

## Digital Marketing On MSME Ba&So123

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ARTICLE INFO	ABSTRACT
<p>Article History</p> <p>Received: July 2024</p> <p>Revised: April 2025</p> <p>Accepted: April 2025</p> <p>Published: April 2025</p> <p><b>Keywords:</b> Digital Marketing, MSME, Social Media, Sales Increase, Marketing Strategies.</p>	<p>This community research aims discusses the implementation of digital marketing in the MSME "BA&amp;SO123" with a focus on problem identification and development recommendations in marketing strategies. The identified problems include the limited utilization of social media and the untapped potential for increased sales through digital marketing. The aim of this community research is to analyze the influence of digital marketing strategies on the increase in sales of the MSME "BA&amp;SO123" and to formulate development recommendations that can enhance their digital marketing effectiveness. The community service's team method of study include interviews, observations, and data analysis to identify problems and formulate recommendations. The findings of the community service activities indicate that wider utilization of social media and integrated digital marketing strategies can enhance the visibility and sales of the MSME "BA&amp;SO123".</p>

### INTRODUCTION

E-marketing is a marketing strategy that utilizes digital technology and online platforms to promote, market, and sell products or services [1]. It involves the use of the internet, social media, email, search engines, online marketing platforms, and other digital technologies to reach target audiences and interact with them. E-marketing encompasses various aspects and methods that focus on the use of information technology to achieve marketing goals [2].

Within e-marketing, there is the utilization of marketing strategies supported by information technology and digital platforms such as the internet, social media, email, mobile applications, and other online platforms as means to promote, market, and sell products or services [1]. In the continuously evolving digital era, the food and beverage industry has undergone significant changes in marketing. The development of technology and the adoption of social media by the public have transformed the way consumers search, choose, and order food. E-marketing, or online marketing, has become an effective strategy for businesses in this industry [3].

The advancement of technology and the widespread adoption of social media by the public have transformed the way consumers search, choose, and order food [4]. We will take the case study of BA&SO123, a small and medium-sized enterprise, as a relevant example. Due to the current consumer reliance on technology and the internet for searching and ordering food, the change in consumer behavior has become one of the driving factors in the adoption of e-marketing in the food and beverage industry.



Figure 1. BA&SO123 MSME Logo

UMKM BA&SO123 was established on March 12, 2020, and has been operating for approximately 3 years. Prior to the pandemic, UMKM BA&SO123 had an outlet in Karang Tengah, Pangkalan Jati. However, due to the pandemic, the outlet was forced to close and moved to the owner's house without serving dine-in customers. UMKM BA&SO123 was founded by the owner and their sibling with the aim of advancing UMKM entrepreneurs, particularly in the culinary field of meatball and dumpling. Eventually, both parties collaborated with these UMKM entrepreneurs and conducted business branding.

Currently, BA&SO123 MSMEs are making efforts to market their products through word of mouth and utilizing social media such as WhatsApp and Instagram. This marketing effort is only carried out by a few internal parties of the MSMEs, resulting in some limitations in their marketing. BA&SO123 MSMEs have collaborated with several marketplaces such as GoFood and GrabFood. BA&SO123 MSMEs are also registered in the ShopeeFood marketplace. However, due to operational constraints, ShopeeFood has not been reactivated at the moment. BA&SO123 MSMEs are centrally located at Jl. Cibodas 2 No. 4, Pangkalan Jati, Cinere, Depok. They also have several other outlets in the Salemba and Bintaro areas.

Upon conducting interviews and observations, several areas in which UMKM BA&SO123 requires development, particularly in digital marketing, have been identified. One significant issue is the limited utilization of social media platforms. Currently, BA&SO123 only utilizes Instagram and WhatsApp for their digital marketing efforts, lacking presence on other platforms like TikTok or Facebook. However, they have implemented the use of Linktree to facilitate online orders. Analysis of their social media content reveals a need for substantial enhancement to better cater to their target market. Improving the visual appeal of their content, including feed displays, Instastories, and reels, is crucial for engaging their audience and establishing a strong brand image. Additionally, there's a need for BA&SO123 to expand their marketplace utilization. While they utilize Grabfood and Gofood, they face challenges with Shopeefood due to difficulties in relocating their outlet. As a result, they've temporarily closed their operations on the Shopeefood marketplace. Addressing these issues will be pivotal in enhancing BA&SO123's digital marketing strategies and overall business growth.

After conducting interviews and observations, several areas in which UMKM BA&SO123 requires development, particularly in digital marketing, have been identified. One significant issue is the limited utilization of social media platforms. Currently, BA&SO123 only utilizes Instagram and WhatsApp for their digital marketing efforts, lacking presence on other platforms like TikTok or Facebook. However, they have implemented the use of Linktree to facilitate online orders. Analysis of their social media content reveals a need for substantial enhancement to better cater to their target market. Improving the visual appeal of their content, including feed displays, Instastories, and reels, is crucial for engaging their audience and establishing a strong brand image. Additionally, there's a need for BA&SO123 to expand their marketplace utilization. While they utilize Grabfood and Gofood, they face challenges with Shopeefood due to difficulties in relocating their outlet. As a result, they've temporarily closed their operations on the Shopeefood marketplace. Addressing these issues will be pivotal in enhancing BA&SO123's digital marketing strategies and overall business growth. To tackle these challenges and enhance the digital marketing efforts of UMKM BA&SO123, several key recommendations have been proposed. Firstly, it is advised to create accounts on other supporting social media platforms such as TikTok, Facebook, and Twitter to widen their reach. Additionally, they should focus on creating engaging content that aligns with current trends and target market preferences. Converting these accounts into business accounts and utilizing special features available on platforms like TikTok for Business can further enhance their digital marketing efforts. Secondly, there's a need to enhance the appearance of social media content using tools like Canva to improve brand awareness and audience engagement. Lastly, collaborating with marketplace service partners like Shopeefood can help expand their sales channels, but they must address any operational issues promptly to ensure smooth transactions. After presenting these recommendations to the owner of UMKM BA&SO123 and implementing them, significant improvements have been observed. BA&SO123 has expanded its social media presence by creating a TikTok account and has started promoting its products successfully. They have also upgraded the appearance of their Instagram display using Canva, although certain aspects are still under deliberation. Additionally, efforts are underway to resolve address change

issues with Shopeefood to reactivate their marketplace presence. These developments are expected to contribute positively to the growth and success of UMKM BA&SO123 in the digital landscape.

## **METHOD**

This study involves MSMEs "BA&SO123" as the target community, a small and medium-sized enterprise engaged in the food and beverage sector. This MSME operates at a medium scale with a fairly significant local market share. Various stakeholders such as business owners, employees, and consumers are involved in the community service initiative, playing a role in providing data and feedback related to digital marketing strategies. The research implementation method includes several stages, including problem identification, data analysis, recommendation development, and implementation of the recommended digital marketing strategies. The scientific knowledge and technology introduced include digital marketing concepts, social media strategies, and sales data analysis. The tools and equipment used in this community service activity include data analysis software, social media platforms, and hardware to measure marketing performance. Data collection techniques involve interviews, observations, and document analysis. The success criteria of this community service initiative include increased sales, enhanced consumer interactions, and improved brand awareness. The data analysis approach involves comparing data before and after the implementation of digital marketing strategies and evaluating their impact on the performance of the "BA&SO123" MSME.

## **RESULTS AND DISCUSSIONS**

### **1. Development Recommendations for MSMEs**

After identifying the issues in UMKM BA&SO123, we intend to propose several key recommendations that need to be developed in this UMKM BA&SO123. These recommendations include the following:

#### **a. Create Other Supporting Social Media**

UMKM BA&SO123 currently only utilizes Instagram and Whatsapp as platforms for their digital product promotion. However, at the same time, there are several other social media platforms that also have significant influence on a business, such as TikTok, Facebook, and Twitter. Therefore, we suggest that UMKM BA&SO123 create accounts on these supporting social media platforms so that information about their products can be more widely known by the public.

Additionally, we also recommend that UMKM BA&SO123 create interesting content by following the target market and current trends. This can be done by creating content such as videos showcasing the product manufacturing process, product consumption, or some of the recent viral videos.

We also suggest that every new account opened on supporting social media platforms be converted into a business account. Based on a study conducted by Nadiyah Rahmalia on the Glints website, there are advantages to converting a TikTok account into a TikTok for Business account. With a TikTok for Business account, there are several special features available, including:

- 1) Distinctive engagement strategy
- 2) Real-time performance monitoring
- 3) Facilitating the identification of relevant and trending content

Moreover, by converting an account to a TikTok for Business account, content will also quickly gain views, likes, and comments that are beneficial for enhancing brand awareness of a product.

#### **b. Developing Content Display on Social Media**

UMKM BA&SO123 has successfully posted several contents on their social media with a consistent color theme, especially on Instagram. However, it is unfortunate that the placement of UMKM

BA&SO123's Snapgram highlights is not very neat. Therefore, we recommend to the owner to enhance the appearance of content on UMKM's social media by using Canva application which can increase brand awareness so that more people will know about this UMKM. In addition, Canva is also easy to operate because there are already many video tutorials available on various social media platforms.

According to DailySocial website, content design is not only useful for adding aesthetics to business accounts, but design on content also gives the audience a first impression regarding the business or products they own. Therefore, we also suggest to UMKM BA&SO123 to use more varied designs in order to highlight the message they want to convey to their audience. By utilizing Canva application, UMKM BA&SO123 can also organize content publication plans in a more structured manner.

c. Working with Marketplace Service Partners

UMKM BA&SO123 has collaborated with online delivery food service partners, such as Grabfood and Gofood, to enhance the sales of their products. Previously, they had also partnered with another marketplace, Shopeefood. However, due to address change issues, they have decided to temporarily deactivate Shopeefood. In this case, we advise UMKM BA&SO123 to update the address on the Shopeefood application so that their product sales can increase and reach a wider audience. In this recommendation, we also offer assistance to UMKM BA&SO123 to accompany them during the address change process.

## 2. Analysis of MSMEs Before and After Implementation of Recommendations

After presenting the recommendations to the owner of BA&SO123 SMEs through a virtual meeting, the business owner agreed to implement the three recommendations that we had previously offered. These recommendations include creating supporting social media platforms, enhancing the appearance of social media content, and collaborating with marketplace service partners such as Shopeefood. Here are the results of our analysis on BA&SO123 SMEs before and after the implementation of the recommendations:

a. Creation of UMKM TikTok Account

Currently, BA&SO123 SMEs only utilize Instagram and Whatsapp as their digital promotion platforms. However, after discussing with us, BA&SO123 SMEs agreed to expand their social media presence to further broaden their digital promotion. In order to expand their product promotion and target market digitally, BA&SO123 SMEs have added TikTok as one of their promotional efforts. They have created a new TikTok account with the username @ba.so123.



**Figure 2. TikTok UMKM BA&SO123**

After opening their TikTok account, UMKM BA&SO123 started promoting their products by creating some interesting content. The response from the audience was quite satisfying, where the first content from UMKM BA&SO123 had successfully reached 1,576 viewers with 31 likes.

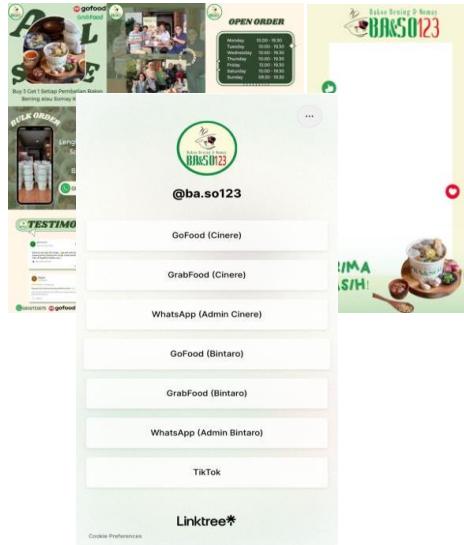
b. MSME Instagram Display Upgrade

Prior to upgrading the appearance of their social media, the arrangement of UMKM BA&SO123's social media layout was not very organized, particularly in the Instagram highlights section. However, after engaging in discussions and receiving guidance, UMKM BA&SO123 agreed to

utilize the Canva application for their content editing operations. We have also provided them with several content templates that will facilitate their editing process in the future.

**Figure 3. Template accounts UMKM BA&SO123**

The illustration provided represents a design template that has been developed by us to aid UMKM BA&SO123 in enhancing their social media presence. Nevertheless, the owner has not yet



shared this content on their Instagram account as they are still deliberating on certain aspects regarding the color scheme update in the content. Additionally, we have also revamped their Linktree layout to facilitate consumers in making online purchases more conveniently.

**Figure 4. The Latest Look of Linktree UMKM BA&SO123****c. Submission of Change of Address on Shopeefood**

Previously, UMKM BA&SO123 had collaborated with another marketplace, namely Shopeefood. However, due to address change issues, they have currently decided to temporarily deactivate Shopeefood. In this project, we are assisting UMKM BA&SO123 in managing the address change on the Shopeefood application. This is aimed at increasing the sales of UMKM BA&SO123's products and expanding its reach even further.

**Figure 5. Laporan Perkembangan Shopeefood UMKM BA&SO123**

After contacting the Shopeefood team regarding the address change request, we made an effort to constantly monitor every progress update from the Shopeefood customer services. Based on the latest response, it was informed that there are still obstacles from the BA&SO123 Shopeefood UMKM

account itself, hence requiring another 3 - 5 working days to rectify the issues with the BA&SO123 account.

## CONCLUSIONS

Social media marketing is an integral part of digital marketing strategies in today's digital era. By harnessing the potential of social media platforms, businesses can reach a wider audience, interact directly with customers, build brand awareness, and increase sales. Social media as an effective marketing tool has brought positive impacts to businesses. Marketing strategies through engaging content and active customer interactions have helped expand business reach, enhance brand awareness, and achieve increased sales. With compelling content and the right strategies, businesses can reach a broad audience and leverage the benefits of modern marketing to achieve success.

In addition, our BA&SO123 analysis focuses on marketing through social media, where we pay close attention to target audiences, industry trends, and relevant social media platforms. With the right knowledge, we can optimize their marketing strategies, resulting in better customer engagement and product sales.

Based on our analysis with BA&SO123, it can be concluded that marketing strategies through social media are highly effective in building customer relationships, increasing brand awareness, and boosting sales. This is because BA&SO123 has adopted e-marketing in their efforts to promote, market, and sell their products. In their e-marketing strategy, they utilize various social media platforms such as Instagram and TikTok, as well as collaborate with applications like GoFood and ShopeeFood. Although there are areas that need further development, through these strategies, BA&SO123 has successfully increased their customer engagement levels. Higher engagement not only creates a closer relationship between the brand and customers but also has the potential to enhance customer loyalty, sales, and overall brand reputation.

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