

ABSTRACT

Social media will greatly contribute to advancing the sector of Small and Medium Enterprises (SME) by offering a variety of advantages if capable of being effectively applied by SMEs. The purpose of this research is to describe the use of social media in the Small and Medium Enterprises (SME) Guten.inc who had successfully implement their business by adopting social media, and its connection to the promotion mix.

This research uses a qualitative method and descriptive case study approach. Data collection techniques in this research are to conduct in-depth interviews to CEO Guten.inc, Store Manager, and Consumers of Guten.inc. Observation and documentation are also used to get an information about the use of social media by SMEs Guten.inc.

The results of this research have a describe the use of social media by SME Guten.inc, which offer high quality products at low prices, collaboration with fashion designer, providing varied products, giving discounts, routine posting on social media every day, interesting post on Instagram, describe the product with complete, create interesting content, engage endorsement, follow events/fairs clothing, provide guarantee system, and provide the best service to consumers.

The benefits of social media for Guten.inc is social media as a promotional tool to introduce and market their products, able to attract customers from anywhere, as a means of communication and engage with consumers and increase sales Guten.inc per year. Contributions to social media to Guten.inc quite large, with a percentage of approximately 75-80% of sales Guten.inc.

Keywords : Social Media, Promotion Mix, SMEs