

The Digitalization Of MSME "Zuppa Soup Zolla" as an Effort to Enhance Brand Awareness and Profitability

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ARTICLE INFO	ABSTRACT
Aricle History Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: Digita Marketing, MSME, Brand Awareness	This community research discusses the digitalization of "Zuppa Soup Zolla" SMEs as an effort to increase brand awareness and sales. The main problem faced by SMEs is the lack of market penetration and limited access to information. The purpose of this study is to analyze the impact of digitalization on brand awareness and sales of "Zuppa Soup Zolla" SMEs. The community service's team method of study include case studies, market data analysis, and implementation of digital marketing strategies. The community research results show a significant increase in brand awareness and sales after digitalization is carried out. This community research activities provides insights into the importance of digitalization for SMEs in enhancing their online presence and competitiveness in an increasingly digital market.

INTRODUCTION

MSME is one of the targets of people's economic development encouraged by the President of the Republic of Indonesia, Mr. Joko Widodo. In the press release HM.4.6/553/SET.M.EKON.3/10/2022 on the Development of UMKM as a Critical Engine of the National Economy Continues to Receive Government Support, it is stated that UMKM plays a very significant role in the growth of Indonesia's economy, with their number reaching 99% of all business units. In terms of GDP, UMKM's contribution reaches 60.5% and in terms of labor absorption, UMKM's contribution has reached 96.9% of the total national labor absorption [1].

In conducting MSMEs, there are many factors that hinder MSMEs from growing. These factors are divided into two, namely internal factors and external factors [2]. Internal factors are inhibiting factors that originate from within the MSME itself, such as low quality of human resources, both in terms of education and performance, lack of creativity, unwillingness to innovate, immature entrepreneurial spirit of the owner, technological illiteracy (technological gap), and limited market information that impacts productivity and overall management quality [2]. Meanwhile, external factors include business competition conditions and non-strategic business locations. After identifying these inhibiting factors, MSMEs need to create alternatives to address their obstacles. One alternative that can address this issue is the digitalization of MSMEs [2].

The globalization trend demands business players to start using information and telecommunication technology for their businesses, the movement and changes in business practices are being driven vigorously by large companies due to the uncontrollability of their human resources [3]. However, for MSMEs, this digitalization process requires a lot of preparation. But if prepared and pursued properly, this digitalization can have an impact on the sustainability of the business [4]. We are optimistic that digitalization of MSMEs can be carried out by all business players, including Zuppa Soup Zolla, which is currently facing financial and sales challenges.

According to Todor, it was proposed that the concept of promoting products and services in a creative manner, utilizing database-driven distribution channels to effectively reach consumers and customers in a personalized, timely, and cost-efficient way [5]. Todor also suggested that Digital Marketing encompasses various

targeted, measurable, and interactive strategies for marketing goods or services through digital technologies to attract and convert leads into customers, as well as retain them [5]. The primary goal is to enhance brand visibility, influence consumer preferences, and increase sales through a range of digital marketing tactics.

Digital Marketing is a crucial aspect of digital business that can understand customer preferences well, add value to products, reach a wide distribution channel, and increase sales by utilizing digital media, such as online advertising, affiliate marketing, and search engine marketing [6]. Todor also defines Digital Marketing as a comprehensive term for the targeted, measurable, and interactive marketing of goods or services using digital technologies to attract and convert leads into customers and retain them [5]. The primary goal is to promote brands, influence preferences, and increase sales through various digital marketing strategies.

Zuppa Soup Zolla is a micro food and beverages (FNB) business that specializes in selling zuppa soup as its main menu. Founded by a married couple, Mr. Yocky and Mrs. Selvy, in November 2022, Zuppa Soup has become their entrepreneurial venture after leaving their previous jobs. They decided to open a food business in their residential area and eventually rented a 2x2 stall located in front of the renowned Mitra Pandawa Clinic on Jl. Karang Anyar A No. 61, RT15/RW04, Kel. Karang Anyar, Kec. Sawah Besar, Central Jakarta.



Figure 1. Zuppa Soup Zolla

Since its establishment, Zuppa Soup Zolla has relied solely on offline sales, with the majority of its customers residing in the Karang Anyar neighborhood. In terms of operations, Zuppa Soup Zolla only operates in the afternoon, from 15:00 to 22:00 (7 hours), which can be considered ineffective in terms of operational efficiency. During our interview, we found that Zuppa Soup Zolla's main source of income relies on regular customers who frequently place large orders, such as offices, churches, or specific events. The owner himself stated that sales were quite high only in the first three months, but afterwards, the sales figures showed a declining and stagnant trend until now. To address this issue, we have implemented digitalization and intensive digital marketing efforts to enhance brand awareness and increase sales figures.

Based on the results of the interview with the owner of the business, UMKM Zuppa Soup Zolla faces several issues, including:

1. Zuppa Soup Zolla only sells one product, which is Zuppa Soup. This is due to limited funds and the owner's uncertainty about the market prospects for other menu items.
2. Zuppa Soup Zolla only implements traditional marketing strategies, such as word of mouth, where sellers only promote to close acquaintances.
3. Zuppa Soup Zolla does not have any social media or other digital platforms for marketing, meaning that Zuppa Soup Zolla has not engaged in digital branding.
4. The location of Zuppa Soup Zolla's business is not easily accessible, as it is situated on a small road that can only accommodate two cars at a time.

5. The sales of Zuppa Soup Zolla have been declining and stagnant for the past 3 months (February, March, and April 2023).

METHOD

This community research method involves the "Zuppa Soup Zolla" MSME community engaged in the food and beverages (FNB) sector with a focus on digitalization to enhance brand awareness and sales. The community research activities consists of business owners, employees, and customers involved in community service initiatives. Stakeholders involved include micro business owners, digital marketing experts, and consumers who are the target market. The methodology implementation is carried out through stages of observation, market analysis, digital strategy planning, online marketing execution, and result evaluation. The transfer of scientific knowledge and technology is conducted through digital marketing training and the implementation of information technology in business operations. The tools and materials used include digital marketing software, social media platforms, and data analysis tools. Data collection techniques involve online surveys, interviews, and statistical analysis. The success criteria for this community service initiative include increased sales turnover, enhanced brand awareness, and customer satisfaction levels measured periodically.

RESULTS AND DISCUSSIONS

Activity Report

In response to the issue at hand, we present our report on the activities we have undertaken to utilize Digital Marketing in order to enhance the brand awareness and revenue of Zuppa Soup Zolla.

Table 1. Activity Report

No	Date	Activity Description	Result
1.	Thursday, April 6 2023	Visiting and observing the Zuppa Soup Zolla	1) Obtaining information regarding the challenges faced by Zuppa Soup Zolla.

			<ol style="list-style-type: none"> 2) Obtaining a SWOT analysis of Zuppa Soup Zolla 3) Obtaining permission from the owners of Zuppa Soup Zolla SME, namely Bu Selvy and Ko Yocky, to carry out the digitalization practice for SMEs.
2.	Friday, April 14 2023	Based on the latest observations, conducting a presentation on the obstacles faced by Zuppa Soup Zolla and providing solutions to the MSME owner to maximize digital marketing efforts.	We are willing to comply with the instructions and guidance provided by our team regarding the solution for social media and logo creation.
3.	Saturday, April 15 2023	We are prepared to adhere to the instructions and guidance given by our team in relation to developing a solution for social media and designing a logo	A proficient graphic designer has been successfully acquired, and a logo has been obtained in accordance with the client's preferences
4.	Sunday, April 16 2023	Creat Zuppa Soup Zolla Instagram Account	<ol style="list-style-type: none"> 1) Successfully creating a business Instagram account @Zollazuppa and establishing the business profile by including the business location, phone number, and other relevant information. 2) Sharing the first feeds on Instagram @Zuppazolla
5.	Friday, April 28 2023	Teaching the owner of Zuppa Soup Zolla to transform their WhatsApp into WhatsApp Business	<ol style="list-style-type: none"> 1) Enhance your personal WhatsApp experience with WhatsApp Business. 2) Instruct Zuppa Soup Zolla's owner to regularly create content on WhatsApp Business and Instagram stories
6.	Friday 12 – Sunday 14 May 2023	Conducting offline branding at the annual music concert in collaboration with Adem Sari	<ol style="list-style-type: none"> 1) Acquiring 100 new customers daily

			<ol style="list-style-type: none"> 2) Introducing Zuppa Soup Zolla to the younger generation with an estimated 60,000 visitors in 3 days 3) Successfully distributing brochures and business cards to anyone who purchases Zuppa Soup 4) Receiving feedback and suggestions from consumers regarding the taste of Zuppa Soup Zolla
7	Monday, May 15 2023	The owner of Zuppa Soup Zolla is being taught how to operate and create content on Instagram	<ol style="list-style-type: none"> 1) The owner of Zuppa Soup downloaded the Instagram application and familiarized themselves with how to post feeds, stories, and reels 2) The owner of Zuppa Soup successfully posted a story on Instagram.



Figure 2. Zuppa Soup Zolla Observation



Figure 3. Zuppa Soup owner, Zolla, has implemented digital marketing through WhatsApp for her pre-existing business



Figure 4. "Offline Zuppa Soup Zolla at Sabiphoria Jiexpo Kemayoran" is a gathering that takes place in Jiexpo Kemayoran



Figure 5. Zuppa Soup Zolla Logo



Figure 6. Zuppa Soup Zolla Instagram Content

Analysis Before and After Recommendations

Table 2. Activity Analysis

Before Recommendations	After Recommendations
Zolla is not familiar with digital marketing. Marketing is only done through word of mouth	Zolla is well-versed in digital marketing and has consistently implemented it in her daily life, one of which is creating content.
Zolla does not utilize any social media platforms for its marketing efforts	Zolla's Zuppa Soup has effectively utilized Instagram as a marketing platform, enabling her to reach a wider consumer base and attract new subscribers
Zolla's Zuppa Soup does not have a logo that serves as the face of the business itself	Zolla's Zuppa Soup already possesses a distinctive and unforgettable business logo
There is no separation between personal WhatsApp and business WhatsApp	Zolla's Zuppa Soup has recently acquired a business account on WhatsApp
Zolla only conducts marketing on-site, specifically in front of Mitra Pandawa clinic	Zuppa Soup Zolla has achieved a significant milestone by securing a major client, Adem Sari from Enesis Group, for a collaboration. This collaboration has enabled them to successfully carry out offline marketing activities at Sabiphoria, Jiexpo Kemayoran, from the 12th to the 14th of May 2023.
Sales rely solely on existing customers and tend to remain stagnant	The emergence of numerous new customers following the offline event at Sabiphoria, Jiexpo, and consistently creating content on WhatsApp Business and Instagram

CONCLUSION

Based on the explanation above, it can be concluded that micro, small, and medium enterprises (MSMEs) play a significant role in absorbing labor and improving the welfare of Indonesian society, especially for those with low educational backgrounds who find it difficult to compete in the job market. However, there are factors that hinder the success of MSMEs, one of which is the low quality of human resources, such as the lack of entrepreneurial spirit, creativity, and innovation in their products, as well as limited technological capabilities and market information, which ultimately affect overall productivity and management quality. For instance, UMKM Zuppa Soup Zolla's marketing strategy is not optimal as it has not utilized digital media platforms such as social media or online platforms to promote its products. Zuppa Soup Zolla should expand its customer reach in a wider market through digitalization to enhance brand awareness and increase sales profits.

Based on the findings of this research, the author suggests that Zuppa Soup Zolla can further develop its market by implementing marketing strategies through social media platforms such as Instagram, Facebook, and TikTok. Zuppa Soup Zolla can utilize these social media platforms to promote its products by offering attractive promotions that capture the interest of customers. Additionally, Zuppa Soup Zolla can also engage in online sales by collaborating with platforms like Gojek, Grab, and Shopee, making it easier for customers to place their orders. Furthermore, Zuppa Soup Zolla can introduce various refreshing and appealing beverages as complementary menu options that pair well with Zuppa Soup, such as milkshakes and juices.

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