- A.P. Lubis, 2021. Model Penataan Pendistribuasian Koridor Kawasan Jalan Dr.Mansyur Kota Medan. Skripsi, Program Studi Arsitektur Fakultas Teknik, Universitas Sumatera Utara Medan. 2021.
- Abdulsyani, (1994). Sosiologi skematika, teori, dan terapan. Jakarta : BumiAksara.
- Ahira, A (2012). Terminologi kosa kata. Jakarta: Bumi Aksara 2012).
- Akhinayasrin. (2011). Definisi perdagangan & jenis pedagang. Yogyakarta: Graha.
- Akhinayasrin.(2011).Definisi Perdagangan & Jenis Pedagang. Yogyakarta : Graha. Amir, T. (2004). Dinamika pemasaran. Jakarta: PT Raja Grafindo Persada.
- Boediono. (2002) Pengantar ekonomi. Jakarta : Erlangga.
- Buhkari, (2017). Pedagang Kaki Lima (PKL) Dan Jaringan Sosial : Suatu Analisis Sosiologi. Jurnal Sosiologi USK, 11/1 (85-87).
- Chaffey, D. (2002). E-Business and e-commerce management. Strategy, Implementation and Practice. Prentice Hall.
- Damsar & Indrayani. (2016). Pengantar sosiologi perdesaan. Jakarta : Kencana.
- Damsar, (1997). Sosiologi ekonomi. Jakarta : Kharisma Putra Utama.
- Dedi, J, (2019).. Analisa Pengaruh Tingkat Pendidikan Terhadap Pendapatan Individu di Sumatera Barat, Jurnal Ikraith Ekonomika 2(2), 5-12,.
- Della, (2021). Peran Media Sosial Dalam Mempengaruhi Orientasi Kewirausahaan". Jurnal Feb.Unmul, Forum Ekonomi, 23 (4)..
- Dewi, (2019). .Dampak Pemakaian Media Sosial Terhadap Perkembangan Usaha Mikro (Studi Pada

- Usaha Makanan Kaki Lima). Jurnal MKLI, 3/1 (8).
diakses tanggal 10 Oktober 2023 pukul 16.35 Wib).
- Haryanto, S. (2011). Sosiologi ekonomi. Jogjakarta: Ar-Ruzz.
- Heidrick., & Struggles. (2009). The adoption of digital marketing in financial. Services Under Crisis
- Henderi, Y., & Graha, Y. 2007. Pengertian media sosial. Jakarta : Kencana.
- Hermawan, 2015. Respon Pedagang Kaki Lima (Pkl) Tentang Kenaikan Harga Bahan Bakar Minyak (BBM) Studi Kasus Pkl Di Jalan Dr.Mansyur Depan Kampus Usu Kota Medan. Skripsi. Departemen Ilmu Kesejahteraan Sosial, Fakultas Sosial dan Politik USU.
- Ihsan, F. (2005). Dasar-dasar kependidikan. Jakarta : PT. Rineka Cipta..
- Indriyo, G. (2001). Manajemen strategis. Yogyakarta : BPFE.
- Kaplan, M.A., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business horizons.
- Kementrian Pendidikan Nasional (2002). Kamus besar bahasa indonesia. Jakarta : Balai Pustaka.
- Kotler, Keller. (2012), Manajemen pemasaran, Jakarta : Erlangga.
- Kotler, Philip. (2005). Manajemen pemasaran. Jakarta : PT. Indeks Kelompok Gramedia.
- Liauw, G. (2015). Administrasi pembangunan studi kajian PKL. Bandung : Refika Aditama.
- Marbun, B.N. (2003). Kamus manajemen. Jakarta: Pustaka Sinar Harapan.
- Mayfield, A., (2008). What is social media, UK: Icrossing
- McDaniel, C., & Gate, R. (2001). Riset pemasaran kontemporer. Jakarta : Salemba Empat. Moleong, L.J. (2006). Metodologi penelitian kualitatif. Bandung : PT Remaja.
- Muhammad, S. (2017) Implementasi Kebijakan Pemerintahan Kota Medan terhadap Pedagang Kaki Lima di Kota Medan (Studi Kasus Relokasi Pedagang Kaki Lima Pusat Pasar Medan dan Sekitarnya) diakses tanggal 18 Oktober 2023 pukul 17.35 Wib).
- Triasmara (2011), Jenis atau Macam Pedagang Perantara – Pengertian Distributor, Agen, Grosir, Agen Tunggal, Peritel, Importir dan Eksportir, Wordpress.com, diakses tanggal 10 Oktober 2023 pukul 13.50 Wib).
- Warpindyastuti, L.D., & Sulistyawati, M.ES. (2018)., Pemanfaatan Teknologi Internet Menggunakan Media Sosial Sebagai Sarana Penyebaran Informasi Dan Promosi. Univesitas Bina Sarana Informatika, Jurnal Sekretaris dan Manajemen, 2/1 (6).
- Zulkarnaen, 2019. Mengulik Asal Usul Nama Jalan Dr Mansyur Kota Medan. Tribun-Medan.com