

**MANAGING OF FACEBOOK PAGE FOR SELECTED SMALL AND MEDIUM
ENTERPRISES (SMEs): A CASE STUDY OF MUKONO MUNICIPALITY
RESTAURANTS IN UGANDA
Universitas Amikom Yogyakarta**

THESIS

Submitted to fulfill one of the requirements for achieving a Bachelor's Degree in the
Communication science.



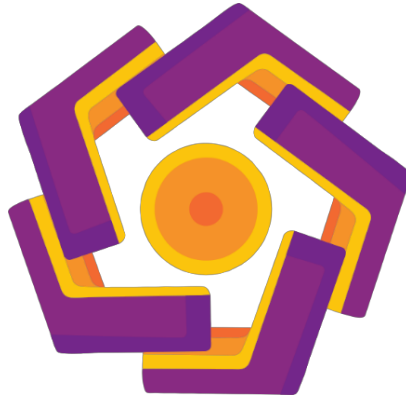
arranged by
BEZIBWEKI QUDRAH
20.67.0032

To

**FACULTY OF ECONOMIC AND SOCIAL
UNIVERSITAS AMIKOM YOGYAKARTA
YOGYAKARTA
2024**

**MANAGING OF FACEBOOK PAGE FOR SELECTED SMALL AND
MEDIUM ENTERPRISES (SMEs): A CASE STUDY OF MUKONO
MUNICIPALITY RESTAURANTS IN UGANDA**

Universitas Amikom Yogyakarta



BY BEZIBWEKI QUDRAH

20.67.0032

To

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UNIVERSITY OF AMIKOM YOGYAKARTA**

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CONSENT PAGE

THESIS

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On 14th/05/2024

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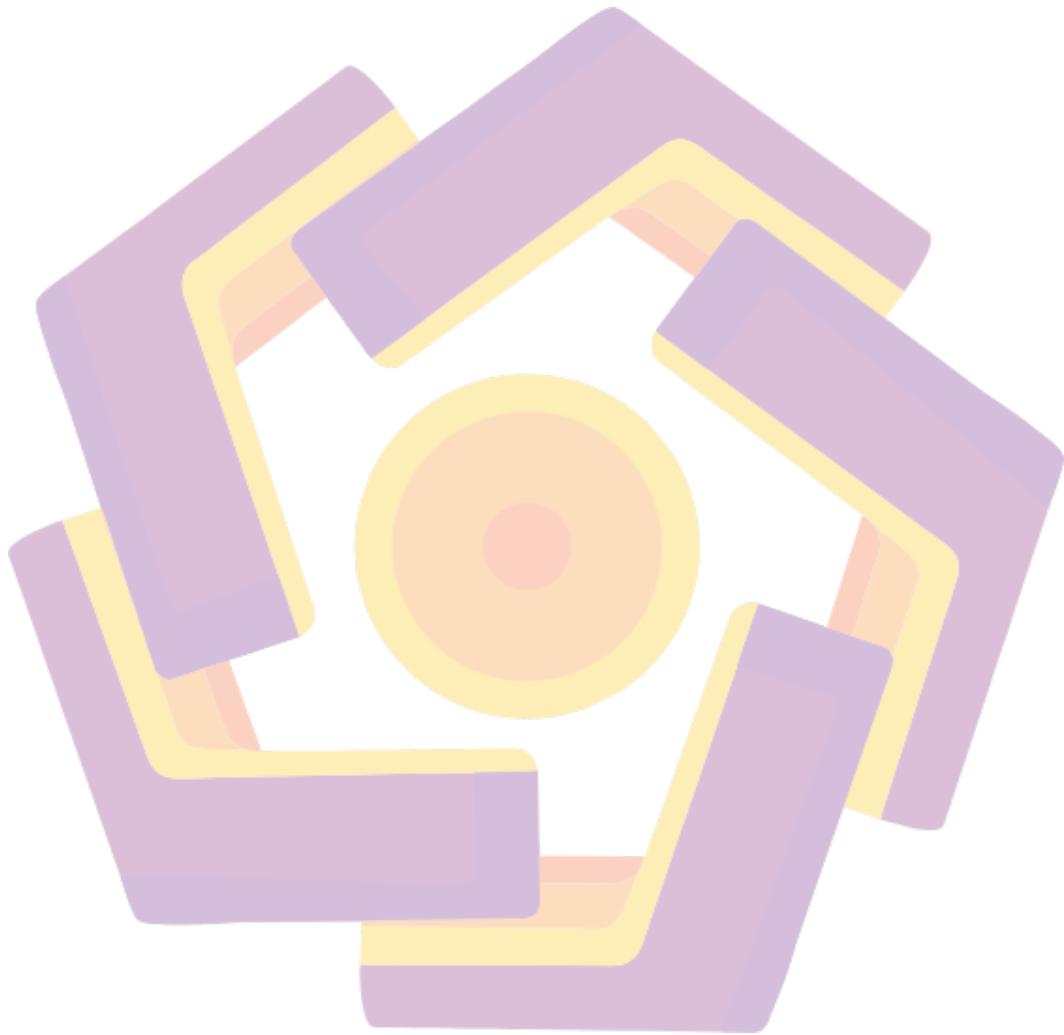
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Abstract

This research study investigates the impact of Facebook management on selected Small and Medium Enterprises (SMEs), focusing on restaurants in Mukono Municipality, Uganda. The study examines the theories of the Circular Model of SoMe for Social Communication, digital marketing, Facebook marketing, customer engagement, and marketing orientation to understand how utilizing Facebook as a marketing tool influences SME success in the restaurant industry. Data was collected from SME owners and managers using interviews, and the data was analyzed using qualitative methods. The study found that Facebook significantly influences the visibility, customer engagement, and sales growth of SMEs in Uganda. The study recommends restaurants make use of targeted advertising features and sponsored posts to reach a larger audience. The findings suggest that a qualitative approach to Facebook marketing can help SMEs in the restaurant industry in Mukono Municipality, Uganda, establish a strong online presence and effectively engage with their target audience to drive business success.

Keywords: Facebook Marketing, Facebook Page, SME Restaurants, Digital Marketing, Targeted Advertising.

Abstrak

Studi penelitian ini menyelidiki dampak manajemen Facebook pada Usaha Kecil dan Menengah (UKM) tertentu, dengan fokus pada restoran di Mukono Municipality, Uganda. Studi ini mengkaji teori Model Sirkular SoMe untuk Komunikasi Sosial, pemasaran digital, pemasaran Facebook, keterlibatan pelanggan, dan orientasi pemasaran untuk memahami bagaimana memanfaatkan Facebook sebagai alat pemasaran mempengaruhi keberhasilan UKM di industri restoran. Data dikumpulkan dari pemilik UKM dan mengelola. Studi ini menemukan bahwa Facebook secara signifikan mempengaruhi visibilitas, keterlibatan pelanggan, dan pertumbuhan penjualan UKM di Uganda. Studi ini merekomendasikan restoran memanfaatkan fitur iklan bertarget dan posting bersponsor untuk menjangkau khalayak yang lebih besar. Temuan menunjukkan bahwa pendekatan kualitatif untuk pemasaran Facebook dapat membantu UKM di industri restoran di Mukono Municipality, Uganda, membangun kehadiran online yang kuat dan secara efektif terlibat dengan audiens target mereka untuk mendorong bisnis.

Kata kunci; Pemasaran Facebook, Halaman Facebook, Restoran UKM, Pemasaran Digital, Iklan Bertarget.