

Marketing Analysis Strategy for Agans Culinario

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ARTICLE INFO	ABSTRACT
Aricle History Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: Digital Marketing, Business Continuity, Smes, Social Media, Consumer Behavior	This community research aims to investigates the challenges faced by PT Agans Culinario in their business operations, particularly related to ineffective digital marketing strategies leading to temporary business cessation. The study aims to provide recommendations for improving digital marketing effectiveness and business continuity. The community service's team method of study involves a comprehensive literature review on digital marketing, SMEs, promotion, social media, and consumer behavior. By analyzing these key areas, the study aims to propose solutions to enhance Agans Culinario's digital marketing strategies and overall business performance. The findings of the community service activities highlight the critical role of digital marketing in the success of Small and Medium Enterprises (SMEs) and emphasize the need for strategic digital marketing implementation. The research outcomes aim to assist SMEs in leveraging digital marketing tools to increase market share and engage with consumers effectively.

INTRODUCTION

In the current era of business competition, Micro, Small, and Medium Enterprises (MSMEs) play a significant role in the growth of the national economy [1]. Reflecting on the post-monetary crisis phenomenon in 1997, where large companies faced difficulties in business development, MSMEs, on the other hand, contributed to the economic growth during that period. MSMEs are small-scale businesses established based on individual initiatives. They play a crucial role in reducing unemployment rates in Indonesia by providing employment opportunities [2].

Therefore, MSMEs have shown a significant contribution to both national and local income in Indonesia [3]. With the advancement of time, the growth of MSMEs in Indonesia has been increasing. According to the Ministry of Cooperatives' data, as of January 2023, there were 59.2 million MSMEs in Indonesia. The substantial number indicates the intensifying competition among MSME players in Indonesia. Hence, it is necessary to implement appropriate strategies to compete and maintain a position in the highly competitive MSME landscape in Indonesia. One of the strategies that MSME players need to consider in maintaining their position is product marketing strategy [4].

Marketing is one of the important activities that every business actor needs to do in order to sustain their business. Marketing is a managerial process carried out by individuals or groups to obtain needs and desires in creating offers and exchanging something mutually beneficial [5]. There are various forms of marketing strategies that can be implemented, one of which is the utilization of digital marketing, also known as digital marketing, ddigital marketing is the promotion of products and services using digital distribution channels [6]. The implementation of digital marketing strategies is increasingly growing supported by the rapid development of technology. Technological advancements have had a strong influence on all aspects of individual activities. One significant technological development is the increase in internet usage worldwide [7]. As of January 2023, Hootsuite reported that 5.16 billion people, or 64.4%

of the total world population, had used the internet. This figure indicates the rapid development of internet access in each country [8].

Therefore, it can be said that digital marketing is the dominant marketing strategy chosen by business actors in conducting marketing activities. This is supported by a research gap based on previous studies, according to research conducted by Swasta Priambada in the title "The Benefits of Using Social Media in Small and Medium Enterprises (SMEs)," the results show a positive influence between marketing and the use of social media on increasing the sales volume of SMEs, which can increase market share and assist in business decisions [9].

Social media marketing is the effort to utilize social media to attract customers for specific goods, services, or companies [10]. This type of marketing involves the use of online communities, social networks, marketing blogs, and other sources. Social media marketing enables businesses to interact online with their customers. As long as they are connected to the internet, there are no time constraints and the costs are not too high. Social media is crucial in business marketing because it allows companies to access customers and build relationships with individuals [11].

In relation to the phenomenon of the importance of digital marketing in the marketing activities carried out by MSMEs, this project report will discuss the issues faced by one of the MSMEs engaged in the snack food sector named Agans Culinario, in order to identify the challenges faced by MSMEs and provide recommendations through the implementation of digital marketing in solving the problems faced by Agans Culinario. Based on the description, the author is interested in using the title "E-Marketing Project Report on Agans Culinario".



Figure 1. PT Berkah Culinario Indonesia Logo

PT Berkah Culinario Indonesia, operating under the brand name AGANS, established itself in South Tangerang on October 11, 2021. Since its inception, the company has positioned itself as a promising player in the culinary industry. With a focus on innovation and quality, AGANS aims to captivate the taste buds of its customers while establishing a strong presence in the market. Through its dedication to culinary excellence and commitment to customer satisfaction, PT Berkah Culinario Indonesia endeavors to carve a distinct identity in the vibrant landscape of South Tangerang's culinary scene.

Based on an interview with a representative from PT Agans Culinario and an analysis of their digital marketing practices, several issues have emerged. One concern is the lack of visual appeal in their content design, characterized by monotonous colors and an overreliance on product photos. This contrasts with competitors like Zanana, who employ diverse content designs with captivating color schemes and varied product presentations, including videos. Another issue is the inadequacy of PT Agans Culinario's keyword usage, which hampers their discoverability compared to competitors providing detailed product descriptions in their bios. Additionally, a discrepancy exists between the number of followers and likes on their Instagram posts, potentially undermining consumer trust. Moreover, PT Agans Culinario faces challenges with insufficient brand awareness among consumers, who perceive their products as pricey without acknowledging their quality. Finally, there is a notable lack of consumer interaction, as the company fails to respond to customer comments, impeding effective customer relationship management. These identified issues collectively underscore the need for enhancements in PT Agans Culinario's digital marketing strategy.

Based on the provided recommendations, PT Agans Culinario can enhance its marketing strategy, particularly in digital marketing, by focusing on several key areas. Firstly, the creation of engaging and interactive content is essential to attract potential consumers on social media platforms. This involves

designing visually appealing content, publishing photos and videos consistently, and actively involving consumers in product selection. Secondly, product innovation is crucial to meet market demands and differentiate Agans' offerings from competitors. This includes developing unique flavor variations and improving product quality while maintaining a balance between price and quality. Thirdly, establishing a content schedule can help optimize content placement and timing on social media platforms, enhancing visibility and engagement. Fourthly, improving human resource management is vital for the business's continuity, emphasizing the selection, training, and motivation of employees to ensure effective operations. Lastly, updating packaging to a more cost-effective yet high-quality option can add value to the product while minimizing costs. Implementing these recommendations can contribute to the overall success and growth of PT Agans Culinario in the competitive market landscape.

METHOD

The population of this community service consists of Small and Medium Enterprises (SMEs) in the Indonesian market, with a specific focus on Agans Culinario. And the sampling technique used in this research is purposive sampling, where Agans Culinario was selected as the target company due to its relevance to the research objectives.

Data for this community service activities was collected through a combination of primary and secondary data sources. Primary data was collected through interviews, surveys, and observations conducted at Agans Culinario. Secondary data was obtained from relevant literature, reports, and online sources. The collected data was analyzed using qualitative and quantitative methods. Qualitative analysis involved thematic analysis of interview responses and observational data. Quantitative analysis included statistical analysis of survey data to identify trends and patterns related to digital marketing strategies and business challenges [12].

The community service activities instruments used in this study include interview guides, survey questionnaires, and observation checklists. These instruments were designed to gather comprehensive data on digital marketing practices, business operations, and challenges faced by Agans Culinario. Overall, the research methodology employs a mixed approach to effectively collect and analyze data, providing valuable insights into the digital marketing strategies and business operations of Agans Culinario [13].

RESULTS AND DISCUSSIONS

Company Business Processes

1. Purchasing and Administration Process

In acquiring AGANS products, consumers have the option to make purchases through two methods, namely online and offline. Online purchases can be made through e-commerce platforms such as Shopee or Tokopedia, and consumers will make payments using e-wallet or other methods offered by each platform. After making a purchase, the goods will be delivered to the consumers through a courier service, with the delivery time determined by the distance between the consumer's address and PT Berkah Culinario Indonesia. On the other hand, for offline purchases, buyers can visit retail stores that have collaborated with PT Berkah Culinario Indonesia, one of which is Hypermart. Offline purchases are suitable for consumers who do not wish to wait long for the arrival of the product and desire a faster process.

Resellers have the option to purchase AGANS products for resale using the buy-and-sell mechanism. This means that resellers acquire AGANS merchandise through cash or credit payment, with all risks associated with the merchandise borne by the reseller after the purchase. There are several written agreements that must be agreed upon by the reseller and PT Berkah Culinario Indonesia regarding the systematic sales provisions and their business territories. Additionally, resellers are allowed to sell AGANS products outside their territory as long as there are no existing resellers in that area. As for logistics needs, there are also specific requirements that resellers must adhere to:

- a. Making upfront payment when making a purchase.

- b. PT Berkah Culinario Indonesia sends the stock of products according to the quantity ordered by the reseller in cartons containing 25 pieces each.
- c. The reseller is responsible for the shipping process to the consumers in terms of cost, quality, and packaging.
- d. The reseller provides information about stock and sales of goods to the representatives of PT Berkah Culinario Indonesia at specific intervals.
- e. The reseller is advised to restock every 2 weeks.
- f. The reseller must inform PT Berkah Culinario Indonesia in advance if the order is of a large quantity.

2. Promotion and Communication Process

PT Berkah Culinario Indonesia has established several provisions for conducting its marketing activities by utilizing technological advancements. Resellers are able to communicate with PT Berkah Culinario Indonesia through platforms such as Whatsapp and promote AGANS products by creating social media content in the form of photos or videos. Each content should contain interesting information about AGANS products in order to capture the attention of consumers and encourage them to purchase the products. Naturally, resellers will receive promotions if they successfully market AGANS products.

In marketing its products, PT Berkah Culinario Indonesia provides compensation in monthly or periodic targets, bundling programs, creating point of sales materials such as flyers, banners, and hampers. All forms of marketing activities are carried out with certain terms, conditions, and periods that have been determined by PT Berkah Culinario Indonesia.

The challenges of temporarily ceasing Agans Culinario's business operations

The next issue faced by PT Agans Culinario after conducting further analysis and interviews with the responsible party is that in the second quarter of 2023, PT Agans Culinario decided to temporarily halt its business activities. As researchers, we conducted an analysis to identify the reasons behind the temporary cessation of PT Agans Culinario's business activities, including:

1. The problem with Human Resources in a Company: A common internal issue that occurs in a company is the constraint on the company's Human Resources. If a company experiences a shortage of workforce or a lack of quality in its Human Resources, it can hinder the smooth operation of the company. After conducting an analysis at PT Agans Culinario, it was found that there is a problem with the company's Human Resources, specifically an overload of work given to one individual due to a limited number of employees. Consequently, this can lead to a potential decrease in work efficiency and a high turnover rate among employees as they feel burdened and tend to easily become fatigued in performing their tasks.
2. Improper capital allocation can disrupt the operational activities of a company. At PT Agans Culinario, since the beginning of its business activities, capital allocation has been solely focused on marketing activities without considering other factors. In capital allocation, other aspects that need to be considered include allocation for product development and improving customer service. The capital allocation carried out by Agans Culinario only focuses on marketing, so the company relies solely on marketing as the main strategy for growth and profit. Meanwhile, fluctuating marketing trends and intense competition can have a negative impact on business outcomes. If capital allocation is only focused on marketing, the results obtained may not be proportional to the capital expenditure incurred, thus causing harm to the company.
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competition can have a negative impact on business outcomes. If capital allocation is only focused on marketing, the results obtained may not be proportional to the capital expenditure incurred, thus causing harm to the company.

4. The lack of innovation in products that can differentiate them from competitors can hinder the operational activities of a company. At PT Agans Culinario, the lack of product innovation has an impact on the public perception of Agans' products, where consumers only consider the price. However, PT Agans Culinario has created products by considering the composition of the food, without the use of MSG, where the price is in line with the quality provided

Recommendations that can be provided

1. Engaging and interactive content.

In the present era, content has become a crucial aspect that entrepreneurs need to pay attention to. This is because content serves as the initial visual element that prospective consumers encounter when they browse through the social media platforms of micro, small, and medium enterprises (UMKM). Several captivating strategies can be employed in content management, such as:

- a. Content design should be created with a focus on aesthetics, including aspects such as product photo composition, color palette selection, cohesive design, and interactive design with consumers. For product photography, it is recommended to use a mini studio to support needs such as lighting and other equipment. In case of budget constraints, businesses can improvise by providing backdrops that align with the theme of their products.
- b. The intensive publication of photos and videos on social media. Within social media itself, there is a social media algorithm that can expand market share if the traffic is high. Therefore, SMEs must actively engage with potential consumers in order to continuously enhance the algorithm within the social media platform.
- c. Creating marketing product videos that are showcased through feed posts or live promotions so that consumers can view the videos from MSME social media. If MSMEs consistently carry out this, it is hoped that there will be a positive change in the sales of their products in the social media platform.
- d. Involving consumers in selecting the products to be sold can provide satisfaction for them after they provide suggestions or express the type of products they want, thus making consumers loyal to MSMEs. Additionally, the use of copywriting and hashtags can also influence potential consumers in discovering products and sparking interest in purchasing them.

2. Product Inovation

One of the goals of product innovation is to meet market or consumer demands. In our opinion, the products offered by PT Berkah Culinario Indonesia or Agans are quite attractive, but in terms of variety such as flavors and the products themselves, they are still not significantly different from their competitors. In terms of pricing, Agans' products are still priced higher than its competitors, which already have high popularity and a large consumer base.

Our suggestion for product innovation is to create unique flavor variations and improve the quality of the products themselves. Based on Agans' website, the current flavor variants include banana chips (chocolate-malt and spicy), potato chips (original and barbeque), and cassava chips (green chili garlic). Information on Agans' website also shows several unique variants that have not been launched yet, such as banana chips (creamy milk, green tea, and melted cheese) and potato chips (spicy salted egg, seaweed, and sour cream). Looking at the unreleased variants, there is potential for increased interest from the public towards the products as these flavor variations can differentiate Agans' products from its competitors.

Small and medium enterprises (SMEs) should also remember the importance of balancing price and quality. Considering that consumers can have high expectations for Agans' products, which are priced higher than some of its well-known competitors, it is crucial for Agans to ensure that the quality of their products justifies the higher price. In the process of product innovation, Agans can engage in brainstorming sessions to determine which flavor variants are in high demand among potential consumers. This valuable

information can be obtained through interactions on social media, as mentioned earlier. By doing so, Agans can effectively target their products, especially their new offerings.

3. Create Content Schedule

To facilitate the allocation and placement of content layout, it would be advisable for UMKM to create their own layout and content posting schedule. However, prior to that, UMKM also needs to be aware of the efficient timing for posting content on social media platforms.



Source: Recupost

Figure 6. Example of Instagram Schedule

The image above represents one of the analytics regarding the best time to post content on Instagram. Based on the analytics shown in the image, the best time to post according to Recurpost is from Monday to Friday, between 9 in the morning and 4 in the afternoon. Analytics results like this can be applied to SMEs so that what they post can achieve optimal results.

4. Improved human resource management

One of the key aspects to consider when running a business is the quality of human resources. Human resources play a significant role in the continuity of business processes, from production, distribution, finance, to marketing. Therefore, the importance of selecting quality human resources is crucial as it directly relates to SMEs. However, it is possible for human resources that are still in the learning stage to develop into high-quality human resources, one way being through the management of human resources by the company or business owner.

One suggestion we can offer to Agans is to provide training or proper management to the employees who will work in the future. Agans can also implement the HR strategy as follows:

- a. Ability: the ability to perform tasks assigned by UMKM
- b. Opportunity: a work environment that supports employees to openly share their ideas
- c. Motivation: the desire of employees to carry out their tasks without feeling too burdened.

5. Packaging Update

Based on our observation, Agans' packaging is made of sturdy and high-quality materials, which results in a significant allocation of cost for Agans themselves. Agans provides a reason for using metalized standing pouch packaging for their products, which is to ensure the longevity of the products. However, from our perspective, the correlation between Agans' packaging and the chips inside does not justify the price paid by consumers. We suggest that Agans consider changing their packaging to a more cost-effective option while still maintaining quality and adding value to the product inside.

ACKNOWLEDGMENT

Utilization of digital marketing can assist marketing activities in a company, including SMEs, in carrying out their business activities, thus increasing and expanding the reach of consumers which can boost profits in a company. The realization of this can help companies to survive and thrive in the high competition of the business environment. PT Agans Culinario is an SME engaged in the manufacturing sector, producing snacks such as cassava and potato chips.

PT Agans Culinario has been operating since 2021. However, in 2023, PT Agans Culinario faced significant challenges that led to the temporary suspension of its business activities. After analysis, several issues were identified that caused PT Agans Culinario to temporarily halt its business activities. These issues were due to the ineffective and inefficient implementation of digital marketing. The problems can be seen from the lack of eye-catching content design, inappropriate keyword usage, unbalanced number of followers and likes on content, lack of brand awareness among the target audience, and insufficient interaction with consumers.

Therefore, it can be concluded that digital marketing plays a significant role in a company's business activities. Ineffective implementation of digital marketing in a company can disrupt business activities and even temporarily halt business operations, as seen in the case of PT Agans Culinario.

Based on the aforementioned conclusion, the author's suggestion for PT Agans Culinario is to pay attention to the effective and efficient implementation of digital marketing during the temporary cessation of activities. This can be done by planning the creation of attractive content designs, innovating and improving products, creating a product content schedule, improving human resource management, and updating packaging. With the analysis of this project report, the author hopes that this paper can provide benefits for the author, readers, the involved SMEs, and previous researchers. Furthermore, we also hope that our recommended suggestions can assist PT Agans Culinario SMEs in advancing their business activities, enabling them to continue their business operations and withstand competition in the business sphere.

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