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The Effect of Social Media Technology, Packaging and Online Promotion on Increasing Sales of Food Products Group of Mothers in Bojong Kulur Village, Bogor

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ABSTRACT

This study had a goal to detemine the effect of media social technology, packaging, and online promotion on increasing sales of culinary products group of women in Bojong Kulur village, Bogor, West Java. It also aimed to analyze the most dominant factor in increasing the sales. There were 175 respondents who were taken randomly in Bojong Kulur village area during the period of January to May 2021. The technique of Incidental Sampling was used to gather questionnaires from producers and consumers. Descriptive statistical analysis using SPSS version of 22 was used as the method of data analysis in this study.
Research result showed that variable of Media Social Technology, Packaging, and Online Promotion, and Packaging influenced the variable Sales Increase. Based on the result, it was found that the calculated F value was 66.567 > F table 3.05 and the sig value. of 0.000 < 0.05. It also concluded that concluded that those three independant variables have a simultaneous effect on increasing sales as the dependant variable.

INTRODUCTION

In today's era where globalization is everywhere, the role of information technology is very important. Through mastery of technology and information, we have sufficient capital to be a winner in this global competition. In developing science and technology, information becomes an important capital as well as a main weapon in the context of developing the country.

It has become a necessity for almost all groups of people from the age of children, adolescents, adults to the elderly that the use of technology is now a necessity. As time goes by, technology is developing very fast.

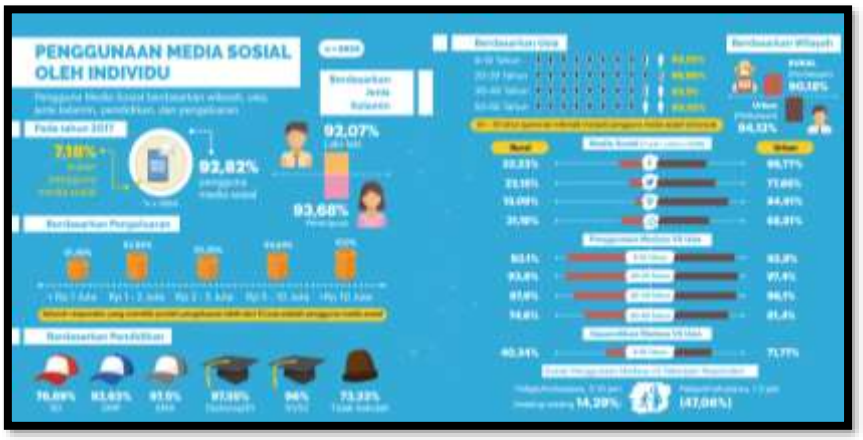


Figure 1. Use of Social Media by Individuals (Source: ICT Use Survey 2017-Kominfo)

From this data, it is known that users of information technology, especially social media, reached 92.07% and those who were not users of social media were 7.18%. Meanwhile, based on gender. It turns out that social media users are more female users, which is 93.68%. The data explains that women use social media more than men whose percentage is 92.07%. But whether the most women, aged 20-29 years, 95.96%, have maximized information technology through social media. This is an interesting question to examine whether women can use social media well so that it is useful to support daily activities or work.

A promising business opportunity that can be done by women, especially housewives, is to open a business in the culinary field, especially food products. The idea of having a food processing business can be done at home or in a special place that becomes a home industry. Housewives who cook daily or who run a food business can turn these activities into something that generates profits. With continuous creations and innovations, it is not impossible if the food processing business can become a big and well-established business so that it can create jobs. Based on the data above, women, especially housewives, use social media technology more than men. If these two potentials are combined, there will be a harmonious synergy, namely that women whose average age is above 20 years with mastery of social media technology will produce benefits for themselves, their families as well as for others. The existence of the internet is now a necessity in many aspects of life. Social media technology that uses the internet network, if used for positive purposes in the culinary business, will be very helpful and make it easier for businesses to introduce and market food products to the intended target market.

According to the data on the use of social media from the Communications and Informatics above, it is also explained that the use of information technology with social media in rural areas is 90.18%. This percentage is very high even though it is still below users in urban areas of 95.12%. With the spread of internet coverage that has been very good now people who live far from urban areas, in villages can enjoy and use the internet for business purposes. As in this study where the author took the location in a village on the border between the Bekasi and Bogor areas, namely the village of Bojong Kulur. In this village, businesses, especially culinary ones, are growing rapidly, reaching residential areas.

The profile of the village of Bojong Kulur which is the location of the author's research is a village located in the Gunung Putri sub-district which is included in the Bogor district, West Java province. Although this area is called a village not a kelurahan, the urban atmosphere is very pronounced, unlike the countryside in general. In the Bojong Kulur area, there are many housing estates with urban, minimalist, Mediterranean concepts, and so on, such as Vila Nusa Indah 1,2,3 and 4 housing, Bumi Mutiara housing, Vila Mahkota Pesona housing, and others. The Bojong Kulur area covers an area of 477,977 ha, with a population of approximately 52,000 people. When the village head election was held in 2008, there were approximately 27,000 people registered in the DPT. The village is divided into 6 hamlets, 41 Rukun Warga, and 218 Rukun Tetangga. The author took a sampling of the women of the residents in the Vila Nusa Indah 3 housing estate as representatives of the residents of the village of Bojong Kulur which borders the Jatiasih area of Bekasi to the north, Ciangsana village to the south, Bantar Gebang Bekasi to the east, and Jatiasih sub-district, Bekasi to the west.

The author focuses on research on women who are residents of Vila Nusa Indah village of Bojong Kulur whose daily activities are housewives. Along with the advancement of social media technology, especially WhatsApp, many communities or associations of citizens have emerged who have creativity in various fields. The creativity of processed food products is the most prominent home-based business compared to the creativity of other products such as clothing, beverages, and there are also service products such as home repairs, air conditioners, vehicles, and others. The author is interested in finding out whether technological factors, especially social media, packaging, and online promotions influence increasing sales of processed foods from the creativity of women from Bojongkulur village, Bogor district. The author hopes that the results of this study will contribute to the field of social science, especially the field of entrepreneurship through community empowerment programs using theoretical and technical training methods related to increasing sales of community creativity products.

From the results of the initial research conducted by the author, as shown below:

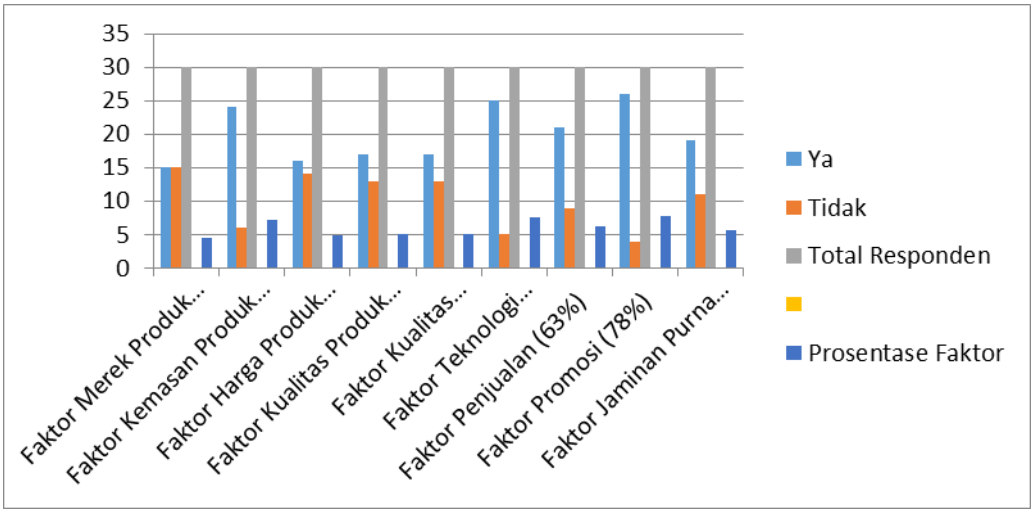


Figure 2. Preliminary survey data of factors that influence the increase in sales of food products

Based on the results of the initial research or pre-study conducted by the author on 30 respondents who were conducted in the Vila Nusa Indah housing estate as a representation of the Bojong Kulur village area, it is known that the factors of information technology, product packaging and product promotion have a positive effect on increasing sales of food products for the mother-in-law group. the mother of a resident of the Nusa Indah housing estate. Information technology factors affect 75% which is expected to reach 90%, product packaging 72% which is expected to reach 90% and promotion factors 78% which is also expected to reach 90%. The author took 9 factors to study in this initial survey, brand factors, product quality, service quality, sales, and after-sales assurance factors had a percentage below 65%.

Based on the data above, the authors analyse the factors that have a percentage above 70% so that it affects the increase in sales of food products which include: information technology, packaging, and promotion. Therefore, the author took the title of the research "The Effect of Social Media Technology, Packaging, and Online Promotion on Increasing Sales of Food Products for the Women's Group of Bojong Kulur Village, Bogor".

THEORITICAL REVIEW

According to the Big Indonesian Dictionary (KBBI), all the facilities and things needed for the survival and comfort of human life are called technology. Through technology, human life becomes better and easier. According to Miarso (2007), it is said that technology is all methods that logically lead and have the characteristics of efficiency for every area of human life.

Social media is one part of the technology that is in demand in this global era. According to Phillip Kotler and Kevin Keller (2012: 258), social media is a medium for users in the form of text information, image information, video and even audio. The function of social media can be positive or negative depending on the user's goals. One of the several functions of social media such as WhatsApp, Messenger, Instagram, and others is as a medium to promote processed food products or other products in a more attractive, fast, easy and wider range of ways.

Saragih (2012:10) explains about social media. According to him, social media is just a new set of tools. This new technology can build relationships between producers and consumers or customers to be more efficient. Especially in product marketing strategies, social media plays a very important role. Social media makes consumers more familiar with products and producers compared to previous conventional marketing methods. Now producers can find out the data of their consumers through social media. They can find out the age range, gender, education, address and even occupation of their customers so that their target, segment and product position in the online market is more precise. Currently, many new entrepreneurs are emerging in this culinary business. Small-scale culinary

business actors such as food processing businesses are now emerging on social media. Although this food business is small in scale, business mothers must also pay attention to the other side of their products, namely packaging.

According to Tjiptono (2006:151), packaging is a series of activities related to the process of designing and making media, containers or wrappers. If the packaging is designed attractively by prioritizing current fashion or trends and is adjusted to the segmentation of its consumers, then consumers feel fit and buy the product more. Wrapping is basically a medium to cover the product to be sold, but if it is designed in an attractive way, its function is not just wrapping.

Marketing media that are widely used by businesspeople today are online promotion media or online promotion. Tjiptono (2006:219) explains that promotion is an activity carried out by producers in order to highlight product features, product specifications, advantages and product differentiation so that consumers or customers are persuaded to place orders and purchases. Kotler and Armstrong (2004:660) explain this promotion. They say that promotion is a short-term compensation or incentive in order to encourage the purchase and sale of products, both goods and services. According to Swastha and Irawan (2002:217), the strategy in promoting products is to combine advertising, personal selling, sales promotion and publishing to become an integrated program in communicating between buyers and others which will ultimately affect the purchasing decision process.

It can be concluded temporarily that the mastery of social media technology such as Facebook, Twitter, Instagram, YouTube and WhatsApp have become a must for novice businessmen. Good and attractive packaging of processed products coupled with intensive marketing of products in cyberspace (online) greatly supports the increase in sales of the product itself.

Another factor that becomes the goal gof information technology activities, product packaging and promotions carried out by businesspeople is sales. Sales according to Zulkarnain (2012) are often misinterpreted with the word marketing. Often people think that the words and meanings of marketing and sales are the same, but this assumption is wrong. In companies even misunderstand the meaning of marketing and sales so that it has an impact on the company's organizational structure. If studied more deeply, it turns out that the words marketing, and sales have different meanings and scopes. The word marketing, of course, has a broader meaning than the word sales because marketing includes functions in the company. Meanwhile, sales are part of marketing because they relate to production problems, human resource problems, and so on.

Based on the description of the problem above, the author contains a hypothesis for this research, they are:

H1: Social media technology influences increasing sales of food products for the group of women from the village of Bojong Kulur, Bogor.

H2: Packaging influences increasing sales of food products for the group of women from the village of Bojong Kulur, Bogor.

H3: Online promotion influences increasing sales of food products for the group of women from the village of Bojong Kulur, Bogor.

RESEARCH METHODS

The researcher uses a conclusive research design by using the type of causal writing. According to Malhotra (2005:90), what is meant by conclusive research is a research design that is identified by measuring phenomena that are clearly visible in marketing. According to Malhotra, causal research is research that is conducted conclusively in order to obtain data on correlations or causal relationships.

Quantitatively a large sample represents a population and then the data obtained is studied and researched. Conclusive type research is research that is often used by companies and by academics. This type of research uses statistical figures so that it can be used as a reference in decision making. Researchers in this study use a Likert scale for the calculation of the variables to be studied using a questionnaire or questionnaire which contains question items for the respondents. The Likert Scala measure is used in calculating the behaviour, suggestions, and assumptions (assumptions) of

individuals on a social phenomenon. So that there is a more open handling of research factors, the authors include a questionnaire table as below:

Table 1. Variables, Dimensions, Indicators and Research Scale

Variables	Dimensions	Indicators	Symbols	Scales
Sosial Media Technology (Carr dan Hayes: 2015)	User generated content or interactions	Product content posted on social media is easy to remember.	TSM1	**Ordinal**
		Product content uploaded on social media is easy be spoken.	TSM2	
	Characteristics of Social Media	The message conveyed can be for many people.	TSM3	
		Compared to other media, messages are delivered faster.	TSM4	
		The interaction time is determined by the recipient of the message.	TSM5	
	Social Media Interaction Platform Model	For example, Social Networking Media; Facebook, Line for Business and LinkedIn are very effective.	TSM6	
		Media sharing (media sharing) eg. Youtube, Twitter, Instagram, Whatsapp, and others are very effective.	TSM7	
Packaging (Wijayanti: 2012)	Product packaging beauty	Product packaging design creates convenience value for consumers.	K1	**Ordinal**
		Product packaging design creates promotional value for manufacturers.	K2	
		Packaging innovation, innovative packaging provides many benefits for consumers.	K3	
		Packaging innovation, innovative packaging provides profit for producers/sellers.	K4	
	Product Packaging Safety when displayed	Product packaging is strong and durable when displayed in a shop window/when delivered	K5	
		The packaging is made of harmless and environmentally friendly materials	K6	
	Product Packaging Safety when distributed	Packages such as plastic wrap, leaf packs are single-use packaging that are immediately thrown away after use, very suitable for use.	K7	
		Packaging such as beverage bottles is packaging that can be used many times, which is very suitable for use.	K8	
		Packaging such as biscuit tins is packaging that can be used for	K9	

		other purposes by consumers, suitable for use.		
	Product Information with Labeling	The product name, ingredients, net weight, manufacturer's name and address, product expiration date, production permit, etc., are always included in the product packaging.	K10	
		Product name, material, net weight, manufacturer's name and address, date Attractive labels with the latest designs provide a buying effect for consumers. Product expiration, production permits, etc., are always included in the product packaging.	K11	
Online Promotion (Sembiring: 2019)	Product Promotion through Online Advertising on Market Place	Placing promotional ads on market place platforms is more effective and faster than promotion through social media.	PO1	**Ordinal**
		Product promotion in the market place is cheaper and less hassle.	PO2	
	Selling individually via Private Network	It's easier and more practical to introduce products to friends, friends and relatives personally.	PO3	
		Through personal online promotion, product sales are faster and without a hitch.	PO4	
	Sales Promotion in the Citizen's Social Media Community	The reach of the social media community is very broad because it is a gathering place for many people.	PO5	
		Producer and consumer communities already know each other so that promotion can be very effective.	PO6	
	Promotion through word of mouth from one person to another (Word of Mouth)	Sales promotions like this are more practical because there is no need to spend marketing costs.	PO7	
		This word of mouth promotion is not forced from one person to another.	PO8	
Peningkatan Penjualan (Kotler: 2012)	Determine the selling price of the product	Food producers/sellers do not determine the selling price at random which causes losses to other sellers.	PP1	**Ordinal**
		One way of determining the price is by adding a direct profit to the purchase price of the product.	PP2	
	Types of Products that Suit	A more creative and interesting way of marketing a product is	PP3	

	Consumer Needs	needed.		
		Manufacturers must understand the emotional needs and functional needs of their consumers.	PP4	
	Product Promotion Costs on Social media	To choose which social media to use in advertising food products requires careful calculations.	PP5	
		Food promotion through social media has proven to be effective in increasing the income of sellers from time to time.	PP6	
	Product quality	Sales provide quality food in accordance with customer wishes.	PP7	
		Food quality is often determined by the availability of the food product itself.	PP8	
	Saluran Distribusi Produk	Consumers can order food products directly to the seller without going through complicated stages.	PP9	
		An effective and efficient food ordering and delivery system will provide a healthy competitive advantage.	PP10	

Source: Taken from several previous studies.

The population in this study are culinary business actors, groups of women who offer food product services and individuals or groups who buy food products in the residential area of Vila Nusa Indah 3, Bogor, West Java. The dependent variable (bound) in this study is an increase in food sales, so that the population used is a producer and consumer of food products carried out by mothers in the village area of Bojong Kulur.

Supranto (2006:70) explains that what is meant by the sample is part of the population to be studied. While the method for collecting data is called Sampling. Data collection on sampling is not comprehensive or comprehensive. Meanwhile, according to Ferdinand (2006), what is meant by an adequate sample will provide information and is carried out by sorting out a sample of people who are easy to contact or find. Meanwhile, the determination of the minimum number of samples to be studied is based on the formula below:

n = (5 x number of indicators used)

n = 5 x 35 indicators

n = 175 samples

Based on the reference stated above, the researcher used a sample of 175 respondents in this study. The sampling method used by the researcher is Incidental Sampling, in which the technical sample is determined by chance. The technique is that researchers visit food vendors and food customers who happen to be met. If the person or respondent met by chance is suitable as a data source, the sample can be used. The reason the author uses this sampling technique is because the population is diverse and large enough. The sample in this study is the consumer food business in the residential area of Vila Nusa Indah, Bogor, West Java.

The data collection techniques used in this study are as follows:

Questionnaire

Sugiyono (2014:142) explains that what is meant by a questionnaire is a way of collecting data by researchers through giving a set of written questions to respondents to answer. In the process of making the questionnaire, the researcher used an ordinal scale, which is a rating scale where numbers were used for the objects in question. Usually in marketing research, the ordinal scale is used in the measurement of attitudes, opinions or opinions, perceptions and relative tendencies.

Interview

In this study, the authors conducted personal interviews, came to the respondents and gave questions orally. In the preliminary survey, the researcher interviewed 30 respondents and recorded the answers from the respondents. In the end, the writer found a problem that dominated and affected the dependent variable, namely an increase in sales. Sugiyono (2014:147) explains that in this type of quantitative research, data analysis is a process that is carried out after all data from respondents and other data sources are collected. The process of analysing the data is to group the data according to the variables and types of respondents. Next, tabulate data based on the variables and types of respondents, present data for each variable studied, then perform calculations to be able to answer the questions in the formulation of the problem and perform calculations to test the hypotheses that have been set in the introductory chapter.

Instrument Test

The author uses three test analyses, namely instrument testing, prerequisite testing and hypothesis testing. In order to meet the accuracy and the truth of the instrument test, validity test or validity test and reliability test or reliability test are used.

a. Validity test

A measure that shows the level of validity of an instrument is called Validity. Said to be valid is if an instrument can measure what is desired. In order to determine the extent to which the data collected in the study did not experience deviations from the description of the validity under study, it can be seen from the high and low validity of the instrument. Because the purpose of this validity test is to ensure that the results of the instrument measured are appropriate. Calculating instrument validity can be done using the Product Moment formula. With the SPSS data measurement tool, the calculation results are compared with the value of r table at a significance of 5%. The Product Moment formula used in this study is as follows:

$$r_{hitung} = \frac{N(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[N.\sum X^2 - (\sum X)^2].[N.\sum Y^2 - (\sum Y)^2]}}$$

Information:

r_itung = correlation coefficient
N = number of respondents
ΣX = total item score
ΣY = sum score
ΣX2 = sum of squares of item scores
ΣY2 = sum of squares of total score
ΣXY = the sum of multiplication of item score and total score
The calculation results are compared to the critical r table product moment correlation with a significant level of 5%. If $r\_itung \geq rtabel$ then the item is valid and $r\_itung < rtabel$ then the item is Invalid.

b. Reliability Test

Reliability is the level or degree of consistency of the instruments tested in the study. An instrument has a high reliability value if the tests carried out have consistent results. Testing the

reliability or reliability is to use the Alpha-Cronbach formula. The stages in finding the reliability value using the Alpha formula are as follows:

1) Calculating the score variance of each item with the formula:

$$S_i = \frac{\sum X_i^2 - \frac{(\sum X_i)^2}{n}}{n}$$

Keterangan:

S_i = varians skor tiap-tiap item

$\sum X_i^2$ = jumlah kuadrat item X_i

$\sum X_i$ = jumlah kuadrat item X_i

$(\sum X_i)^2$ = jumlah kuadrat item X_i dikuadratkan

n = jumlah responden

2) Sum the variance of all items with the formula:

$$\sum S_i = S_1 + S_2 + S_3 + \cdots + S_n$$

Keterangan:

$\sum S_i$ = jumlah varians tiap item

$S_1 + S_2 + S_3 + \cdots + S_n$ = varians item ke-1, 2, 3, ... n

3) Calculate the total variance with the formula:

$$S_t = \frac{\sum X_t^2 - \frac{(\sum X_i)^2}{n}}{n}$$

Keterangan:

S_t = varians total

$\sum X_t^2$ = jumlah kuadrat X total

$(\sum X_i)^2$ = jumlah kuadrat X total dikuadratkan

n = jumlah responden

4) Masukkan nilai *Aplha* dengan rumus:

$$r_{11} = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum S_i}{S_t}\right)$$

Keterangan:

r_{11} = Nilai reliabilitas

$\sum S_i$ = jumlah varians skor tiap-tiap item

S_t = varians total

k = jumlah item

Nilai tabel r *product moment* $dk = N - 1$. Keputusan dengan membandingkan r_{11} dengan r_{tabel}. Jika $r_{11} > r_{tabel}$ berarti reliabel dan jika $r_{11} < r_{tabel}$ berarti tidak reliabel.

c. Hypothesis testing

T test or T-test was used in this study. Technical T-test is a technique in statistics that is used to test the significance of two distributions. After all the testing process ends and a post test is given, then this T-test is used. The data that has been obtained is then analysed to determine whether the results of the test are in accordance with the hypothesis desired by the author. The steps in hypothesis testing are as follows:

1) Formulate a hypothesis

2) Determine the significant level, namely = 0.05, then look for with degrees

freedom = 2

3) Testing using t-test:

RESULTS AND DISCUSSION

Processing the data by testing the research questions and to determine the validity of the indicators, it is known that the value of r table in this study with n = 175, and sig. 0.05 is 0.148. Based on the results of the validity test in the table below, it is known that the calculated r value for each statement item > r table is 0.148. This means that all statements used in this study can be used as measuring tools or valid.

Meanwhile, to test its reliability, from the reliability test results, it is known that the Cronbach's Alpha value in each variable is > 0.7, it can be interpreted that all items in each variable are consistent or reliable. The complete results can be seen in the following pictures:

Validity and Reliability Test Results for Social Media Technology Variables

Correlations

		TSM1	TSM2	TSM3	TSM4	TSM5	TSM6	TSM7	TEKNOLOGI SOSIAL MEDIA
TSM1	Pearson Correlation	1	.571**	.364**	.321**	.166*	.247**	.325**	.621**
	Sig. (2-tailed)		.000	.000	.000	.028	.001	.000	.000
	N	175	175	175	175	175	175	175	175
TSM2	Pearson Correlation	.571**	1	.287**	.246**	.277**	.292**	.322**	.629**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000	.000
	N	175	175	175	175	175	175	175	175
TSM3	Pearson Correlation	.364**	.287**	1	.475**	.347**	.215**	.438**	.616**
	Sig. (2-tailed)	.000	.000		.000	.000	.004	.000	.000
	N	175	175	175	175	175	175	175	175
TSM4	Pearson Correlation	.321**	.246**	.475**	1	.443**	.296**	.398**	.671**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000
	N	175	175	175	175	175	175	175	175
TSM5	Pearson Correlation	.166*	.277**	.347**	.443**	1	.399**	.325**	.608**
	Sig. (2-tailed)	.028	.000	.000	.000		.000	.000	.000
	N	175	175	175	175	175	175	175	175
TSM6	Pearson Correlation	.247**	.292**	.215**	.296**	.399**	1	.324**	.592**
	Sig. (2-tailed)	.001	.000	.004	.000	.000		.000	.000
	N	175	175	175	175	175	175	175	175
TSM7	Pearson Correlation	.325**	.322**	.438**	.398**	.325**	.324**	1	.667**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	175	175	175	175	175	175	175	175
TEKNOLOGI SOSIAL MEDIA	Pearson Correlation	.621**	.629**	.616**	.671**	.608**	.592**	.667**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	175	175	175	175	175	175	175	175

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.778	7

Figure 3. Validity and Reliability Test Results for Social Media Technology Variables

Validity and Reliability Test Results for Packaging Variables

Correlations

		K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	KEMASAN
K1	Pearson Correlation	1	.597**	.326**	.339**	.384**	.029	.107	.132	.490**	.507**	.815**
	Sig. (2-tailed)		.000	.000	.000	.000	.708	.159	.081	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K2	Pearson Correlation	.597**	1	.491**	.372**	.313**	.019	.165*	.175*	.346**	.454**	.646**
	Sig. (2-tailed)	.000		.000	.000	.000	.805	.014	.021	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K3	Pearson Correlation	.326**	.491**	1	.302**	.333**	.118	.171*	.146	.253**	.424**	.593**
	Sig. (2-tailed)	.000	.000		.000	.000	.120	.024	.054	.001	.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K4	Pearson Correlation	.339**	.372**	.302**	1	.444**	.059	.161*	.244**	.327**	.307**	.578**
	Sig. (2-tailed)	.000	.000	.000		.000	.443	.033	.001	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K5	Pearson Correlation	.384**	.313**	.333**	.444**	1	.066	.061	.132	.440**	.494**	.599**
	Sig. (2-tailed)	.000	.000	.000	.000		.387	.423	.082	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K6	Pearson Correlation	.029	.019	.118	.059	.066	1	-.054	.021	.024	.031	.232**
	Sig. (2-tailed)	.708	.805	.120	.443	.387		.490	.778	.749	.689	.002
	N	175	175	175	175	175	175	175	175	175	175	175
K7	Pearson Correlation	.107	.165*	.171*	.161*	.061	-.054	1	.389**	.135	.163*	.443**
	Sig. (2-tailed)	.159	.014	.024	.033	.423	.480		.000	.076	.031	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K8	Pearson Correlation	.132	.175*	.146	.244**	.132	.021	.389**	1	.200**	.172*	.488**
	Sig. (2-tailed)	.081	.021	.054	.001	.082	.778	.000		.008	.023	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K9	Pearson Correlation	.490**	.346**	.253**	.327**	.440**	.024	.135	.200**	1	.521**	.623**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.749	.076	.008		.000	.000
	N	175	175	175	175	175	175	175	175	175	175	175
K10	Pearson Correlation	.507**	.454**	.424**	.307**	.494**	.031	.163*	.172*	.521**	1	.674**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.689	.031	.023	.000		.000
	N	175	175	175	175	175	175	175	175	175	175	175
KEMASAN	Pearson Correlation	.815**	.646**	.593**	.578**	.599**	.232**	.443**	.488**	.623**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	
	N	175	175	175	175	175	175	175	175	175	175	175

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.736	10

Figure 4. Validity and Reliability Test Results for Packaging Variables

Online Promotion Variable Validity and Reliability Test Results

Correlations

		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PROMOSI ONLINE
PO1	Pearson Correlation	1	.573**	.312**	.278**	.094	.370**	.360**	.315**	.644**
	Sig. (2-tailed)		.000	.000	.000	.217	.000	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175
PO2	Pearson Correlation	.573**	1	.266**	.237**	.109	.283**	.213**	.277**	.600**
	Sig. (2-tailed)	.000		.000	.002	.151	.000	.005	.000	.000
	N	175	175	175	175	175	175	175	175	175
PO3	Pearson Correlation	.312**	.266**	1	.278**	.111	.274**	.384**	.423**	.623**
	Sig. (2-tailed)	.000	.000		.000	.142	.000	.000	.000	.000
	N	175	175	175	175	175	175	175	175	175
PO4	Pearson Correlation	.278**	.237**	.278**	1	.320**	.439**	.241**	.248**	.583**
	Sig. (2-tailed)	.000	.002	.000		.000	.000	.001	.001	.000
	N	175	175	175	175	175	175	175	175	175
PO5	Pearson Correlation	.094	.109	.111	.320**	1	.444**	.177*	.301**	.481**
	Sig. (2-tailed)	.217	.151	.142	.000		.000	.019	.000	.000
	N	175	175	175	175	175	175	175	175	175
PO6	Pearson Correlation	.370**	.283**	.274**	.439**	.444**	1	.161*	.298**	.598**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.033	.000	.000
	N	175	175	175	175	175	175	175	175	175
PO7	Pearson Correlation	.360**	.213**	.384**	.241**	.177*	.161*	1	.609**	.669**
	Sig. (2-tailed)	.000	.005	.000	.001	.019	.033		.000	.000
	N	175	175	175	175	175	175	175	175	175
PO8	Pearson Correlation	.315**	.277**	.423**	.248**	.301**	.298**	.609**	1	.702**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000		.000
	N	175	175	175	175	175	175	175	175	175
PROMOSI ONLINE	Pearson Correlation	.644**	.600**	.623**	.583**	.481**	.598**	.669**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	175	175	175	175	175	175	175	175	175

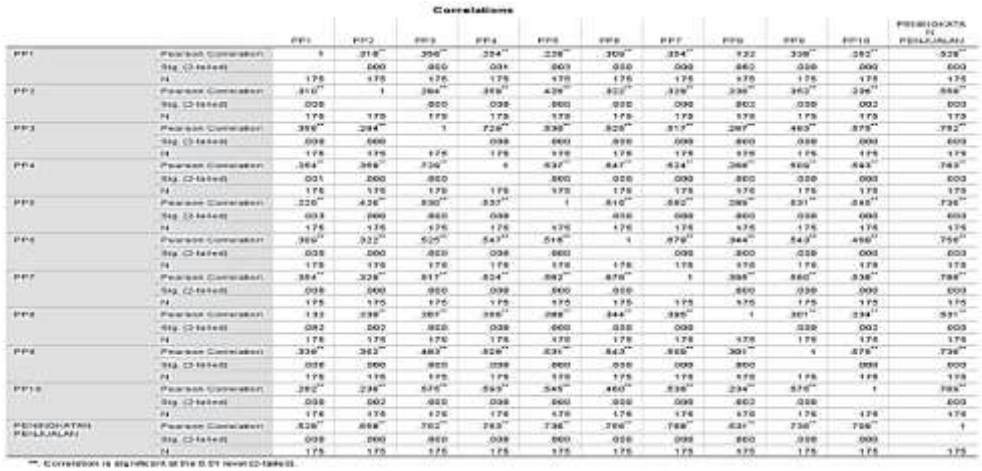
**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.769	8

Figure 5. Validity and Reliability Test Results for Packaging Variables

Result of Validity and Reliability Test of Variable Sales Increase



Reliability Statistics

Cronbach's Alpha	N of Items
.870	10

Figure 6. Validity and Reliability Test Results of Sales Increase Variables

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			175
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.36048744
Most Extreme Differences	Absolute		.101
	Positive		.066
	Negative		-.101
Test Statistic			.101
Monte Carlo Sig. (2-tailed)	Sig.		.074[d]
	95% Confidence Interval	Lower Bound	.035
		Upper Bound	.113

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 175 sampled tables with starting seed 299883525.

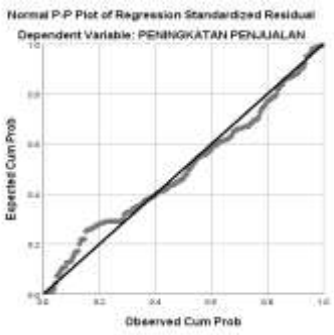


Figure 7. Normality Test Results

From the test results in the table, it is known that the value of sig. of 0.074 > 0.05 and the normality of the p-plot is known that the points follow the diagonal line, it can be interpreted that the data used in this study is normally distributed.

Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SOCIAL MEDIA TECHNOLOGY	.538	1.857
	PACKAGING	.546	1.831
	ONLINE PROMOTION	.709	1.411

Figure 8. Multicollinearity Test Results

From the table above, it is known that the value of tolerance and VIF on the social media technology variable is 0.538 > 0.10 and 1.857 < 10. In the packaging variable it is 0.546 > 0.10 and 1.831 < 10, and on the online promotion variable is 0.709 > 0.10. and 1.411 < 10, it can be interpreted that there is no multicollinearity between the independent variables in this study.

Heteroscedasticity Test Results

Model		Sig.
1	(Constant)	.000
	Teknologi sosial media	.166
	Kemasan	.422
	Promosi online	.283

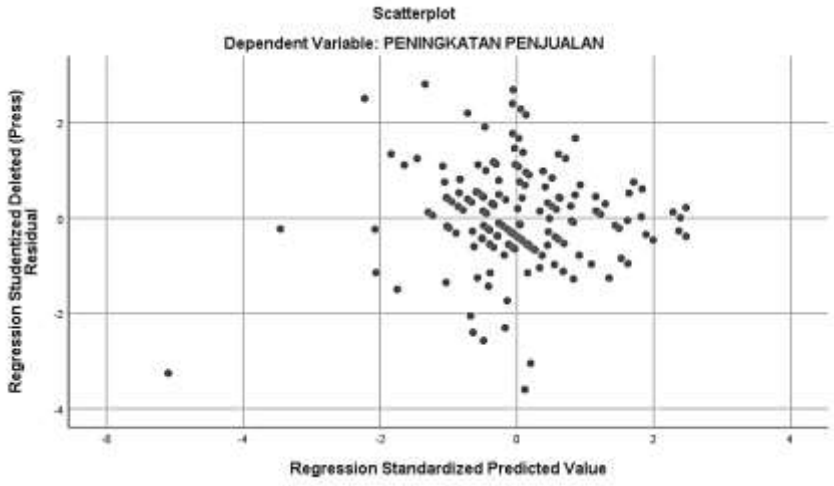


Figure 9. Heteroscedasticity Test Results

From the table, it is known that the significance value for the social media technology variable is 0.166 > 0.05, the packaging variable is 0.422 > 0.05, and the online promotion variable is 0.283 > 0.05 and the scatterplot image shows that the dots spread above and below. below the number 0 on the y-axis and does not form a clear pattern. So, it can be interpreted that there is no heteroscedasticity.

Results of Regression Test and T. Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.198	2.361		3.472	.001
	SOCIAL MEDIA TECHNOLOGY	.376	.097	.274	3.877	.000
	PACKAGING	.342	.069	.350	4.977	.000
	ONLINE PROMOTION	.296	.073	.252	4.077	.000

a. Dependent Variable: PENINGKATAN PENJUALAN

Figure 10. Heteroscedasticity Test Results

From the test results in the table above, the following multiple linear regression equations are obtained:

Y = 8.198 + 0.376X1 + 0.342X2 + 0.296X3 + e

From these equations it can be explained as follows:

a. The constant value (a) is 8.198. Shows that if the regression coefficient on the constant is 8.198. This means that if the value of social media technology, packaging, and online promotion is 0 then the sales increase variable increases by 8.198.
b. The coefficient value of the social media technology variable (X1) is 0.376. This means that every increase or addition of one unit of social media technology (X1) will result in an increase in sales (Y) of 0.376.
c. The coefficient value of the packaging variable (X2) is 0.342. This means that every increase or addition of one packaging unit (X2) will result in an increase in sales (Y) of 0.342.
d. The coefficient value of the online promotion variable (X3) is 0.296. This means that every increase or addition of one unit of online promotion (X3) will result in an increase in sales (Y) of 0.296.

T Test Interpretation:

It is known that the t-table value is 1.973. The following is a partial test result of the t-test explanation:

1. On the social media technology variable (X1), it is known that the t table is 1.973 < t count 3.877 and the significance value is 0.000 <0.05, which means that the social media technology variable (X1) influences increasing sales (Y).
2. In the packaging variable (X2), it is known that the t table is 1.973 < t count 4.977 and the significance value is 0.000 <0.05, which means that the packaging variable (X2) influences increasing sales (Y).
3. On the online promotion variable (X3), it is known that the t table is 1.973 < t count 4.077, the significance value is 0.000 <0.05, which means that the online promotion variable (X3) influences increasing sales (Y).

F . Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2294.754	3	764.918	66.567	.000[b]
	Residual	1964.960	171	11.491		
	Total	4259.714	174			

a. Dependent Variable: INCREASE SALES
b. Predictors: (Constant), ONLINE PROMOTION, PACKAGING, SOCIAL MEDIA TECHNOLOGY

Figure 11. F Test Results

Is known that the value of F table with n 175 and sig. 0.05 is 3.05. From the results of the analysis, it was found that the calculated F value was 66.567 > F table 3.05 and the sig value. of 0.000 < 0.05. From these results, it can be concluded that social media technology (X1), packaging (X2), and online promotion (X3) have a simultaneous effect on increasing sales (Y).

Coefficient of Determination Test Results (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.734a	.539	.531	3.390	1.890

a. Predictors: (Constant), ONLINE PROMOTION, PACKAGING, SOCIAL MEDIA TECHNOLOGY
b. Dependent Variable: INCREASE SALES

Figure 12. Coefficient of Determination Test Results (R2)

From the test results in the table, it is known that the R square value is 0.539 X 100 = 53.9%. This means that the variables of social media technology (X1), packaging (X2), and online promotion (X3) can explain the variable of increasing sales (Y) by 53.9%. While the remaining 1 - 0.539 = 0.461 or 46.1% is explained by other variables outside the variables in this study.

It is also known that the R value is 0.734, this means that the variables of social media technology (X1), packaging (X2), and online promotion (X3) have a strong relationship with the variable of increasing sales (Y).

Frequency Test Results of Respondents Characteristics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	58	33.1	33.1	33.1
	Female	117	66.9	66.9	100.0
	Total	175	100.0	100.0	

Figure 13. Gender

From the table, it is known that the respondents involved in this study were 58 (33.1%) male and 117 (66.9%) female. This proves that women have a higher tendency to sell or purchase food through online using social media.

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 Tahun	43	24.6	24.6	24.6
	21 s.d 38 Years	96	54.9	54.9	79.4
	39 s.d 50 Years	26	14.9	14.9	94.3
	51 s.d 69 Years	10	5.7	5.7	100.0
	Total	175	100.0	100.0	

Figure 14. Age group.

From the table above, it is known that the age group of respondents with age < 20 years is 43 (24.6%) people, 21 to 38 years is 96 (54.9%) people, 39 to 50 years is 26 (14.9%) people, and 51 to 69 years as many as 10 (5.7%) people. People with an age interval of 21 to 38 years are the age group that mostly sells or purchases food through online using social media.

Last Formal Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/MA or equivalent	120	68.6	68.6	68.6
	Diploma (D1/D2/D3)	11	6.3	6.3	74.9
	Bachelor (S1)	24	13.7	13.7	88.6
	Postgraduate (S2/S3)	20	11.4	11.4	100.0
	Total	175	100.0	100.0	

Figure 15. Recent formal education.

From the table above, it is known that respondents viewed from the last formal education as many as 120 (68.6%) respondents with high school education or equivalent, for Diploma (D1/D2/D3) as many as 11 (6.3%) people, Bachelors (S1) as many as 24 (13.7%) people, and Postgraduate (S2/S3) as many as 20 (11.4%) people. Respondents with the last education of SMA/MA are the group of people who mostly sell or purchase food through online using social media.

Expenditure Amount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 million	97	55.4	55.4	55.4
	3 - 5 million	54	30.9	30.9	86.3
	5,1 - 8 million	17	9.7	9.7	96.0
	> 8 million	7	4.0	4.0	100.0
	Total	175	100.0	100.0	

Figure 16. Total expenditure

It is known that respondents with a total expenditure of < 3 million as many as 97 (55.4%) respondents, 3-5 million as many as 54 (30.9%) people, 5.1-8 million as many as 17 (9.7%) people, and > 8 million as many as 7 (4%) people. Respondents who spent less than 3 million were the group of respondents who mostly carried out food sales or purchases online using social media.

Time to make online purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 Year	60	34.3	34.3	34.3
	1s/d 5 Years	107	61.1	61.1	95.4
	>5 Years	8	4.6	4.6	100.0
	Total	175	100.0	100.0	

Figure 17. Time to make an online purchase

From the table, it is known that respondents who have made online purchases <1 year are 60 (34.3%) people, 1 to 5 years are 107 (61.1%) people, and >5 years are 8 (4.6%) people. . Respondents who are at intervals of 1 to 5 years are the group of respondents who mostly carry out selling or buying food activities online using social media.

Long time doing online sales

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 Year	154	88.0	88.0	88.0
	1s/d 5 Years	20	11.4	11.4	99.4
	>5 Years	1	.6	.6	100.0
	Total	175	100.0	100.0	

Figure 18. Time to do online sales

From the table, it is known that respondents with online sales < 1 year were 154 (88%) people, 1 to 5 years were 20 (11.4%) people, and >5 years were 1 (0.6%) people. Respondents who are at intervals of less than 1 year are the group of respondents who mostly carry out selling or buying food activities online using social media.

Frequency of buying/selling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	8	4.6	4.6	4.6
	Once a week	40	22.9	22.9	27.4
	2-3 times a week	57	32.6	32.6	60.0
	Once a month	70	40.0	40.0	100.0
	Total	175	100.0	100.0	

Figure 19. Frequency of buying/selling

From the table, it is known that respondents with a frequency of buying/selling Every day as many as 8 (4.6%) people, once a week as many as 40 (22.9%) people, 2-3 times a week as many as 57 (32.6%) people. , and once a month as many as 70 (40%) people. Respondents who buy or sell online once a month are the group of respondents who use social media the most.

CONCLUSIONS AND SUGGESTIONS

Conclusion

By looking at the results of the analysis that was built to answer the objectives of this study, the authors conclude that social media technology, packaging and online promotion have an effect on increasing sales of food products for the women of Bojong Kulur village, Bogor, West Java, it can be concluded:

1. There is a strong and significant influence between social media technology and increased sales. This is evidenced because the t table is 1.973 < t count 3.877 and the significance value is 0.000 < 0.05, which means that the social media technology variable (X1) influences increasing sales (Y).
2. There is a strong and significant influence between packaging and increased sales.
3. This is evidenced because the t table is 1.973 < t count 4.977 and the significance value is 0.000 < 0.05, which means that the packaging variable (X2) influences increasing sales (Y).
4. There is a strong and significant influence between online promotion and increased sales. This is evidenced because the t table is 1.973 < t count 4.077, the significance value is 0.000 < 0.05, which means that the online promotion variable (X3) influences increasing sales (Y).
5. From these results, it can be concluded that social media technology (X1), packaging (X2), and online promotion (X3) have a simultaneous effect on increasing sales (Y). This is evidenced because from the results of the analysis obtained the calculated F value of 66.567 > F table 3.05 and the value of sig. of 0.000 < 0.05.

Suggestion

For online food businesspeople

1. Food business players, especially mothers, must further improve the quality of their food products by continuing to innovate and be creative in creating and developing existing and new food products.
2. Food businesspeople must be able to take full advantage of social media technology and learn other social media in order to carry out online promotions effectively and efficiently.
3. Food business players must be more creative in packaging so that their product appearance is more attractive and environmentally friendly.

For further research

This research does not end here. For further researchers, suggestions that can be given are as follows:

1. Followed by the next research by using topics that are more specific or more specific about increasing sales such as consumer satisfaction and repurchase of food products from mothers or other groups.
2. The number of factors that can influence the increase in sales in the food business, it is important to add other factors that affect the brand, price, quality of service and others.
3. With a larger population of food businesspeople, further research is needed using a larger and wider sample.
4. For other researchers who will examine more deeply about the factors that influence the increase in sales in their questionnaire, the statement must be open so that the answers to the questionnaire will be clearer and unbiased.

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