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## Marketing Design of Boneless Crispy Chicken Through Facebook in Lowokwaru

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### ABSTRACT

The objectives of the research included: 1) determining the marketing design of boneless crispy chicken through social media of Facebook in Malang City and 2) determining the attitude of Farmer Women Group toward marketing of boneless crispy chicken through social media of Facebook. This research applied the One-Shot Case Study design. The population of the research was in Lowokwaru District, which was spread in 12 urban villages. Saturated sampling was chosen as the research sampling where all members of the population became the research samples. It involved 30 consumers of boneless crispy chicken in the area of Lowokwaru District. The research results showed that the consideration in purchasing boneless crispy chicken through social media of Facebook included the aspects of promotion by 28%, product by 26%, price by 25% and place by 25%. The marketing of boneless crispy chicken in Jatimulyo Urban Village of Lowokwaru District of Malang City through Facebook page gained the most viewers in April by 37%

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**Keywords** -: Marketing, bonless crispy chicken,facebook

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## INTRODUCTION

The narrowing of livestock land in Malang City is getting worse from year to year. It has an impact on the transition of land functions and livelihood of farmers. One business opportunity that has never subsided is a business opportunity related to food. These opportunities range from the supply of raw materials to finished products in the form of food. The field of food technology continues to develop from year to year. Along with the continued development of food technology, changes in patterns of consumption continue to occur. Communities, especially those in urban areas, prefer to consume ready-to-eat and ready-to-cook food products because of the high level of daily mobility of the community (Wulandari et al, 2016).

Along with the times, human needs for technology are increasingly developing (Asmaya, 2015). Conventional communication is transformed into modern and digital communication which leads to the rapid development of technology (Effendy, 2006 in Solekhan and Winarso, 2016). This development became increasingly rapid after the internet began to be accessible through cellular phones. Upright Decision mentioned that the average online transaction in Indonesia was dominated by social media of Facebook around (50%), Kaskus (14%), Twitter (12%), WordPress (5%), LinkedIn (2%), and the rests (17%) were another social media (Tito Siswanto, 2013 in Solekhan and Winarso, 2016).

Nowadays, regarding these technological advances, social media has become a necessity that can always facilitate our business. In addition, social media has an impact on all sectors. Unlike traditional marketing, marketing that utilizes media technology is a new breakthrough that needs to be considered.

Marketing is an economic activity that helps to create economic value. Economic

value itself determines the price of goods and services. Important factors for creating this value are production, marketing, and consumption. Marketing is the link between production and consumption activities (Hartono, et al. 2012: 02).

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Marketing management is the process of planning and implementing thought, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Kotler, 2000 in Hartono, et al 2012: 02).

Marketing indicators through Facebook consist of: 1) communization, namely the formation of a community consisting of people who have the same interests and interests related to a product, 2) clarification, namely the formation of perceptions about who and what our products are in the minds of consumers. In addition, in the clarification indicator, we must be able to answer and explain when consumers still feel confused or still have different perceptions about who and what our products are, 3) commercialization, namely the occurrence of sales which then builds a sustainable relationship, 4) connection, namely maintaining relationships to always be close to customers where this closeness can lead to sustainable sales, 5) characterization, namely an increase in brand awareness so that consumers can easily remember, recognize, and clearly differentiate our products with other products, 6) conversation, namely talking or spreading information to the community about what

we do so that consumers participate in promoting our products to other consumers.

Lowokwaru District is located in Malang City, East Java Province, Indonesia. Based on data from the Central Statistics Agency, Lowokwaru District has an area of 22.60 km<sup>2</sup> which is divided into 12 urban villages. One region that has a high economic growth area is Lowokwaru District. Jatimulyo Urban Village is located in Lowokwaru District of Malang City. This urban village consists of 10 Citizen Associations and 75 Neighborhood Associations.

In connection with the existing problems in Malang Regency and City, it requires a research to do the introduction of social media of Facebook as a means of marketing for crispy chicken.

The formulation of the research problems includes: 1) how is the marketing of boneless crispy chicken through social media of Facebook in Malang City? and 2) what is the attitude of the Farmer Women Group about the marketing of boneless crispy chicken through social media of Facebook in the Jatimulyo Urban Village of Lowokwaru District of Malang City?

The objectives of this research include: 1) determining the marketing of boneless crispy chicken through social media of Facebook in Malang City and 2) determining the attitude of the Farmer Women Group to the marketing of boneless crispy chicken.

## RESEARCH METHOD

The trial for making boneless crispy chicken was conducted at the Technology Laboratory for Animal Product Processing at Agricultural Development Polytechnic of Malang. Then, marketing activities were carried out in Lowokwaru District, Malang City, East Java Province for 3 months

from March to May 2019. Meanwhile, the time of the trial activities was held on December 27-28 2018.

The study population was spread in Lowokwaru District consisting of 12 urban villages including Merjosari, Dinoyo, Sumbersari, Ketawanggede, Jatimulyo, Lowokwaru, Tulusrejo, Mojolangu, Tunjungsekar, Tasikmadu, Tunggul Wulung and Tlogomas. Saturated sampling was chosen as the research sampling where all members of the population became the research samples. All consumers of boneless crispy chicken, a total of 30 people, were domiciled in the area of Lowokwaru District.

This research applied the One-Shot Case Study design. This research design involved a group that will be put in a treatment and the results of the treatment will be observed (Sugiyono, 2017: 112). The research instrument was a questionnaire. According to Sugiyono (2016: 142), a questionnaire is a technique of data collection conducted by giving a set of written questions to respondents (consumers) to be answered. This research utilized the Guttman Scale. This type of measurement scale will provide explicit answers such as “right-wrong”, “yes-no”, “ever-never”.

In this case, it required primary and secondary data types (Sugiyono, 2016: 137). Primary data was obtained from questionnaires while secondary data was obtained from books, records, or related institutions related to the research process.

This research applied descriptive statistical analysis. It was used to analyze data by describing or explaining the collected data as they were without intending to make generalizations or conclusions that apply to the public (Sugiyono, 2017: 200). Before the research instrument was disseminated or distributed to the respondent, the instrument testing was first

carried out in order to find out whether the instrument had been made valid and reliable. It aimed to produce more accurate data.

The validity of an instrument shows the level of accuracy of an instrument to measure what must be measured (Sujarwadi, 2011: 1). The instrument validity test was carried out through the SPSS version 20 software application using the Pearson Product Moment validity test. The formula for obtaining validity values is as follows:

$$r_{count} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n \cdot \sum X^2 - (\sum X)^2\} \cdot \{n \cdot \sum Y^2 - (\sum Y)^2\}}}$$

Description:

$r_{count}$  = Correlation coefficients between X and Y variables

N = Number of samples

$\sum x$  = Amount of item score for X variable

$\sum y$  = Amount of total score for Y variable

Furthermore, it is calculated using the t-test with the following formula:

$$t_{count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

$t_{count}$  = Count value

r = Calculation result of correlation coefficient

n = Number of samples

Based on the formulation that has been determined, the instrument is considered valid if  $r_{count} \geq r_{table}$  and the instrument is considered invalid if  $r_{count} < r_{table}$ . Based on the auxiliary table developed by Isaac and Michael (2016: 87) with an error rate

of 10%, the testing results of the research instruments obtained as many as 30 respondents to find out the feasibility of questionnaires as a measure of research. Instrument testing was carried out to members of the Farmer Women Group in the Jatimulyo Urban Village of Lowokwaru District of Malang City.

This test was utilized to obtain data that was in accordance with the measurement objectives which requires reliability testing on the research instrument. Reliability testing was performed by looking at the value of Cronbach's Alpha using the SPSS version 20.0 software program. It used the following formula:

$$\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum S^2_j}{S^2_X} \right)$$

Description:

$\alpha$  = reliability value

K = number of question items

$S^2_j$  = the variance value of each item 2

$S^2_X$  = total variance 2

If Cronbach's Alpha Based on Standardized Items is larger than Cronbach's Alpha, the question items are reliable. This program uses Alpha Cronbach's method which is measured based on Alpha Cronbach's scale 0 to 1. According to Priyatno (2010: 98), reliability of less than 0.6 is not good while 0.7 is acceptable and above 0.8 is good.

## RESULTS AND DISCUSSION

### Review Results on the Marketing of Boneless Crispy Chicken

Marketing of boneless crispy chicken through social media of Facebook is designed through a fan page. The

Facebook fan page of crispy chicken was created at the end of February.

### Creating a Facebook Fan Page

Following are the steps for creating a Facebook fan page:

1. Open the home page of your Facebook account.
2. Then, pay attention to the left side of the page, click on the fan page link.

### Completing Personal Information

You have to upload photos for your fan page to show that your business is professional. You should choose good quality photos and use logos or images that can reflect your business since the photo will appear every time you make post, news feed and reply to messages from other people's accounts. We recommend that you use a photo with a size of 180 × 180 pixels.

You need to fill out the 'about' page on your fan page. Then make a description of your business in 2-3 sentences that can briefly describe your business. If you have a website, it is better to include the URL to your company website.

### Managing the Page Cover

Cover photo makes your fan page looks more attractive. The size for the cover photo is 828 × 315 pixels. If you do not have a design for cover photo, you can use design service for cover photo.

### Completing the Content

It is important to know what kind of fans you will have. Knowing the types and topics of information they like will be very useful to increase engagement between you and your readers. The more interesting and useful the content we post, the more

interested the visitors are in visiting and even sharing your content voluntarily.

Based on the research conducted from March to May 2019, it obtained the following results:

### Product

1. **Performance:** boneless crispy chicken product can compete in online marketing through social media of Facebook. This product is a choice for consumers who need food quickly and practically. It offers packages of crispy chicken, rice and *geprek* sambal, *geprek* chicken and chicken without rice.
2. **Durability:** boneless crispy chicken products are processed using fresh ingredients and delivered to consumers while still warm so the texture is still crispy. The chili is made from fresh ingredients and the amount is adjusted to the number of orders every day.
3. **Feature:** boneless crispy chicken products provides *geprek* sambal which has several levels of spiciness. Consumers can order the use of sambal or request for sambal according to taste that they prefer to have; whether they want it to be separated or mixed. Boneless crispy chicken products are processed using fresh ingredients and packaged in Styrofoam container. The rice is packed using rice paper and the chili sauce wrapped in a small plastic bag. Boneless crispy chicken products are named "*maknyuss*" because they are served with an extra-spicy sambal flavor and the product is still warm when they are delivered to the consumer location.



## Price

1. **Affordable price:** the price of boneless crispy chicken products is quite affordable, in which chicken and rice package costs IDR 10,000 and chicken without package rice costs IDR 8,000.
2. **Price compatibility with product:** it offers prices that are suitable to the products that range from IDR 8000 - 10,000.
3. **Price competitiveness:** the price of crispy chicken can compete with other products so that it has a good influence on the sales of these products. Boneless crispy chicken products provide free shipping services for consumers in Malang City area. So, many consumers who are far enough decide to choose these products.
4. **Price compatibility with benefits:** the price matches the benefits and practical value of the crispy chicken product.

## Promotion

1. **The coverage of promotion:** the coverage of promotion for boneless crispy chicken marketing on social media of Facebook was carried out through 3 ways which include fan pages, culinary groups, and personal accounts. All three are related to one another so that they can introduce the product together.
2. **Quantity of promotion display:** the number of messages displayed in a promotion via social media of Facebook is 1 time a day on each feature (fan page, group and personal account). The advertisement is made when the products are ready.
3. **The quality of delivering messages:** the quality of delivering advertisements/ messages through

social media of Facebook or what so-called post language uses semi-formal and clear Indonesian. The use of these languages affects the age group of crispy chicken consumers.

Based on the results of research conducted from March to May, consumers of crispy chicken in Malang City were mostly female with ages ranging from 25-34 and working as private employees.

## Place

The place for marketing boneless crispy chicken is on Jalan Bukirsari, Lowokwaru District, Malang City. It is on roadside so that it is easily accessed and known by road users who cross it. The location of boneless crispy chicken has also been included on Google maps so that it makes it easier for prospective customers who will make on-the-spot purchase. In addition to being marketed through Facebook fan page, it is also marketed through the Community Care Group in Malang, which provides Saturday Market every Saturday. The activity is specifically for group members who want to market their products in the form of food, clothing, beverages etc.

These results are presented in the following Figure 4.

Consumers of crispy chicken in Malang City consisted of 53% of women and 47% of men.

## Figure 5. Data of Crispy Chicken Consumers by Age

Based on the diagram above, it is found that the adults with the age range of 25-34 have a percentage of 40%. It is influenced by the post language used when promoting the product. Furthermore, consumers of

crispy chicken with the age range of 35-39 have a percentage of 17%. Finally, the early adults with an age range of 20-24 have a percentage of 3%.

#### **Figure 7. Data of Crispy Chicken Consumers by Occupation**

Based on the above diagram, it is concluded that crispy chicken consumers in Malang work as private employees as much as 43%.

#### **Table 6. Data of Crispy Chicken Consumers by Marketing Mix**

Based on the above diagram, consideration of purchases based on the marketing mix is very related. The most influencing factor for consideration in making purchase is promotion by 28%. The increasing intensity of promotion will increase the number of prospective consumers who want to know about this product. Another purchase consideration is the product factor. It offers boneless crispy chicken products which are served in warm conditions when they arrive at the customer's location. The third consideration is the price by 25%. It offers a relatively cheap price which is IDR 8,000 for a package without rice and IDR 10,000 for a package with rice. The last purchase consideration is the place. The place for selling crispy chicken is on the roadside. However, it seems less clear from the outside so that potential customers sometimes find it difficult to see/ find the outlet. In addition, consumers who live in a place quite far from the outlet are also one of the influencing factors.

#### **Figure 8. Data of Facebook Fan Page Viewers**

Based on the above diagram, it is concluded that the biggest Facebook page

viewers in April are 37%. That is the influence of marketing posts that were mostly carried out in April.

#### **Figure 9. Data of the Number of Likes on Facebook Fan Page Based on Gender**

Based on the above diagram, it is concluded that the number of likes on the Facebook fan page of boneless crispy chicken came from men as much as 72%. In this case, it is also influenced by the number of friends on their respective personal accounts.

#### **Figure 10. Data of the Number of Likes on a Facebook Fan Page by Residence**

The number of likes on the Facebook page shows that Malang City is the largest Facebook user area by 48%. Next is another area which covers Jombang, Surabaya, Lamongan, Jogja, Semarang, Riau, Borneo, Bogor, Sulawesi, and Medan as much as 36%. The rest comes from Pasuruan with 16%. Regarding the number of likes on the Facebook fan page, there are also those from other regions because the Facebook fan page can reach a wider area. So, visitors to the page are not only people in the area of Malang City but also areas outside of Malang City. The determinants of the successful marketing of boneless crispy chicken through social media of Facebook include context, communication, collaboration and connection as presented in the appendix. Context relates to the contents of posts and communication related to the way of service and responses to consumer questions. Then, collaboration relates to agreements that occur between consumers and sellers. Meanwhile, connections relate to the continuity of agreements between sellers and buyers

## Respondent Attitude

### 1. Acceptance Level

Questions	Score Achievement (Respondent)					Total Score
	1	2	3	4	5	
1	0	0	7	8	5	20
2	0	0	8	7	5	20
3	0	2	5	8	5	20
4	0	2	5	8	5	20
5	0	2	7	6	5	20
Percentage (%)	0	6	32	37	25	

According to the above table, the answers of 20 respondents showed their attitude at the acceptance level in giving a statement. The 'agree' and 'strongly agree' statements reach 62%, the 'quite agree'

statement reaches 32%, and the 'disagree' statement reaches 6%. This level indicates that respondents are willing to receive material about marketing through social media of Facebook

### 2. Response Level

Questions	Score Achievement (Respondent)					Total Score
	1	2	3	4	5	
8	0	1	2	7	10	20
10	0	2	4	5	9	20
12	0	0	5	5	10	20
13	0	1	3	6	10	20
14	0	0	4	7	9	20
Percentage (%)	0	4	18	30	48	

According to the above table, the answers of 20 respondents showed their attitude at the response level in giving a statement. The 'agree' and 'strongly agree' statements reach 78%, the 'quite agree'

statement reaches 18%, and the 'disagree' statement reaches 4%. This level indicates that respondents are willing to respond material about marketing through social media of Facebook.

### 3. Assessment Level

Questions	Score Achievement (Respondent)					Total Score
	1	2	3	4	5	
15	0	0	2	7	11	20
17	0	0	2	8	10	20
18	0	0	3	8	9	20
19	0	0	1	8	11	20
20	0	1	4	7	8	20
Percentage (%)	0	1	12	38	49	



According to the above table, the answers of 20 respondents showed their attitude at the assessment level in giving a statement. The ‘agree’ and ‘strongly agree’ statements reach 87%, the ‘quite agree’

statement reaches 12%, and the ‘disagree’ statement reaches 1%. This level indicates that respondents are willing to assess material about marketing through social media of Facebook.

#### 4. Organizing Level

Questions	Score Achievement (Respondent)					Total Score
	1	2	3	4	5	
21	0	0	4	7	9	20
23	0	0	2	8	10	20
Percentage (%)	0	0	6	15	19	

According to the above table, the answers of 20 respondents showed their attitude at the organizing level in giving a statement. The ‘agree’ and ‘strongly agree’

statements reach 34% and the ‘quite agree’ statement reaches 6%. This level indicates that respondents are willing to organize material about marketing through social media of Facebook

#### 5. Consideration Level

Questions	Score Achievement (Respondent)					Total Score
	1	2	3	4	5	
24	0	0	2	8	10	20
25	0	0	2	7	11	20
Percentage (%)	0	0	4	15	21	

According to the above table, the answers of 20 respondents showed their attitude at the consideration level in giving a statement. The ‘agree’ and ‘strongly agree’ statements reach 21%, the ‘quite

agree’ statement reaches 4%. This level indicates that respondents are willing to consider material about marketing through social media of Facebook.

### CONCLUSIONS

1. The types of consumers in boneless crispy chicken marketing in Lowokwaru District of Malang City consist of woman aged 25-34 years with a percentage of 40% and private employees with a percentage of 43%. The

consideration in purchasing boneless crispy chicken through Facebook social media includes promotion by 28%, product by 26%, price by 25%, and place by 25%.

2. Marketing of boneless crispy chicken in Jatimulyo Urban Village, Lowokwaru District, Malang City through the Facebook page has the most viewers in April at 37%, the number of likes based on the largest gender is male by 72%, and the most likes from Malang City area by 48%, followed by other regions such as areas in East Java, Central Java, West Java, Borneo, Sumatra and Sulawesi by 36% and the rest from the Pasuruan area by 16%.
3. Respondents' / targets' attitudes from the Nusa Indah Farmer Women Group as a whole are included in the category of consideration level with a percentage of 87%.

## SUGGESTIONS

Based on the above conclusion, marketing of crispy boneless chicken through social media of Facebook can be performed well. So, the author gives the following suggestions:

1. Products: adding other products and beverage packages.
2. Place: adding larger banner and floor banner so that it makes it easier for prospective consumers and road users to find crispy chicken outlet.
3. Promotion: optimizing of promotions through other than the Facebook fan page; i.e. through groups, personal accounts and ads on Facebook.

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Figure 1. Design of Fanpage



Figure 2. Example of Caption



Figure 3. Example Product



Diagram 4. Consumers of gender

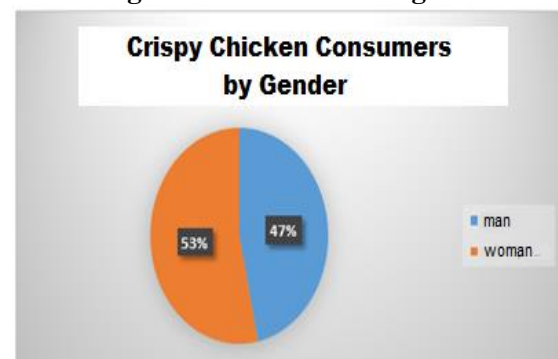


Diagram 5. Consumers of Age

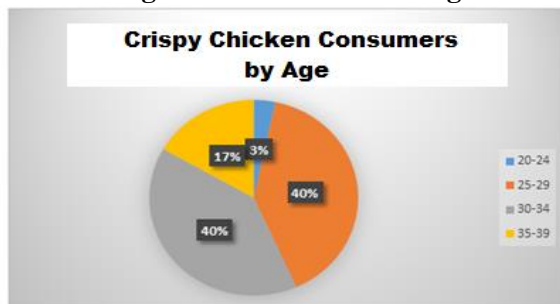
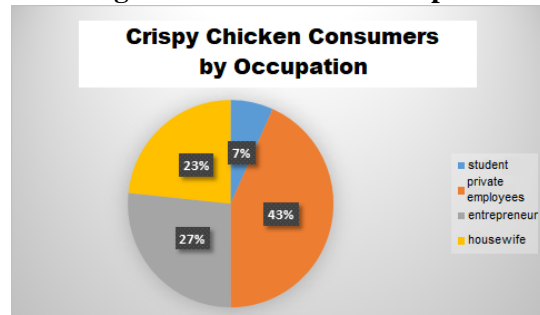
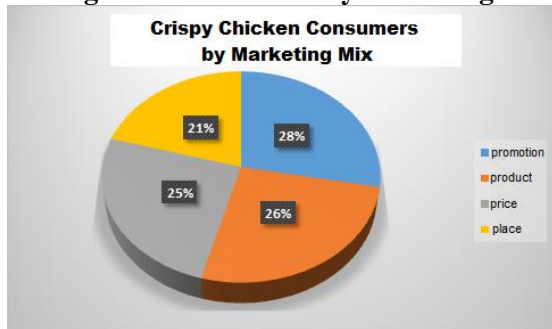


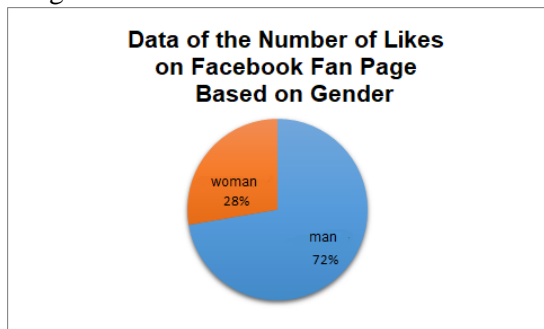
Diagram 6. Consumers occupation



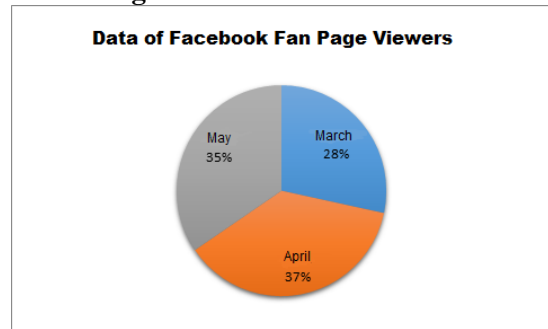
**Diagram 7. Consumer by marketing mix**



**Diagram 9. Likers on facebook**



**Diagram 8. Viewers on facebook**



**Diagram 10. Diagram of residence**

