

Net Ninja Consultation Project For MSME Dentje

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ARTICLE INFO	ABSTRACT
Article History Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: MSME, Marketing Consultation, Marketing Strategies	This community research aims the marketing consultation conducted by Net Ninja for Dentje's MSME, a business that offers various homemade brownie variants. The main issues faced by Dentje include limited marketing reach, restricted brand promotion, and human resource constraints. The aim of this community research is to identify these obstacles and develop improvement strategies to enhance Dentje's business performance. The community service's team method of study employed include analyzing the issues at hand, devising improvement strategies, as well as providing guidance and support post-consultation. The findings of the community service activities consist of various strategies formulated to address Dentje's challenges, such as collaborating with influencers and expanding the marketing reach of their products.

INTRODUCTION

In today's era, the process of digitalization has become an inevitable phenomenon. The rapid development of technology has influenced various aspects of life, including the business sector [1]. In the world of business, technological digitalization has transformed the system in a complex manner. The marketing process, which previously relied on traditional media, has now evolved into a digitally-based marketing system, commonly known as E-Marketing [2].

In its real-world application, E-Marketing has provided positive impacts on the business world by increasing reach and visibility to potential consumers in both national and international markets [3]. Additionally, E-Marketing enables analysis of the issues faced by business practitioners, allowing them to make informed decisions [2]. According to data, the benefits of digitalization in E-Marketing have increased the income of a group of MSMEs in the Lombok region by 80%-200% from their online sales [3]. The majority of them stated that the use of digital tools in sales also increased cost efficiency as it does not require many employees and physical stores. In addition, some MSME players have also expanded to several countries to market their products [3].

One interesting aspect currently drawing attention is how an MSME player can improve the quality of their business by utilizing the E-Marketing platform as a means to develop their business. Because if an MSME can be managed well, it will certainly bring positive outcomes such as creating job opportunities, promoting product diversity, and driving the development of specific regions [4].

E-Marketing is a marketing platform that is guided by the web and the internet, used to achieve goals and support modern marketing concepts. By utilizing a website, companies can sell products or services more efficiently so that target consumers can understand detailed explanations about the products or services, thereby helping customers obtain desired information [5]. E-Marketing is the process of utilizing information technology to create communication and establish value and relationships with consumers in order to gain business profits [6].

E-Marketing is a part of E-Commerce or online trading that creates a pathway to connect something that can be in the form of goods or services, and then introduces and sells them through the internet [7]. E-marketing involves the utilization of the internet and other information technologies to achieve marketing objectives. This includes activities such as online advertising, online marketing, customer interaction through social media, and the use of analytics tools to understand consumer behavior online [8].

In this study, we conducted a survey on Dentje's MSMEs, which are engaged in the sale of brownie cakes. In its implementation, Dentje's MSMEs still cannot achieve maximum levels of efficiency and effectiveness in applying the digitalization process of E-Marketing in their business. Therefore, we hope that through this research, Dentje's MSMEs will gain insights to improve sales.

Dentje is a MSME (Micro, Small, and Medium Enterprises) engaged in the sale of brownies. This MSME was founded by a final semester student of the Indonesian Christian University named Rachel Shannon, who is an entrepreneur with a passion for culinary arts and in-depth knowledge of producing high-quality brownies. Dentje positions itself as an MSME that serves brownies with delicious taste and perfect texture, using only the best quality ingredients.

However, in running the Dentje MSME business, there are obstacles that hinder its progress. The obstacles include issues related to the limited reach of marketing and promotion of the Dentje business brand, the limited availability of human resources, insufficient funds for marketing expenses, and the presence of numerous competitors with similar businesses to Dentje's MSME. These issues were identified by Net Ninja after conducting interviews with the business owner.

After identifying several obstacles hindering Uasa Dentje's activities, we propose a solution which is a strategy to enhance business performance and efficiency. These strategies aim to address existing challenges and improve Dentje's business operations. Firstly, to overcome marketing and promotion reach limitations, as well as scarcity of human resources, collaboration with influencers, active utilization of social media platforms for content creation and advertising, participation in relevant business association activities, and hiring additional staff during significant growth are recommended. Secondly, to address the challenge of capital allocation for marketing costs, the existing Dentje Instagram account, which already features engaging descriptions, informative story highlights, and visually appealing feeds, can be further enhanced. Suggestions include using Instagram Reels, leveraging personal connections for content promotion, and utilizing Instagram Ads targeting local audiences. Lastly, to combat competition from similar businesses, Dentje can analyze competitors' strengths and weaknesses, maintain product quality and service standards, and innovate by introducing new menu items in line with current trends. These strategies aim to strengthen Dentje's presence and competitiveness in the culinary industry.

METHOD

The target community of this research is Dentje SMEs, which is engaged in the homemade brownie sales. They face challenges in marketing reach, brand promotion, and limited human resources. The Dentje SMEs population consists of business owners, employees, and customers involved in sales and product promotion activities. The stakeholders involved include Net Ninja consultants, Dentje SMEs owners, employees, and relevant parties in the culinary industry.

They contribute to the analysis of the issues faced, formulation of improvement strategies, implementation of solutions, and evaluation of results. The implementation method involves issue identification, strategy formulation, collaboration with influencers, marketing reach expansion, and post-consultation mentoring. These steps are designed to enhance the effectiveness and efficiency of Dentje SMEs' business.

The scientific knowledge and technology introduced include digital marketing strategies, collaboration with influencers, and the use of E-Marketing platforms to boost sales. The tools and equipment used include computers, the internet, social media platforms, and digital marketing software. The effectiveness evaluation is conducted through sales data analysis, customer feedback, and brand awareness development. Data is collected through surveys, interviews, observations, and online sales data

analysis [9]. The success of the community service initiative is evaluated based on increased sales, expanded marketing reach, and improved brand awareness of Dentje SMEs.

RESULTS AND DISCUSSIONS

Improving the business strategy of Dentje

After identifying various barriers and issues that hinder the activities of Uasa Dentje, several forms of strategies can be developed to enhance the performance and efficiency of the business. These strategies should be able to overcome existing barriers or problems and improve the performance of UMKM businesses. The strategies created should be based on the conditions and circumstances of the business that will be enhanced, namely Dentje.

Additionally, the strategies should also be able to provide benefits once implemented by the business. The following are some strategies formulated by Net Ninja consultancy for Dentje businesses based on the various challenges previously identified.

1. Challenge strategy 1

To overcome the challenges of limited marketing reach and promotion of the Dentje business brand, as well as the limited availability of human resources, Net Ninja suggests several strategies:

- a. Collaborating or endorsing with relevant influencers or parties who have a strong presence in the target market. By leveraging the services of influencers who already have a large following or fan base, Dentje can expand the reach of its products. When these influencers have fans or followers who are interested in the products being sold, such as culinary or pastry enthusiasts, there is a higher likelihood that they will notice the advertised products.
- b. Actively utilizing social media platforms to create content and advertise the business's products. This is because promotional or marketing activities on social media do not require a significant amount of resources or funds. Additionally, with social media, marketing efforts can reach a large number of individuals in a very short amount of time.
- c. Participating in activities and events organized by similar business associations to enhance the company's network and acquire new knowledge. This is done to receive information and insights from more experienced parties and to expand business connections.
- d. Employing additional staff when the company experiences significant growth. When business activities become sufficiently extensive, the company can hire additional personnel to assist in various operational tasks. This ensures the maintenance of work quality.

2. Challenge strategy 2

To overcome the first challenge, which is "Lack of capital and the focus on increasing raw material capital, making it difficult to allocate funds for marketing expenses," Net Ninja has discovered several insights regarding the marketing actions that have been taken. Dentje's Instagram account description is already quite appealing, accompanied by a contact link for the seller. The informative story highlights also make it easier for potential customers to obtain information about the seller's brand.

Additionally, the Instagram feeds are visually appealing in terms of arrangement, image quality, and editing. After reviewing Dentje's Instagram account, it can be concluded that Dentje already has an attractive and well-organized Instagram account. Here are some suggestions that can be given:

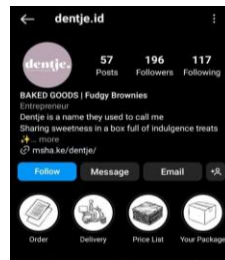


Figure 1. Dantje Instagram Feeds

- a. Reels Content: The Instagram Reels feature can appear on the Instagram explore page, thereby increasing Instagram traffic and resulting in an increase in followers. Consequently, the reach of dentje's business can expand.
- b. Relationships: The closest circle of connections helps in promoting content and enables the possibility of achieving 1K views in a single day. Additionally, establishing connections with experienced individuals and various influencer parties can assist in effective and efficient promotional activities.
- c. Instagram Ads : When creating an advertisement on the Instagram platform, a company must first have a business Instagram account. Afterward, the placement of Instagram Ads can be tailored to the marketing objectives required by the business being marketed. IG Ads users can personalize the reach of the advertisements to be displayed, such as the location where the ads are frequently shown, the websites to be marketed, and the target audience. The cost of Instagram ADS is calculated based on the number of ad views per day. The price of placing an ad starts from Rp 10,000 per day up to Rp 10 million per day. Of course, the duration and price of the ad will determine the estimate of how many other IG account users will find or see the displayed ad. We recommend DENTJE to use the IG ADS ad feature by targeting locations around the business location. This way, potential customers will receive ads for business products positioned not far from the business location.

3. Strategies Challenge 3

In order to overcome the first challenge, which is "The high number of competitors with similar businesses to UMKM dentje," Net Ninja provides the following strategy:

- a. Analyzing the strengths and weaknesses of competitors can assist businesses in developing appropriate strategies. By studying competitors, businesses can determine the best way to face competition and create a competitive advantage. This ensures that dentje is not outperformed by competitors in the existing market.
- b. Maintaining the quality and service of products can enhance the reputation of dentje's business to gain full consumer trust. As a result, consumers will be more confident and loyal to dentje's products compared to similar products.
- c. Innovation can help dentje's business excel in facing competition, such as creating new menu items. Dentje can analyze current trends before implementing innovations.

Progress after Business Consultation

The Net Ninja consultant team continues to assist and monitor Dentje's business after conducting consultations with the owners. This is to ensure that the strategies and proposals provided by Net Ninja are implemented properly and effectively. Observations are also made to determine whether the strategies and recommendations given result in improvement or even decline. These results will be used in the development of future plans.

After conducting observations and communicating again with the Dentje business owner, it was found that the strategies and recommendations provided by Net Ninja were slightly hindered in their implementation. This occurred due to several factors and reasons, but the main issue was the owner's other commitments. Considering that the owner is the one who fully manages the company's operational

activities, this interferes with the implementation of the strategies devised. Therefore, the Net Ninja team took the initiative to provide some design options that the owner could possibly use in future promotional activities. Here are some promotional designs created by Net Ninja:

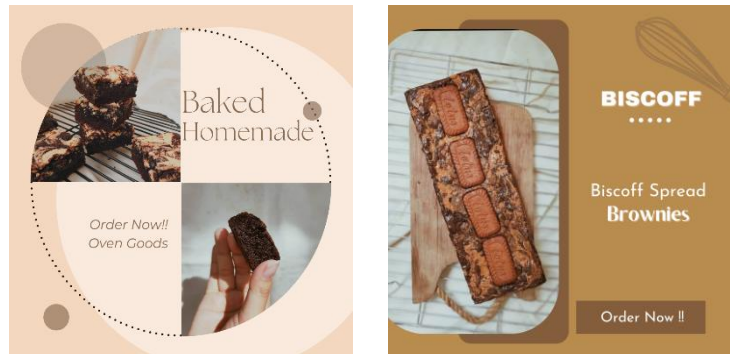


Figure 2. Dantje Instagram Feeds Content Design



Figure 2. Dantje Instagram Story Content Design

The Net Ninja consultant team has created these designs to assist the owner in promotional activities. The marketing posts are designed to prioritize a cozy and comfortable atmosphere. This is done to provide consumers with a sense of comfort and homeliness from Dentje's products. Additionally, the new products are showcased in stories with vibrant and bright colors. This is to better highlight the newly created products to consumers. With these designs already in place, Dentje only needs to utilize them in their digital marketing efforts. As a result, they can reduce the resources they allocate to creating advertisement designs.

CONCLUSIONS

Dentje is a business that provides homemade brownie products. Dentje offers various unique and appetizing brownie variants. Dentje operates its business online and does not have a physical location. In

this business activity, Dentje faces various challenges in its operations. Therefore, the Net Ninja consultant analyzes the issues faced by Dentje and develops various strategies to overcome these problems and improve Dentje's business performance. The strategies formulated cover various issues ranging from limited resources to a small marketing reach. Net Ninja not only provides advice and strategies but also guides and assists Dentje after the consultation. This is an effort to ensure that the strategies are implemented effectively by Dentje and to assess the impact of the implemented strategies on Dentje's business.

The process and activities of preparing this articles are expected to help Dentje in carrying out its future business activities. The strategies that are still facing implementation constraints can be implemented effectively. It is hoped that Dentje will benefit from the various inputs provided as information that can be used in the future to develop business plans.

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