

## Digital marketing analysis on MIE BYALAK's SME

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ARTICLE INFO	ABSTRACT
<p>Aricle History ..... Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p><b>Keywords:</b> SMEs, Digital Marketing, Marketing Strategies</p>	<p>This community research aims to analyze the implementation of digital marketing in UMKM Mie Byalak as a response to marketing challenges faced. Through a qualitative approach, This community service team's research method uses data obtained through interviews with business owners and direct observation of the marketing strategies used. The findings of the community service activities indicate that UMKM Mie Byalak faces obstacles in utilizing the potential of digital marketing optimally, especially in terms of social media usage and content strategies. Strategic recommendations are provided to enhance online presence, strengthen interaction with consumers through digital platforms, and increase brand awareness. This research provides insights into the importance of digital marketing in enhancing the visibility and competitiveness of UMKM in the digital era.</p>

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in both the global and local economy. However, MSMEs often face significant challenges in effectively marketing their products and services [1]. With the advancement of digital technology, digital marketing has become an integral part of marketing strategies to reach a wider market [2].

Digital marketing has become an indispensable element in the current digital era [2]. Consumers increasingly rely on the internet to find the products and services they need. In this regard, assisting MSMEs in utilizing digital marketing effectively will help them enhance online visibility, reach a broader market, and target relevant audiences. This will enable MSMEs to compete effectively with competitors, whether they are other MSMEs or large companies [2].

Content Marketing Institute defines content marketing as a marketing approach and business process that involves creating and distributing relevant content [3]. Its goal is to attract, acquire, and engage audiences with the hope of driving beneficial actions for consumers [2]. By utilizing effective content marketing strategies, companies can increase consumer attention and build brand loyalty through valuable content. By leveraging content marketing, companies can provide added value to consumers through useful information, solutions to their problems, or inspiration that can influence purchasing decisions. This not only helps build brand awareness but also fosters long-term relationships with consumers. Through relevant and high-quality content, companies can build loyalty and gain long-term benefits [4].

In order to operate a business successfully, it is also necessary for a business to engage in Customer Relationship Management (CRM), according to Ishak, CRM is a form of management that specifically addresses the theory of managing relationships between the company and its customers with the goal of increasing the company's value in the eyes of customers [5]. CRM encompasses all aspects related to potential and existing customers. Furthermore, customer relationship management is a company-level strategy that focuses on building and maintaining customer relationships. Therefore, CRM emphasizes a corporate philosophy approach that emphasizes close relationships with customers [6].

Overall, providing solutions to address digital marketing challenges for MSMEs is a crucial step in promoting local economic growth, enhancing visibility and competitiveness of MSMEs, and expanding digital inclusion [7]. With the right assistance, MSMEs can optimize the potential of digital

marketing to promote their products and services more effectively, helping them survive and thrive in an increasingly competitive and technology-driven market [7].

Mie Byalak is a Micro, Small, and Medium Enterprise (MSME) engaged in the culinary or F&B sector, selling various types of chicken noodles served with side dishes and a variety of beverages. Established in 2018, Mie Byalak has a unique slogan, "spicy and unforgettable.". Mie Byalak, owned by Indra Kurniawan, operates as a sole proprietorship situated at Jl. Gatot Subroto, Lingkungan Tj., Klatak, Banyuwangi. For inquiries and orders, individuals can contact Indra Kurniawan directly at (+62) 81216838549. The business actively engages with customers through its Instagram account @miebyalak, providing updates and promotions on its products and services.



Figure 1. Mie Byalak Logo



Figure 2. Mie Byalak Products

The Mie Byalak business offers various variants of noodles with spiciness levels tailored to suit the customers' preferences. Additionally, Mie Byalak also provides side dishes ranging from dim sum to extra toppings such as sausages and chicken katsu. Moreover, Mie Byalak is equipped with a variety of refreshing beverage flavors, as depicted in the image, with a total of seven flavor options.

1. Problems Identified at Mie Byalak:

a. Low Follower Engagement on Instagram

Despite being active on Instagram since its establishment in 2018, Mie Byalak struggles with a small following and minimal engagement. With only 576 followers and sporadic likes and comments, the business's online presence fails to effectively reach and engage potential customers.

b. Underutilized Content Routine

Mie Byalak's Instagram content lacks consistency and frequency due to the owner's time constraints. With only 15 posts to date and irregular posting intervals, the potential of content marketing remains largely untapped, hindering efforts to establish brand recall and awareness.

c. Limited Restaurant Reviews

Despite enjoying steady customer traffic and substantial monthly revenue, Mie Byalak has garnered only a handful of reviews on platforms like Google. This shortfall in customer feedback undermines the establishment's credibility and limits its ability to attract new patrons.

d. Lack of Diverse Promotional Offers

While Mie Byalak offers promotions via Instagram, the variety and frequency of these promotions are limited. Although existing promotions, such as quiz contests and free beverage distributions, are appealing, their infrequent occurrence may not sufficiently incentivize customer loyalty or drive sales growth.

In summary, Mie Byalak faces challenges in optimizing its online presence, leveraging customer feedback, and diversifying promotional strategies. Addressing these issues is crucial for enhancing brand visibility, customer engagement, and ultimately, business growth.

## **METHOD**

The research method involved the owner of Byalak Noodle UMKM. Stages include digital marketing analysis, problem identification, strategy development, and solution implementation. Knowledge transfer is done through hands-on training. The tools and equipment used in this research are using SWOT analysis. SWOT analysis involves a detailed assessment of a company's strengths, weaknesses, opportunities, and threats. By analyzing strengths and weaknesses, organizations can identify potential opportunities and threats that may affect their current and future prospects. A thorough understanding of the company's strengths and weaknesses is essential for capitalizing on opportunities and minimizing missed chances. Leveraging strengths can help mitigate threats, while weaknesses can be addressed by utilizing the company's strengths effectively [8]. Evaluation is done by surveys, interviews, and observations. Success criteria included increased social media interaction, online sales, and brand awareness.

## **RESULTS AND DISCUSSIONS**

### **1. SWOT Analysis**

#### **a. Strenght**

With its distinctive use of natural ingredients, not instant, this product has a strong competitive advantage in delivering quality and authenticity. The tagline "spicy nostalgia" provides a strong identity and sets this product apart from its competitors, while the comfortable setting enhances the customer experience. This combination holds great potential in attracting consumers seeking a unique culinary experience. However, the company needs to pay attention to the availability of raw materials, maintain quality consistency, and design an effective marketing strategy to strengthen consumer awareness and loyalty.

#### **b. Weakness**

In terms of strength, the company is aware of its shortcomings in content routines, promotional variations, and the appeal of uploaded content. This awareness can serve as a starting point for improvement and innovation. By identifying these issues, the company can focus on developing more effective content routines, varied promotions, and more appealing content for customers. By making these changes, the company can enhance its competitiveness, attract more customers, and strengthen its presence in the market.

#### **c. Oppurtunity**

Ketapang lacks a sufficient number of cozy dining establishments for leisurely gatherings.

#### **d. Threat**

When facing negative reviews from customers about the restaurant, companies need to turn this perspective into an opportunity to improve their services and products. By listening to feedback from these reviews, companies can enhance the quality of service and address any issues that may exist. On the other hand, the presence of new competitors with similar noodle dishes like "Mie Goyang" can pose a challenge for the company.

However, this can also serve as motivation to continue innovating in their products and services. By combining updates in services and products with continuous innovation, the company can strengthen its position in the noodle market and remain competitive with competitors.

### **2. Recommendations Strategies**

#### **a. Instagram Content**

Based on the interview conducted with Mie Byalak, it is evident that they are still struggling to overcome the issue of time constraints in managing their Instagram content. Marcanalis Consultant recommends the utilization of a content matrix as an effective tool. By utilizing the content matrix, Mie Byalak can plan and organize content in a more structured, efficient, and effective manner.

The matrix will serve as a guide in scheduling and organizing the content to be posted on Instagram, thereby optimizing the presence and interaction of the Mie Byalak brand on that social media platform. By using this content matrix, Mie Byalak can plan and organize content more efficiently and systematically. This will help improve the quality of the posted content, maximize interactions with followers, and strengthen the brand image of Mie Byalak on the Instagram platform.

**b. Google Review**

One effective way is to provide incentives to customers who give good Google reviews and provide a five-star rating. For example, Mie Byalak could consider offering free drinks or additional food as a form of appreciation to customers who take the time to give positive reviews and a 5-star rating on Google reviews.

Furthermore, spreading this information through social media, websites, and other platforms. Clearly explain that customers who give positive reviews and provide a five-star rating will qualify to receive free drinks or additional food. This will encourage more customers to engage in giving positive reviews and build an active community around the Mie Byalak brand.

**c. Tiktok**

The utilization of TikTok as a social media platform is widespread among the public, ranging from young children to adults. TikTok serves as a medium for entertaining and inspiring videos, tutorials on various subjects, travel ideas, and even searching for recommended food reviews. Therefore, it is essential for Mie Byalak to utilize TikTok in order to expand its consumer reach.

Through this application, Mie Byalak can create video content or go live based on trending or viral content. In order to captivate the audience's curiosity and entice them to watch the videos, it is crucial for Mie Byalak to create TikTok content with intriguing captions or titles. On the other hand, for live TikTok sessions, Mie Byalak can go live during sales events to provide viewers with a glimpse of the atmosphere at the Mie Byalak store.

**d. Content Upload Schedule**

Considering that the owner of Mie Byalak does not have enough time to upload content regularly, Mie Byalak can schedule automatic uploads. This automatic upload can be done using the Creator Studio website/application.

Creator Studio is a website/application owned by Facebook that is already connected to Instagram, so to do automatic uploads on Instagram, users simply need to link their Instagram account with their Facebook account. When determining the upload schedule, adjustments need to be made based on the times when most people use the application, also known as prime time.

**e. Enhancing Promotions/Attractive Offers**

From identifying issues related to the lack of variety in promotional offers, the author recommends a solution for Mie Byalak by enhancing the strategy of attractive offers through: a. Special day discount promotions

This strategy can be implemented by utilizing special days in Indonesia. The offers can include discounts on Independence Day, Ramadan, Christmas, and other special days. This strategy will help increase customer interest in the products sold by Mie Byalak. Through these promotions, public awareness of Mie Byalak's existence will increase as people are more inclined to purchase products and services that have various attractive offers.

**1) Promotional strategies for coupons or vouchers**

One possible recommendation for coupon promotions is for Mie Byalak to offer special deals through coupons that customers must collect in order to receive rewards from Mie Byalak. Of course, these promotions will be created with several terms and conditions that customers must fulfill.

**2) A concrete example of this recommendation is that customers must spend approximately 60 thousand to receive 1 coupon for a 20% discount on meals at Mie Byalak restaurant. Additionally, another promotion could involve collecting 10 coupons for customers to receive a free gift or beverage from Mie Byalak restaurant.**

**f. Strengthening Customer Relationship Management (CRM)**

Based on the limited reviews or feedback given to Mie Byalak, the author recommends a strategy to strengthen customer relationship management (CRM). The author suggests that Mie Byalak should regularly ask for feedback from customers who purchase food and beverages and post them on Instagram feeds or Instagram stories to enhance the trust of other customers in the food and beverages sold by Mie Byalak.

In addition, Marcanalis Consultant also advises Mie Byalak to strengthen Google reviews because Google reviews will influence consumer trust in Mie Byalak globally. This can be seen from the significant influence of Google that can be observed by both domestic and international audiences.

g. Marketing Budget Plan

**Table 1. Mie Byalak Marketing Budget Plan**

Realitation	Cost
Instagram Content: Canva Premium	Rp 30.000
Review Content (20 review target)	Rp 60.000
Create New Tiktok Account	-
Creater Studio	-
Promotion	Rp 300.000
Strengthening CRM	-
<b>TOTAL</b>	<b>Rp 390.000</b>

In a month, spending a total of Rp 390,000 is required to implement all the given solutions. However, it is important to note that this cost may vary depending on the changing circumstances.

**3. The Implementation of the Recommended Strategies**

Mie Byalak's team has acknowledged and accepted all the recommendations provided by the owners of Mie Byalak, and Marcanalis has agreed to implement the solutions for Instagram content, Content Calendar, and Google Reviews. The execution of these solutions will be carried out by Marcanalis Consultant over a period of one month, starting from July to August.

a. Increasing Instagram Content

1) Create Content Calender

Marcanalis assists Mie Byalak in implementing a content calendar to facilitate the content creation activities. Here is the realization of the content calendar to be uploaded on Mie Byalak's Instagram.

CONTENT CALENDER JULI							
PIC							
MINGGU	BENIN	BELASA	RABU	KAMIS	JUMAT	SABTU	KETERANGAN
						1	
2	3	4	5	6	7	8	
			Post informasi giveaway		Post Feed Denah visual Lokasi Mie Basyak (garam pelengkapnya apa, tidak kemana dll)	Post Feed Tawa malam minggu	
						Post Story Pengumuman Giveaway	
9	10	11	12	13	14	15	
			Post feeds kuis		Post Feed Mengalaskan level jalan yang ada di menu mie basyak	Post Feed Tawa Mie Basyak Malam	
						Post Story Pengumuman kuis	
16	17	18	19	20	21	22	
post story pemenang kuis			Post feeds kuis		Post Feed Pih Mie Basyak (Goreng atau Orgran?) Jelaskan perbedaan dan rasa dari kedua mie tersebut	Mie Basyak Jokes	diuar jalur yang ditentukan Mie Basyak Wap me report Instagram Story yang men - Mie Basyak
						Post Story Pengumuman kuis	
23	24	25	26	27	28	29	
post story pemenang kuis			Post feeds kuis		Post Feed Mie Basyak Review	Post Feed Mie Basyak Funfact	
						Post Story Pengumuman kuis	
30	31						
post story pemenang kuis							

## 2) Create Content Matrix

[illegible]

### Figure 4. July Content Matrix

Marcanalis will assist in creating the Story Ig template for the winners of the giveaway. Previously, the giveaway was conducted by Mie Byalak twice a week with five winners each time. However, this was not effective and only resulted in losses for Mie Byalak. Therefore, moving forward, Mie Byalak has agreed to hold the giveaway once a week with three winners. This giveaway will take place every Wednesday and winners will

be announced on Sunday. The announcement will be made through Instagram Story, below is the usual Instagram Story template used by Mie Byalak.



Figure 5. Giveaway Winner Announcement for Instagram Story (Before)

Mie Byalak only announces the winner's name without providing any information regarding the terms and procedures for the Mie Byalak winner to claim their prize. This lack of information may confuse the giveaway winner, leading them to contact Mie Byalak to inquire about the next steps. Consequently, this will result in a waste of time and inefficiency. Therefore, Marcanalis has updated the Instagram Story template as follows.

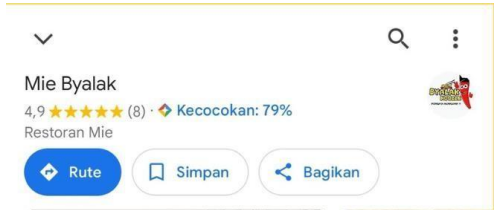
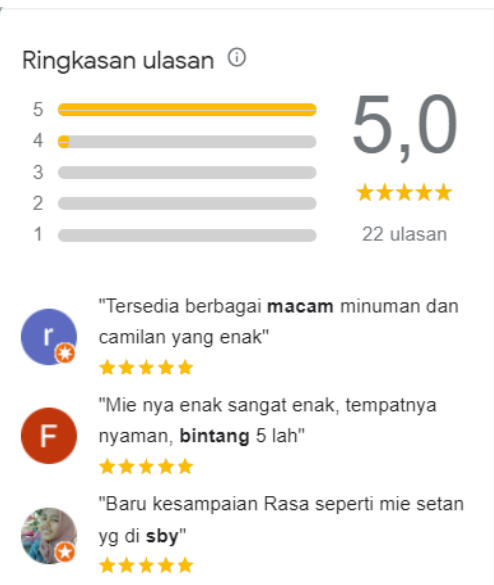


Figure 6. Giveaway Winner Announcement for Instagram Story (After)

The template has included all the necessary information for the giveaway winner, from the winner's username, rules, to how the winner can claim their prize.

#### 4. Implementation of Google Review Enhancement

In this implementation, Marcanalis advised Mie Byalak to enhance Google Review by regularly asking for feedback from customers who purchase food and beverages. This is one of the efforts for Mie Byalak to strengthen relationships with customers and improve the personal branding of Mie Byalak's business itself. Subsequently, Mie Byalak has already begun to implement the suggestions or solutions recommended by Marcanalis, here are the results.

Before Implementation	
	<p>Prior to the implementation of Marcanalis solution, the customer reviews visible on Google were still very few. It can be seen in the image next to it that there are only eight customer reviews. However, Mie Byalak itself has been operating for almost 4 years.</p>
After Implementation	
	<p>After implementing Marcanalis Consultant's advice, there was an increase in customer reviews on Google Review by Mie Byalak. It can be seen in the previous image that the reviews from Google were only about 8 accounts. Since the implementation in June, customer reviews on Google have increased to 22 people or 22 accounts. This proves that Marcanalis' solution has helped Mie Byalak improve the business value and strengthen the relationship with Mie Byalak's customers.</p>

## CONCLUSIONS

Mie Byalak is facing several issues in marketing management, such as a lack of followers and engagement on Instagram, suboptimal content routine, few restaurant reviews, and limited promotional variety. To address these issues, Marcanalis Consultant has proposed several recommended strategies:

1. Instagram Content: Mie Byalak can use a content matrix to plan and organize content more structured and efficiently.
2. Google Review: Mie Byalak can provide incentives to customers who give positive reviews and five-star ratings on Google.
3. TikTok Utilization: Mie Byalak can leverage TikTok to create engaging and viral video or live content.
4. Upload Scheduling: Mie Byalak can schedule content uploads automatically through Creator Studio to ensure regular and prime time-appropriate content.
5. Enhancing Promotions/Attractive Offers: Mie Byalak can enhance promotion variety and strategies by using discount promotions on special days, coupons or vouchers, and strengthening Customer Relationship Management (CRM).

Marcanalis Consultant has implemented the Instagram content issue by creating a content calendar, content matrix, and templates for Instagram stories. As for the implementation of Google

reviews, Marcanalis Consultant successfully helped increase Google reviews from 8 to 22. By implementing these recommended strategies, it is hoped that Mie Byalak can increase followers, engagement, restaurant reviews, and promotional effectiveness, thereby enhancing brand presence, customer trust, and Mie Byalak's sales.

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