

Recommendations Marketing Strategy of Hankeikeu

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ARTICLE INFO	ABSTRACT
Aricle History Received: July 2024 Revised: Apil 2025 Accepted: April 2025 Published: April 2025 Keywords: Marketing Strategies, Brand Awareness, Social Media Ads, Viral Content, Implementation Evaluation.	This community research aims delves into the marketing strategies recommended for Hankeikeu, a cake business encountering challenges in boosting brand awareness and expanding its customer base. The primary aim of this study is to pinpoint the marketing issues faced by Hankeikeu, devise effective marketing strategies, and assess the implementation of said strategies. The community service's team method of study employed encompass market analysis, monitoring social media trends, and leveraging Instagram and TikTok advertisements. The findings of the community service activities reveal that by generating content based on viral trends and utilizing social media ads, Hankeikeu can heighten brand awareness and reach a broader market.

INTRODUCTION

Hankeikeu is a brand that sells cakes, hankeikeu was built in 2021, which sell cake for birthday, graduation, and others. At the beginning, hankeikeu's concept is korean lunch box cake, so they sell small cake in styrofoam. As time goes by, hankeikeu develop their menu into a lot of menu such as small cake, medium cake, big cake, mini two tier cake, and many more. Hankeikeu located in Cibinong, Bogor. From the business start until now. There are a lot of factors for hankeikeu establish, one of the factors for the establishment of hankeikeu is during Covid-19 when all activities are reduced so this is one of the reasoanns hkeikeu was founded.

The COVID-19 pandemic has brought about significant challenges and uncertainties for various business sectors, particularly MSMEs, necessitating the development of greater adaptability through the process of digitalization. An effective strategy to ensure operational efficiency and safety for sellers during this crisis is to embrace digitalization and transition from traditional trading methods to online platforms, commonly referred to as electronic commerce (e-commerce)[1]. Hankeikeu continues to implement online business as it is easier and does not require a lot of costs. Therefore, they establish their Instagram account and create content, testimonials, and engage in digital marketing.

Hankeikeu offers a range of cakes, including lunch box cake, small, medium, big, and mini two-tier cakes. Customers can customize designs for each purchase. Lunch box cakes, reminiscent of Korean street food snacks, are packaged in styrofoam boxes. Hankeikeu's signature lies in its aesthetic and trendy designs, setting its products apart. Hankeikeu has innovated its product line by introducing dome-shaped cakes adorned with flowers, a departure from traditional circular or square cakes. This unique offering is

bound to captivate customers' interest. Moreover, Hankeikeu hosts cake design workshops where customers can decorate their own cakes, adding a personalized touch to their purchase.

The majority of Hankeikeu customers are in the Cibinong Bogor area because the location of Hankeikeu itself originated in Cibinong Bogor. Meanwhile, there are also customers who come from Bogor and surrounding areas such as Karadenan area and other areas such as Jakarta and Depok. Based on the results of the interview, hankeikeu wants to focus on maximizing customers who come from the cibinong area because it will make it easier for both hankeikeu and customers to avoid damage to the cake due to shipping because if it is too far away, the cake will be potentially damaged. Even, hankeikeu still accepts customers who come from areas other than cibinong bogor with a note that the consequences of damaged cakes due to shipping are not the responsibility of hankeikeu but of the buyers themselves. Currently, hankeikeu often conducts workshops in various places other than Cibinong Bogor. This is done so that hankeikeu becomes better known by people outside of Bogor. The target market of this workshop is the people of Jakarta, Bogor, Depok, Tangerang, and Bekasi.

The reason why we choose hankeikeu as our partner business is because we know that our friend has business and it's hankeikeu. Also, we already know hankeikeu for last 6 months, so we want to help our friends and her sister business. Second reason is hankeikeu already do online business use Instagram for their marketing. But we found that there is something wrong when they managed their Instagram.

Hence, it is imperative to devise a marketing strategy, which essentially entails employing specific plans and tactics to promote a product, whether it be goods or services, with the ultimate goal of increasing sales figures [2].

There is the problem of digital marketing hankeikeu in using Instagram, so we try to help them and fix the problem into solution. The problem and solution you can see in the chapter 3 about discussion. So, we as consultant of digital marketing, we want to help them to guide and give advise about our idea for hankeikeu use and maximize their Instagram effectively. After that, they can implement our idea and the result is quite good.

1. Problem Identification of Hankeikeu

Based on the results of the analysis conducted by our group, there are several problems that we can find in the marketing conditions of hankeikeu:

- a. Marketing content on Hankeikeu's Instagram has not been maximized, which is indicated by not having new customers who make order because of the marketing content created. This can be proven by the Hankeikeu brand which is not well known by the public, the lack of new buyers every month, and the less intense increase in followers.
- b. Hankeikeu has promoted products with Instagram ads but is less careful in managing consumer reach so that many consumers from other cities such as Bandung and Surabaya which see the content. So that hankeikeu is less specific when using social media advertising. This is evidenced by the number of customers who ask about the location of hankeikeu and it turns out to be far from the location of the customer who asked about it.
- c. Hankeikeu lacks promotional ideas to attract and engage customers. This is evidenced by the lack of promotional posts by hankeikeu.

2. The identified issues and their corresponding solutions have been discussed with the Partner, resulting in the proposed solution.

- a. Creating interesting and quality content such as educational content, promotional content, and entertainment content. In addition, we create content according to trends that are currently viral on social media and create content in a storytelling style. Why is this one of the solutions we

provide? By creating interesting content, it will certainly attract people's attention and will increase hankeikeu's brand awareness and engagement.

- b. Maximizing Instagram ads by using new content that has been created to reach the right target market and specific locations that match the hankeikeu target market, for example, Jakarta, Bogor, Tangerang and Depok. Why do we choose this solution? This is because it comes from the literature that we read about Instagram advertising on engagement, sales, and brand awareness, the results of the research are positive, therefore this solution is sourced.
- c. Create discount vouchers to attract more consumers to increase hankeikeu sales. In addition, we created coupons that can be redeemed for hankeikeu cakes to maintain customer relationships and to show gratitude to customers.

METHOD

This research involves the Hankeikeu customer community, primarily located in the Cibinong Bogor area with a small portion from Bogor, Karadenan, Jakarta, Depok, Tangerang, and Bekasi. This community actively participates in community service initiatives to enhance brand awareness and customer engagement for Hankeikeu. Stakeholders involved in this service initiative include business owners, marketing managers, and creative teams who contribute to the planning and implementation of marketing strategies. The implementation methodology involves market analysis, identification of social media trends, content creation based on trends, and the execution of Instagram and TikTok advertisements [3].

The introduced scientific and technological knowledge includes digital marketing strategies, social media trend analysis, and the use of online advertisements. The tools and equipment used include social media analytics software, digital advertising platforms, and campaign performance evaluation devices. Data collection techniques involve customer surveys, social media data analysis, and advertisement performance monitoring. The evaluation criteria for the success of the community service initiative include increased brand awareness, improved customer engagement, and increased sales. The data analysis approach involves comparing data before and after the implementation of marketing strategies, as well as analyzing campaign performance trends.

RESULTS AND DISCUSSIONS

1. Reasons and Benefits of Recommendations

With all the solutions that have been put forward by our group, of course, it's not without reason that there have been some advantages when Hankeikeu has carried out the solutions we have provided, this can be proven by the before and after the solutions we have provided, on average it went well.

- a. With quality and interesting content, hankeikeu can increase engagement, brand awareness and sales.
- b. By maximizing Instagram ads, hankeikeu can get the right consumers located in Jakarta, Bogor and its surroundings. In addition, Instagram ads can also increase brand awareness and engagement.
- c. Giving discounts and coupons to get more consumers and maintain relationships with customers according to customer relationship management (CRM).

2. Implementation Strategy

The implementation strategy carried out by our team in order to solve the problems that hankeikeu has in marketing consists of the following elements:

- a. Creating content based on trends that are going viral on social media

"Me obsessed with you" trend is going viral. So, we followed this trend by making a video to tell viewers that Ms. Hanilda likes to make cakes and she's obsessed. and the results of her cakes are in the video, indirectly viewers become aware and it's good if viewers are interested and until stalking Instagram or tiktok hankeikeu. For this content, the impression is like a sales pitch because the intention is only to tell viewers that Ms. Hanilda likes to make cakes.

We capitalize on this trend to increase audience boost. Tiktok has a special algorithm for content that is going viral. The viral content is a video template, and music that appears on the homepage of TikTok users or what is more commonly known as the for you page. By creating content that follows trends, there will be many viewers who are not from our followers. Of course, this is an opportunity for hankeikeu to grow its business.

b. Creating promotional content for workshops

We helped Hankeikeu to make a promotional video about the workshop that will be held on May 21, 2023. Hankeikeu is collaboration with Sabtusundae and Pitakuning Indonesia. Pitakuning is a place that provides psychosocial assistance for children affected by cancer from underprivileged families. It is planned that half of the revenue from this workshop will be donated to the Pitakuning foundation. So, participants who take part in this workshop, will make cakes which of course the ingredients have been provided. The cake that will be decorated is called floral dome cake. In addition to making and getting cakes, participants have also done charity for children affected by cancer.

This promotional video was created using voice over and storytelling. This video tells the purpose of this workshop and an overview of the excitement of the workshop. We used a backsound/instrument song called "A million dreams" because in our opinion, this song has a better feel and fits the purpose of the content. We edited the video provided by hankeikeu to match the chosen music. In addition, we thought of a scenario for the voice over. In the opening of the video, we chose to use a negative impression to trap the audience, for example, "The children here have cancer, but why are they making cakes? How come?" That's the negative impression we conveyed. However, after that, we conveyed positive things that could certainly be useful.

c. Create systematic and design coupons and discounts

Discounts are used to attract repeat customers and maintain relationships with customers because after all CRM is very important for business continuity. We took the initiative to suggest to Hankeikeu to give a 10% discount to their customers during the Eid holidays during the period of April 23-26, 2023 for all types of products. This discount will make Hankeikeu customers feel that Hankeikeu really maintains relationships with its customers because it provides more benefits to them.

In addition to discounts, we create coupons by having the following systematics:

- 1) 1 customer review is entitled to 1 coupon
- 2) 1 recommendation to the closest person and order (affiliate) get 1 coupon
- 3) Purchases above 100k get 1 coupon and apply multiples, for example >200k get 2 coupons etc.

Coupon redemption:

- 1) 3 coupons for free accessories
- 2) 10 coupons for chocolate and vanilla flavor lunch box cake
- 3) 12 coupons for red velvet creamcheese, chocolate or vanilla creamcheese flavor lunch box cake
- 4) 20 coupons for mini two tier cake in chocolate and vanilla flavors
- 5) 24 coupons for mini two tier cake flavored red velvet creamcheese, chocolate or vanilla creamcheese

- 6) 20 coupons for chocolate and vanilla flavored small cake
- 7) 24 coupons for small cake flavored red velvet creamcheese, chocolate or vanilla creamcheese
- 8) 28 coupons for medium cake with chocolate and vanilla flavors
- 9) 32 coupons for medium cake with red velvet creamcheese, chocolate or vanilla creamcheese flavors
- 10) 36 coupons for big cake with chocolate and vanilla flavor
- 11) 40 coupons for big cake flavored red velvet creamcheese, chocolate or vanilla creamcheese

Terms and conditions:

Customers who review, they must buy the cake first and the review limit is 1 review for 1 product purchased and the coupon is valid for a year.

d. Using Instagram and TikTok ads to reach more customers

The workshop promotional video content that we have created, we promote using Instagram and TikTok adsense features. The purpose of using this feature is to get more viewers to increase brand awareness and can reach people from outside Bogor and its surroundings because the workshop itself will be held in the Pantai Indah Kapuk area, which is the North Jakarta area. Of course, the target market must be spread in the Jabodetabek area. The proportion of budget for instagram adsense is more than that of tik tok adsense because hankeikeu and our team have limited budget.

3. Evaluation of The Project

So, our team do the marketing problem identification. After that, we implemented it with hankeikeu and then we can evaluate the recommendations of marketing strategy. The purpose of evaluation the implementation is we can see which one strategy that works and didn't work. First, we can compare between content before and after using discount content.

a. Comparison between before using discount content and after using discount content

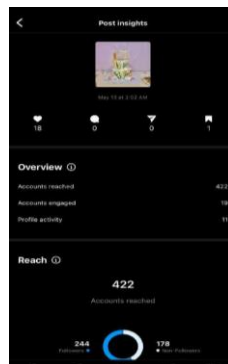


Figure 1. Before using discount content

The data that we get from this before using discount content are account reached is 422 account which consist of 244 followers and 178 non followers, impression (how many people who see our content from homepage, profile, and other like hastags) is 552 which consist of 303 from home, 231 from profile, 12 from hastags, and 1 from other. Also, there is 19 engagement which consist of 17 followers and 2 non followers. Next, post interactions is 19 which consist of 18 likes and 1 saves. After that, there is 11 profile activity from profile visits.

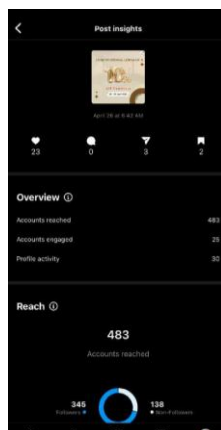


Figure 2. After using discount content

The data that we get from this after using discount content are account reached is 483 account which consist of 345 followers and 138 non followers, impression (how many people who see our content from homepage, profile, and other like hastag) is 667 which consist of 448 from home, 192 from profile, and 27 from other (for example hastags). Also, there is 25 engagement which consist of 18 followers and 7 non followers. Next, post interactions is 28 which consist of 23 likes, 3 shares, and 2 saves. After that, there is 30 profile activity which consist of 27 profile visits, 2 external link taps, and 1 business address taps.

The comparison between before and after using discount content is good enough and increase the account reached, impression, engagement, post interactions, and also profile activity. Beside that, we get information from interview with Ms. Hanilda as owner of hankeikeu that there is 14 cake order consist of 5 orders from 5 new customer and last from old customer. It indicates that with the discount content, it can increase hankeikeu sales even though it's not significant. Overall, the discount content is good for hankeikeu. But, from the owner she said that the discount it can't be everyday, so hankeikeu can do discount but only in special day like eid mubarak, christmas, and new year.

b. Comparison between before using Instagram ads and after using Instagram ads

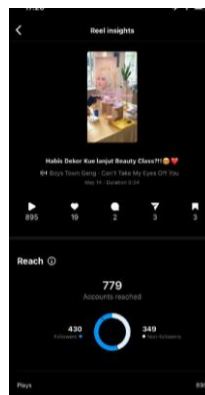


Figure 3. Before using Instagram ads

The data that we get from this before using Instagram ads are the content has been played for 895 times and it reach 779 account which consist of 430 followers and 349 non followers. Also, for watch time is 1 hour 38 minutes and 13 seconds and average watch time is 6 seconds. Last, about content interactions is 27 which consist of 19 likes, 3 shares, 3 saves, and 2 comments.

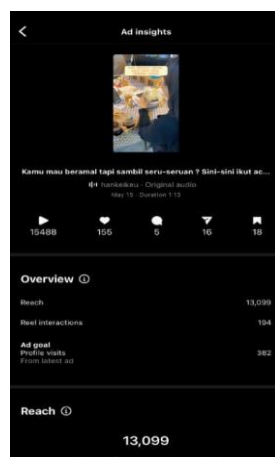


Figure 4. After using Instagram ads

The data that we get from this after using Instagram ads are the content has been played for 15.488 times and it reach 13.099 account. Also, reel interaction is 194 consist of 155 likes, 18 saves, 16 shares, and 5 comments. For profile visit, it reaches 382 accounts. Next, impression is 13.704 and ad plays 13.490. For this ads, we spend Rp147.839.

The comparison between before and after using Instagram ads is amazing. As you can see in the picture that content has been played for 15.488 times and it increase more than 1.700%. Also, it same for number of reached account is increase a lot. Next is reel interaction is increase also and the engagement is quite good, we can see how many people who likes, share, saves, and comments than content which didn't use Instagram ads. From the result, Instagram ads is good for increase brand awareness and engagement

c. Comparison between before using TikTok ads and after using TikTok ads

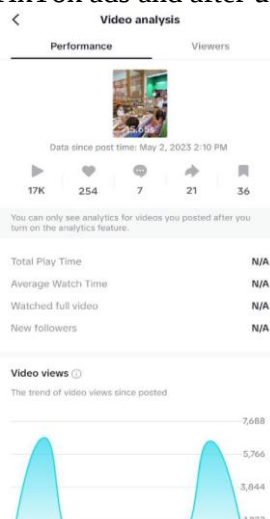


Figure 5. Before using TikTok ads

As we can see, the most video views is from day 1 and day 6 that more than 5766 views. From retension also is good that indicate from 30-40% people still watch the video until end. But unfortunately, the age is not hankeikeu target market, there are people with age more than 35. Also, for the locations, there is not hankeikeu target like surabaya and bandung because the workshop is held in Jakarta, so hankeikeu should targeting audiens from Jakarta and its surroundings.

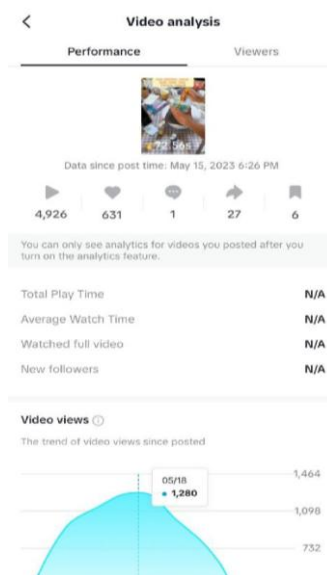


Figure 6. After using TikTok ads

The most video views is from day 3 which 1280 views. From retention is not good that indicate people just watch in the beginning and they didn't watch until video end. But, the positive side is the age of audiens is appropriate for target market hankeikeu. The gender mostly also female. The not less important is the locations of audiens is appropriate with target market hankeukei, it is from Jakarta, Bekasi, Bogor, and Tangerang because the workshop decorating cake will be held in Jakarta so hankeikeu pick area near Jakarta for the ads.

Based on the data before and after using TikTok ads, there are plus minus points that each content has. So, from these 2 contents, we can learn and evaluate the data so in the future, hankeikeu can make some strategies for the TikTok ads that appropriate to the target market and also good number on video views and also retention rate.

d. Comparison between before and after fokasu consultant help hankeikeu for digital marketing



Figure 7. Before Fokasu consultant help hankeikeu's digital marketing

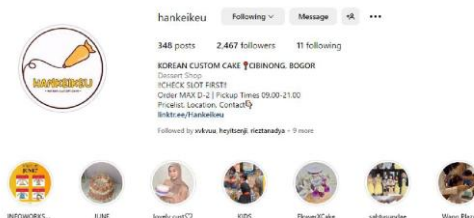


Figure 8. After Fokasu consultant help hankeikeu's digital marketing

From fokasu consultant help hankeikeu's digital marketing for almost 2 months, followers hankeikeu has increase almost 200 followers. We think it's good enough for us and it can bring more followers and customers. Hopefully, hankeikeu will more develop and grow as soon as possible.

CONCLUSIONS

Fokasu consultant is digital marketing consultant which help business to develop and grow their business from digital marketing side. So, in this project, we have 4 key performance indicators, there is brand awareness, engagement, sales, and people who join the workshop decorating cake from content and solutions that we made.

As we can see from the result of evaluation project, for the discount content and Instagram ads, it shows the good result and impact for hankeikeu. It indicates from the increase numbers of account reached, engagement, profile visits, and sales. The good impact also come from good quality and interest content that we made, so it can persuade people to buy the cake. But for Instagram ads, we make the content for workshop decorating cake. Unfortunately, the result is not good which indicates from people who join the workshop decorating cake is just 1 person. We did interview with Ms. Hanilda as owner of hankeikeu, she said that maybe there are some factors about the bad result, for example the price is too expensive (Rp450.000) because half of the income of workshop will be donate for children's cancer institution. Another factor is the location is in north jakarta which is far and also the workshop will be held on Sunday, so maybe most of people enjoy weekends with their family in their house or something. In conclusion, the discount, e-coupon, Instagram ads, TikTok ads, and good quality content increase brand awareness (from account reached), engagement (likes, comments, shares, and saves is increase), and sales (discount content make people buy cake and make new customer also). But, for people who join workshop decorating cake is very small numbers. So, from our 4 KPI, it's 3 which success and 1 which doesn't success.

Suggestion for hankeikeu is if hankeikeu wants to increase brand awareness and engagement, they can use Instagram and TikTok ads for boost their content. Also, if hankeikeu wants to increase brand awareness and engagement, they can set the several cities for their ads to reach a lot of people. But, if hankeikeu want to focus on sales, they can set just bogor city for the ads. For the ads, hankeikeu need to set the duration just for 15-20 seconds because if the ads is too long, people will get bored and they just scroll the social media. So, based on the retention rate also, just focus on making ads for 15-20 seconds. 22

Don't forget to make good quality and interest content and try to keep up with the trend that viral in social media. It can help hankeikeu to boost their content also.

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