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THE EFFECT OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD-OF-MOUTH ON HALAL FOOD PRODUCT PURCHASE DECISIONS

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HIGHLIGHT

- The Covid-19 pandemic led MSMEs to rely heavily on social media for marketing and product promotion.
- Further research is needed to assess the effectiveness of social media in product marketing.

ABSTRACT

This study was inspired by the Covid-19 pandemic, particularly after the deployment of social distancing and work from home, which impacted the viability of MSME businesses. During this pandemic, social media has been predominantly used to market and promote products. However, greater research is required to determine the extent to which social media are effective as a product promotion and marketing technique. This study investigates the impact of social media marketing and electronic word-of-mouth on the decision to purchase halal food goods from MSMEs. Multiple linear regression analysis was employed in this study, with 154 respondents (generation Z) serving as the research sample obtained using stratified sampling with a significance threshold of 5%. 65.22% of the simultaneous test findings indicated that the two independent factors concurrently and partially had a positive and statistically significant effect on purchase decisions. In addition, this research employs literature reviews to propose creative marketing communication models through social media and marketing models using Instagram for small and medium-sized enterprises (SMEs).

A. INTRODUCTION

In Indonesia, the food sector of the halal business is an actively developed industrial sector. The vast potential of this industry motivates this. Several facts support the size of this potential, including the fact that the Indonesian food and beverage industry contributed 34 percent to the country's gross domestic product in 2017 alone. Second, the target market in Indonesia is particularly large due to the 7-8 percent annual expansion of the middle class, which boosts their spending power. Lastly, the community's growing knowledge of halal in regards to halal items.

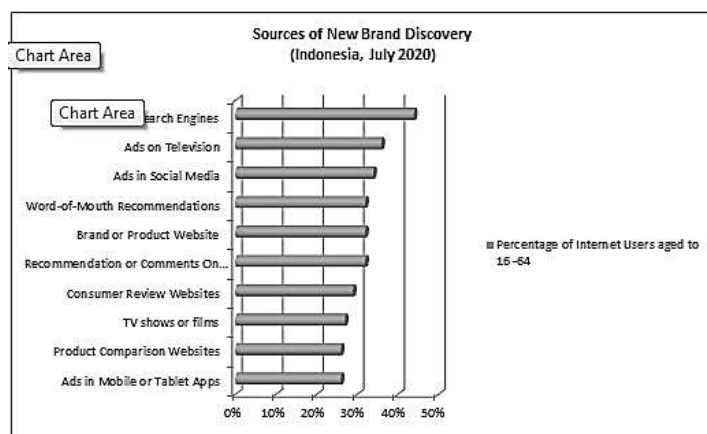
Certainly, these elements can create potential for the halal industry, particularly in the halal food sector. According to the most recent data from the Worldwide Islamic Economic in 2018/2019, food and drinks represent the highest proportion of the global halal market with a value of \$1,303 trillion. By 2023, the halal food and beverage market is anticipated to reach \$1,863 billion. According to M. Ali, food is an essential human necessity. Moreover, with the passage of time and Islamic sharia teachings, Muslim consumers have come to assume that the halal status of the products they consume is assured.

The real sector and MSMEs are inseparable units. So far, MSMEs have become a major contributor to gross domestic product (GDP). Launching data from a survey conducted by Bank Indonesia (BI) in June 2020, 72.6% of MSME players were affected by the Covid-19 pandemic. Among these impacts are the problem of declining sales, difficulties in obtaining raw materials, and difficulties in the capital. These problems stem from the pandemic conditions that require economic activities to run full of limitations. When many workers have been laid off and forced to undergo work-from-home routines for the past few months, MSMEs, as a business sector that tends to apply the conventional system, inevitably have difficulty adjusting to the online phenomenon that dominates most aspects of life in the pandemic era. At the moment, All social-economic activities seem to be changing direction and forced to conform to the online system, which is a limitation for certain parties.

According to we are social data in a digital report issued in July 2020, the Covid-19 pandemic has increased the digital and online activities of the world community. Most of the community considers the current digital role to be very helpful for them, be it in children's education (76%), work (67%), or in helping them

complete their daily needs such as the need for groceries (44%) and personal health. (41%). The food sector is one of the MSME sectors that have fallen during the current pandemic. Most of the MSMEs engaged in the food sector experienced a decline in sales, and even many of them went out of business due to the impact of the Covid-19 pandemic. MSME actors who are less proficient in utilizing technology and the digital era will automatically be knocked out of the market.

Figure 2 New Brand Search Source



Source: (We are Social Hootsuite, 2020)

Based on this context, the title of this study is The effect of social media marketing and electronic word-of-mouth on purchasing decisions for processed halal food products belonging to MSMEs, and the author also presents a social media marketing communication model for MSMEs. As a result, it is anticipated that this research will give MSME actors in the halal food industry with answers to sales challenges during the Covid-19 Pandemic, thereby contributing to the country's economic development.

Social Media Marketing

Social media marketing is a sort of marketing strategy that employs social media to promote a product/brand or service to social media-using communities (Lim et al., 2012; Minazzi, 2015; Todua, 2017). The interactive nature of social media, i.e., its capacity to facilitate communication between individuals, companies in the sales community, and their customers, as well as to encourage customer participation in content and value creation, affords businesses the opportunity to provide superior customer service and meet their needs. (Marchiori, Cantoni, & Fesenmaier, 2013).

Social media marketing is the process of increasing website traffic or public awareness using social media platforms. Social media can also encourage a

consumer to voice his view on the product or service supplied and to post his opinion on social networks on the internet, which can expand the knowledge of consumers who read the person's comments or ideas on the market or the goods offered (Piñeiro-Otero & Martínez-Rolán, 2016). Facebook, Twitter, Pinterest, Reddit, YouTube, Myspace, Digg, Google Plus, and Instagram are among the most popular social media marketing platforms among consumers. Gunelius (2011) divides social media marketing success variables into four elements:

1. Content creation is interesting content and becomes a strategy in marketing on social media.
2. Content sharing is an activity of sharing content with social media users so that it can help expand online audiences and business networks.
3. Connecting by using social media allows one to meet other people with the same interests. An extensive network can build relationships and expand business networks. In doing social networking, what needs to be considered is building honest and careful communication.

Community building, the social web, is a large online community and a place for interaction for almost all individuals around the world using technology. With social networking, you can build a community on the internet who have the same interests.

Electronic Word-of-Mouth (e-WOM)

Social networking sites are online public forums where individuals can post, store, and publish information. Jones (2010) asserts in his theory of consumer behavior that social networking sites play a significant role in the information-gathering phase preceding a consumer's purchase decision. The internet has altered the manner in which consumers communicate and discuss the products and services they purchase (Goldsmith & Ronald, 2006). This method of communication is referred to as Electronic Word-of-Mouth (e-WOM).

Electronic word of mouth (e-WOM) is a favorable or negative statement made about a product or company via the internet by potential customers, present customers, and former customers (Hennig, Thorsten, Kevin, Walsh, & Dwayne, 2004). Goyette, Richard, Bergeron, and Marticotte (2012) classify e-WOM along three dimensions:

- a. Intensity is the feasibility of consumers in providing information, interactions, and opinions between consumers on social networking sites. Following are the Intensity indicators:
 1. Frequency of accessing information from social networking sites
 2. Frequency of interaction with users of social networking sites
 3. The number of reviews written by users on social networking sites

b. Valence of opinion is consumer interest in a product by buying products based on ideas and recommendations from other consumers. The following are indicators of Valence of opinion:

1. Positive opinions from users of social networking sites
2. Recommendations from users of social networking sites

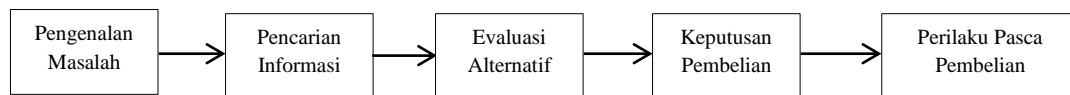
c. Content is an information on quality, price, comfort, cleanliness, and service. The following are indicators of Content:

1. Information on food and beverage variations
2. Quality information (race, texture, temperature, and color), food and beverage
3. Information on food and beverage prices

Purchase Decision

The buying decision is a high sense of self-assurance among consumers or customers who believe the purchasing decision made for a product is the proper one (Astuti & Cahyadi, 2007). Purchasing decisions are determinations to continue or cease purchasing a product (Kotler & Keller, 2012).

In addition, purchase decisions can be regarded as evaluating and selecting the most profitable alternative among a variety of alternatives based on personal interests (Priyanto, Rosa, & Syarif, 2014). The five phases of the consumer buying process are as follows (Kotler & Keller, Manajemen Pemasaran Jilid I. Edisi ke 13, 2009).



Gambar 1. Model Lima tahap proses pembelian konsumen

The indicators of purchasing decisions are as follows:

1. Attention
2. Product interest
3. Wish
4. Action
5. Wants/needs
6. Benefits or disadvantages

MSMEs

According to Law number 20 of 2008 concerning Micro, Small, and Medium Enterprises, MSMEs are defined as follows:

1. *Micro-enterprises are productive businesses owned by individuals and business entities that meet the criteria for Micro-enterprises as regulated in this Law.*

2. *Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly of Medium Enterprises or Large Enterprises that meet the criteria Small Business as referred to in this Law.*

3. *Medium business is a productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total assets. Net income or annual sales proceeds as regulated in this Law.*

The following are the criteria for MSMEs & Large Enterprises based on assets and turnover:

Table 1 Criteria for MSMEs & Large Enterprises Based on Assets and

Business Size	Criteria	
	Asset	Turnover
Micro business	Maximum Rp 50 Million	Maksimal Rp 300 Million
Small business	>Rp 50 Million – Rp 500 Million	>Rp 300 Million – Rp 2,5 Billion
Medium Enterprise	>Rp 500 Million – Rp 50 Billion	>Rp 2,5 Billion – Rp 50 Billion
Large business	>Rp10 Million	>Rp50 Million

Z Generation

A generation is a group of individuals that share the same birth year, age, region, and historical experiences or events that significantly influence their growth period (Putra, 2016). A generation is also a group of people who encounter the same events within the same time period. Generation Z is a young generation that has recently entered the workforce. Generation Z comprises individuals born between 1995 and 2010. This generation is often referred as the internet generation or Regeneration because it connects socially mostly through cyberspace.

Previous Studies

Tito Siswanto (2013) investigated social media optimization as a marketing channel for small and medium-sized businesses. The findings of this study indicate that social media as a kind of Integrated Marketing Communication (IMC) can give MSMEs with a competitive edge. Moreover, social media can assist SMBs in establishing a brand image and fostering customer pleasure, which will effect brand

loyalty. Then, in order for SMEs to keep up with the evolution of information, it is required to enhance the knowledge and skills of human resources in the field of information technology. (Siswanto, 2013).

Ivana, Vina, Sari, Adelia, Thio, and Sienny (2014) did a study on Electronic Word-of-Mouth (e-WOM) and Its Influence on Purchasing Decisions in Surabaya Restaurants and Cafes. This research employed multiple linear regression techniques. The characteristics of e-WOM (intensity, valence of opinion, and content) positively and significantly influenced purchase decisions, according to the study's findings. (Ivana, Vina, Sari, Adelia, Thio, & Sienny, 2014).

Then, Edy Herman and Handry Sudiarta Athar (2008) investigated the evolution of social media marketing models and site-visiting choices. This study intends to investigate further the effectiveness of social media use from the perspective of the consumer or tourist community, and to construct an empirical model of social media marketing's effect on visiting decisions (Herman & Athar, 2018).

From an Islamic economic standpoint, Fasihatul Muslihah (2018) studies the impact of Instagram marketing on purchasing decisions for fashion products. Using simple linear regression, this study demonstrates that social media marketing influences the purchase decision variable. In Islam, it is advised to make purchasing selections so that Muslim customers might take the function of the usability of the things to be acquired, as opposed to only following their whims and fancies (Muslihah F., 2018).

Research Framework

This study consists of three variables: two independent variables and one dependent variable. In this study, the independent variables are social media marketing and electronic word-of-mouth (e-WOM). In contrast, the dependent variable in this study is the MSMEs' purchasing decision about processed food goods. On the basis of the aforementioned supporting theory, the conceptual framework of this study can be characterized as follows:

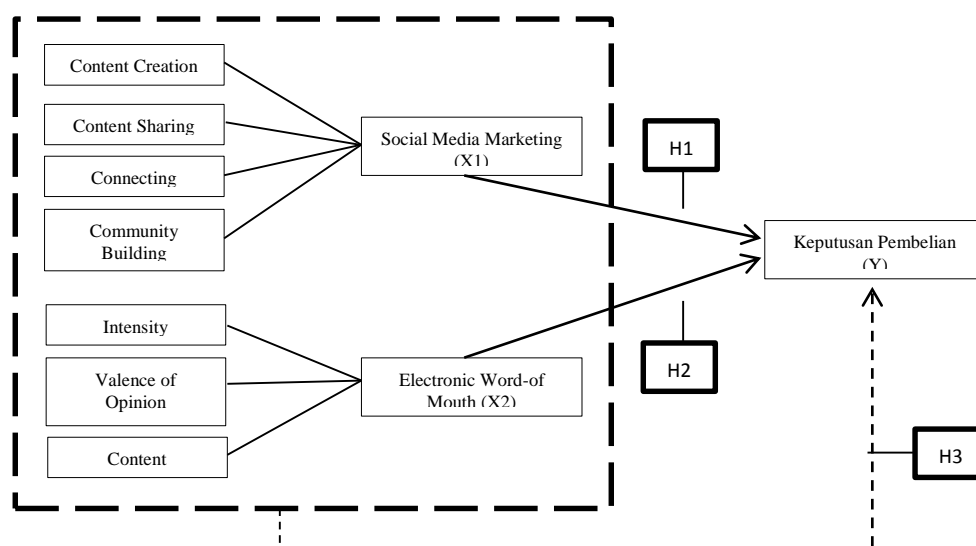


Figure 3 Conceptual Framework

Hypothesis:

H1: Social Media Marketing has a positive effect on purchasing decisions

H2: Electronic power-of-mouth has a positive effect on purchasing decisions.

H3: Social Media Marketing and Electronic power-of-mouth have a positive effect on purchasing decisions

B. METHOD

Research and Information Sources

This research employs an explanation-based quantitative methodology. This study utilizes both primary and secondary data sources. This study's early data was collected directly by the research team through the completion of Google forms distributed over social media. The questionnaire data are then processed and evaluated using multiple linear regression models. The research team acquired secondary data from journals, books, theses, and scholarly papers, among others, that were related to the topic of this study.

Data collecting technique

This study used a purposive sampling strategy for its sampling. Purposive sampling is a method for selecting research samples that takes into account specific factors to make the generated data more representative (Sugiyono, 2010). This study's sample consisted of members of "generation Z" between the ages of 17 and 25 who were randomly selected from numerous cities in Indonesia. The number of participants in this study was 154.

Measurement Scale

In this study, the authors used a 5-point Likert scale. "The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena" (Sugiyono, 2011). The following is a Likert scale score for quantitative research analysts.

Table 1 Likert Scale

Answer	Value Weight
Totally Agree	5
Agree	4
Probably	3
Not Agree	2
Totally not Agree	1

Definition of Operational Variables

Table 4 Definitions of Operational Variables

No	Variabel	Definitions of Operational Variables	Indicators	Source
1	<i>Social Media Marketing (X1)</i>	One form of marketing strategy with utilizing social media in marketing a product/brand and service to communities that participate in social media (Lim et al., 2012; Minazzi, 2015; Todua, 2017)	a. <i>Content creation</i> b. <i>Content sharing</i> c. <i>Connecting</i> d. <i>Community building</i>	(Gunelius, 2011)
2	<i>Electronic Word-of-Mouth (X2)</i>	Positive or negative statements made by potential, actual, and former customers about a product or company via the internet (Hennig,	a. <i>Intensity</i> b. <i>Valence of Opinion</i> c. <i>Content</i>	(Goyette, Richard, Bergeron, & Marticotte, 2012)

		Thorsten, Kevin, Walsh, & Dwayne , 2004)		
3	Purchase Decision (Y)	The purchasing decision is a decision to continue purchasing or not to continue buying a product (Kotler & Keller, 2012).	a. Attention b. Product interest c. Desire d. Action e. Want/need f. Benefit or bad	(Kotler & Philip, 2006)

1. Classical Assumption Test
2. Multiple linear regression test

$$Y = B_0 + B_1X_1 + B_2X_2$$

Keterangan:

Y = Purchase Decision

B₀ = Constanta

B₁X₁ = Social Media Marketing

B₂X₂ = e-WOM

3. Hypothesis Test

In this study, hypothesis testing included the t-test (partial test), F test (simultaneous test), and the coefficient of determination. The t-test was conducted to test whether each independent variable affected the dependent variable (partially). At the same time, the F test is carried out to identify all independent variables simultaneously (simultaneously) about their effect on the dependent variable. Finally, the coefficient of determination is carried out using the Adjusted R-Squared value in the regression estimation results to determine the percentage of the proportion of influence given by all independent variables in the study.

C. RESULT AND DISCUSSION

Characteristics of Respondents

This study uses a questionnaire to obtain data from respondents. The respondents of this study were Generation Z with an age range (17-25 years)

comprising 154 people. The respondent data from this study obtained through questionnaires are as follows:

1. Gender

From the results of respondent data, filling out the questionnaire was done mainly by women than men, with a presentation of 77.3% (women) and 22.7% (men).

2. Age

The characteristics of respondents based on age are presented in the following table:

Table 5. Age of Respondents

Age	Frequency	Percentage
17-19 Years	85	55,2%
20-22 Years	62	40,3%
23-25 Years	7	4,5%
Total	154	100%

3. Number of Purchases in a Month

Regarding the number of purchases of processed food products through social media, especially during the COVID-19 pandemic, they are as follows:

Table 6. Number of Purchases in a Month During the Covid-19 Period

Number of Purchases	Frequency	Percentage
1-3 times a month	25	16,23%
3-5 times a month	8	5,19%
>5 times a month	5	3,25%
Only at certain times	76	49,35%
Never	40	25,97%
Total	154	100%

The table shows that generation z tends to buy processed food products online through social media only at certain times. Many have never made purchases online using social media during this covid-19 pandemic.

Classic assumption test

1) Multicollinearity

Table 7 Multicollinearity Test

Variance Inflation Factors
 Date: 01/22/08 Time: 11:05
 Sample: 1 154
 Included observations: 154

Variable	Coefficient	Uncentered Variance	Centered VIF
C	1.330231	48.51083	NA
SOCIALMEDIAMAR			
KETING	0.006067	90.35147	2.083006
ELECTRONICWOM	0.003252	83.81465	2.083006

2) Autocorrelation

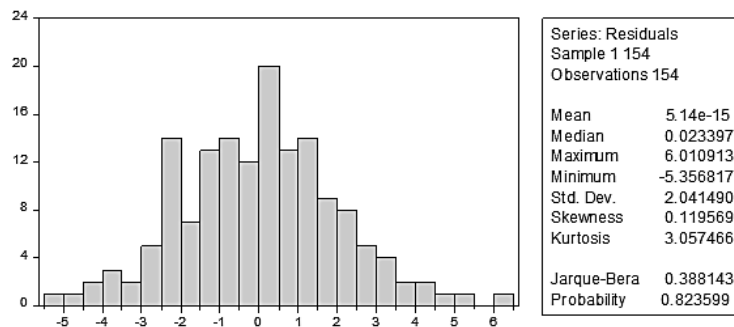
Table 8 Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.224665	Prob. F(2,149)	0.7991
Obs*R-squared	0.463012	Prob. Chi-Square(2)	0.7933

Prob value. The calculated F is 0.7991, which is greater than the 0.05 alpha level, so it can be concluded that there is no autocorrelation.

3) Normality



The calculated JB (Jarque-Bera) probability value is greater than 0.05. It can be concluded that the residuals are normally distributed.

4) Linearity

Table 2 Linearity Test

	Value	df	Probability
t-statistic	0.465873	150	0.6420
F-statistic	0.217037	(1, 150)	0.6420
Likelihood ratio	0.222664	1	0.6370

From the test results, it is known that the value of Prob. F count is greater than 0.05 so it can be concluded that the regression model has met the assumption of linearity.

5) Heteroscedasticity

Table 3. Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	0.257161	Prob. F(2,151)	0.7736
Obs*R-squared	0.522759	Prob. Chi-Square(2)	0.7700
Scaled explained SS	0.517031	Prob. Chi-Square(2)	0.7722

From the test results above, it is known that the prom value. From the calculated F of all tests greater than the alpha level of 0.05, it can be concluded that there is no heteroscedasticity.

Model Feasibility Test

The results and estimates of the regression model obtained from the test results are as follows:

Table 4 Model Feasibility Test

Dependent Variable: KEPUTUSANPEMBELIAN

Method: Least Squares

Date: 01/22/08 Time: 11:04

Sample: 1 154

Included observations: 154

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	4.198639	1.153356	3.640366	0.0004
SOCIALMEDIAMARKE				
TING	0.371049	0.077890	4.763763	0.0000
ELECTRONICWOM	0.441767	0.057024	7.747054	0.0000
R-squared	0.652191	Mean dependent var	23.20779	
Adjusted R-squared	0.647585	S.D. dependent var	3.461601	
S.E. of regression	2.054966	Akaike info criterion	4.297683	
Sum squared resid	637.6554	Schwarz criterion	4.356845	
Log likelihood	-327.9216	Hannan-Quinn criter.	4.321715	
F-statistic	141.5733	Durbin-Watson stat	1.869091	
Prob(F-statistic)	0.000000			

Sumber : Data yang diolah menggunakan Eviews

1) Test the significance of the model for concurrent testing

This test aims to see whether a regression model that is formed as a whole is a significant model.

a. Hypothesis:

$H_0 : \beta_1 = \beta_2 = 0$

$H_1 : \text{There must be at least 1, } \beta_j = j = 1, 2$

b. Test statistics:

F-statistik = 141.5733 and Prob (F-Statistic) = 0.000000

c. Rejection Area:

If Prob (F-Static) < 0.05 then reject H_0 . Because the value of Prob (F-Statistic) = 0.000000 < 0.05 then H_0 is rejected. So it can be concluded that the regression model formed is significant.

2) Test the significance of the model for partial testing

artial testing is carried out to see whether a variable from the regression model that has been formed has an individual influence.

a. Testing for X_1

Hypothesis:

$H_0 = \beta_1 = 0$

$H_1 = \beta_2 \neq 0$

Test statistics:

t-statistic shows the value of 4.763763 and Prob (F-statistic) = 0.0000

Rejection area:

If Prob (F-statistic) < 0.05 then reject H_0

Conclusion :

because the value of Prob (t-statistic) = 0.0000 < 0.05 then H_0 is rejected, so it can be concluded that the social media marketing variable (X_1) has a significant influence on the purchasing decision variable (Y).

b. Testing for X_2

Hypothesis:

$H_0 = \beta_1 = 0$

$H_1 = \beta_2 \neq 0$

Test statistics:

t-statistic shows the value of 7.747054 and Prob (F-statistic) = 0.0000

Rejection area:

If Prob (F-statistic) < 0.05 then reject H_0

Conclusion :

because the value of Prob (t-statistic) = 0.0000 < 0.05 then H_0 is rejected, so it can be concluded that the electronic word-of-mouth variable (X_2) has a significant influence on the purchasing decision variable (Y).

3) Coefficient of determination

Based on the estimation results of the regression parameters, the R-square value is 0.652191, which means that the social media marketing (X_1) and electronic power-

of mouth (X2) variables affect the Y variable by 65.22%. The remaining 34.78% is influenced by other variables not mentioned in this study.

4) Model interpretation

Based on the test results above, the regression model is obtained as follows:

$$\hat{Y} = 4.198639 + 0.371049 X1 + 0.441767 X2$$

\hat{Y} : Y prediction from the model formed

X1 : Social media marketing

X2 : Electronic Word-of-Mouth (e-WOM)

Model interpretation:

- For every 1 unit increase from X1, it will increase Y by 0.371049, assuming that other factors are constant. Therefore, the regression coefficient of social media marketing is positive, meaning that when the utilization or use of social media marketing in marketing processed halal food products belonging to MSMEs increases, the consumer's decision to make a purchase will also increase versa.
- For every 1 unit increase from X2, it will increase Y by 0.441767, assuming that other factors are constant. The regression coefficient for electronic word-of-mouth is positive, meaning that when electronic word-of-mouth rises, especially in terms of providing reviews or testimonials related to processed halal food products marketed by MSMEs, the consumer's decision to make a purchase will also increase, and so will on the contrary.

Marketing Communication Model Through Social Media

Since the implementation of social distancing in the era of the covid-19 pandemic has undoubtedly disrupted the business activities of MSMEs because demand has decreased as a result of reduced "people-to-people" interactions, social media marketing is a suitable alternative for marketing and promoting MSME products. In addition, the optimal use of social media marketing is viewed as a means of reviving the economy of MSMEs following COVID-19.

A social media presence can also facilitate consumer socialization and the formation of interactive communities. In the digital age, the term WOM (Word-of-Mouth) has been renamed e-WOM (electronic Word-of-Mouth). Word-of-mouth or communication in the marketing industry is surely not strange (Electronic Word-of-Mouth). Communication may enlighten and make potential consumers aware of the product's existence on a fundamental level. Additionally, communication can convince consumers to start an exchange relationship (Setiadi, 2003). In addition, the interactive nature of social media, i.e., its ability to build communication between individuals, companies in the sales community, and their customers, as

well as involving customer participation in filling content and creating value, presents the opportunity for businesses to provide better services to customers and meet their needs (Marchiori, Cantoni, & Fesenmaier, 2013).

1. What must be done before marketing and promoting halal processed food products belonging to MSMEs is as follows:

A. Content creation, MSMEs should create exciting and innovative content about the products they want to market. This is done as a strategy to get consumers' attention.

B. Content sharing, after creating exciting and innovative content related to the product you want to market, the next step is to share the content with social media users to expand the online audience and business network.

2. Social media makes it easier for sellers (MSMEs) to connect with consumers who are their target market. From the posted content, consumers can get information about the products sold by MSMEs and trigger interactions.

3. A vast network can build business relationships and form online communities with similar interests and interests. Within the community, of course, they will interact and exchange information related to products or product reviews they have purchased. Electronic Word-of-mouth (E-WOM) significantly influences marketing and promoting a product, leading to consumer purchasing decisions. What should be noted are the following:

a. Content is the essential thing that will trigger interactions and, of course, as a means of delivering information related to the quality, price, and advantages of processed halal food products sold by these MSMEs. Exciting and innovative content is needed to attract consumers' attention to discover the products being sold so that, in the end, it becomes a consideration for making a purchase.

b. Intensity, consumers will provide information or opinions to other fellow consumers from these posts. The benchmark is how often these consumers access information related to processed halal food products sold by the MSMEs through social media, how often these consumers interact with other social users, and how many reviews are written by consumers regarding halal food products. That the MSMEs sell on social media.

c. Valence of opinion, the next stage is consumer interest in buying products based on the Intensity described in the points above. Positive opinions and recommendations from other consumers posted through social media will attract the attention of new consumers or the community to find out and buy processed food products that MSMEs sell.

Marketing Model Using Instagram

Before marketing using social media, research should be carried out first related to the desired market share. The results of the questionnaire data distributed through this google form show that Generation Z uses Instagram more than the others.

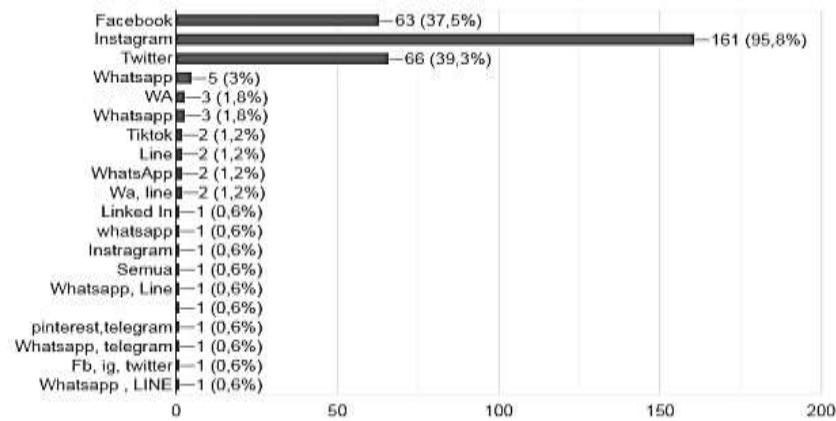
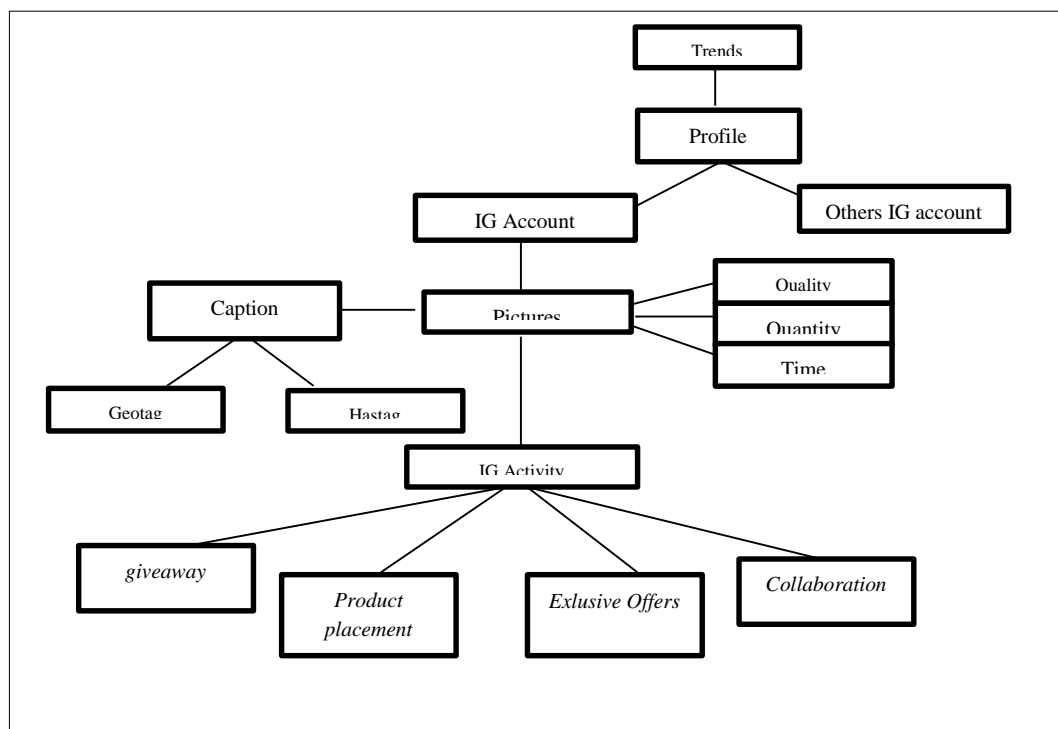


Figure 1. Generation Z social media use

Therefore, the use of Instagram social media is very appropriate for marketing and product promotion, mainly processed halal food belonging to MSMEs with the target buyer being Generation Z. The following is a marketing model using Instagram social media, referring to the research of Ena Buinac and Jonatan Lundberg (2016) as follows:



Gambar 2 Marketing Model Using IG

Sumber : (Buinac & Lundberg, 2016)

The chart above shows all the components in the marketing model using Instagram. Here are the explanations:

1. Changes in consumer behavior and priorities certainly result in changing trends in marketing. Knowing the trends that are developing in the community will undoubtedly help MSMEs save time and costs and ensure that the products marketed reach the target audience who will buy these products.
2. The “Instagram for Business” feature helps MSMEs to create a business profile for free. A business profile can also be insight and the ability to promote. Insights on Instagram help MSMEs to get important information about followers and posts that have the most reach with the highest customer engagement. Meanwhile, the promote feature is helpful for advertising posts on Instagram.
3. After knowing the trends in the community and having determined the marketing target, the next step is to prepare posts following the intended directions and targets. Content, photos, and videos to be posted must attract attention. In addition, the posting must be done consistently with the right timing.
4. Not only posting pictures and videos but captioning is also very useful to clarify the description of the products sold so that they are easy to understand and information will be conveyed quickly. In addition to captions, hashtags and geotags on Instagram are also very important. First, the use of hashtags serves to increase the number of followers on Instagram because they are easy to find the Instagram account. In addition, hashtags function for branding and product promotion on Instagram. Next is the use of geotags, which can be a useful alternative tool to increase engagement with the ability to grow followers and increase the number of interactions.
5. These four activities are more effective and drive the most engagement and interaction on Instagram.
 - a. Giveaways help MSMEs attract engagement on Instagram and increase the growth potential of Instagram accounts.
 - b. Product placement or brand placement is an activity to place brand names, products, packaging, symbols, or logos to remind consumers of the product and stimulate the creation of purchases.
 - c. To convert followers into customers, it is necessary to make exclusive offers, for example, giving gifts.
 - d. Collaborate with influencers on Instagram relevant to the product being sold. This method helps expose the products sold by the MSMEs to the broader community.

D. CONCLUSION

This study shows that social media marketing and electronic word-of-mouth have a positive and significant effect on purchase decisions for halal food products from MSMEs, both partially and simultaneously. The simultaneous test results indicate that variables X1 and X2 influence variable Y by 65.22%.

The marketing communication model through social media involves optimizing the use of social media marketing and electronic word-of-mouth. The success of social media marketing depends on creating engaging content and sharing it with social media users who are the target market. The posted content has the potential to trigger interactions among social media users, eventually forming a community with shared interests. From this community, electronic word-of-mouth will emerge, influencing social media users to try and purchase MSME products being marketed.

The social media marketing model using Instagram includes: (1) Observing current trends in society, (2) Utilizing Instagram Business features, (3) Preparing attractive and consistent posts at the right time, (4) Adding captions, hashtags, and geotags, (5) Engaging in Instagram activities such as hosting giveaways, implementing product placement, offering exclusive deals, and collaborating with influencers.

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