

Analysis of Marketing Strategies for “Warisan Analog”

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ARTICLE INFO	ABSTRACT
<p>Aricle History Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p>Keywords: MSME, Marketing Srategies, Digital Marketing</p>	<p>This community research aim of this study is to analyze effective marketing strategies for UMKM Warisan Analog in facing business challenges in the digital era. The main problem faced is the difficulty in effectively developing the business due to divided focus between academic tasks, exams, and business operations. The community service’s team method of study used include company profile analysis, problem identification, business development recommendations, and analysis of the impact after the implementation of recommendations. he findings of the community service activities indicate that with the implementation of appropriate digital marketing strategies, UMKM Warisan Analog can enhance its visibility and business competitiveness.</p>

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs), or commonly abbreviated as UMKM, have made significant contributions to the economic growth in Indonesia. According to data released by the Ministry of Cooperatives and Small and Medium Enterprises [1], there were a total of 8.71 million UMKM units recorded throughout the year 2022, out of a total of 65.46 million units. This number is considered a positive growth as it has shown a significant increase each year [1]. "The growth and development of the MSME sector is often interpreted as one of the indicators of successful development, especially for countries with low per capita income" [2].

MSMEs play a role in addressing economic problems, as seen from their ability to survive during the economic crisis in 1997, where many large companies went bankrupt [3]. Additionally, MSMEs are said to hold an important role as they are able to absorb a significant amount of workforce [3]. MSMEs have a workforce absorption rate of 97 percent, which is approximately 117 million workers in the business world [4].

In the current era of technological advancement, where the internet has become an essential tool connecting and facilitating society in various activities, only a few MSME actors are aware of this [5]. there are approximately 3.79 million MSMEs that have utilized online platforms to market their products. This number is significantly small compared to MSMEs that have not yet embraced online platforms as a means to support their businesses. However, online platforms, especially social media, should ideally go hand in hand with MSME actors today, as they can provide substantial benefits [6].

Fortunately, the Indonesian E-Commerce Association (idEa) has assessed that e-commerce growth in Indonesia has experienced a significant increase in 2023. This is evidenced by the growth of digitally-enabled MSMEs reaching 21.8 million. On the other hand, digital economic revenue in 2022 recorded a 22 percent increase from the previous year. The public's response to online shopping events such as the National Online Shopping Day has shown positive results and experiences an annual increase [7].

Due to the rapid development of e-commerce-based SMEs, we see a great opportunity for SME players to further grow, especially those who have been using online platforms from the beginning as a place for buying and selling activities [8]. One of the things that can be done for development is by using digital marketing as a means to introduce their products to the public [8].

E-commerce can also be defined as a strategy or technique for selling goods and services from sellers to consumers through online platforms, namely the internet, without the need for physical contact or meetings [9]. The activities within e-commerce itself include sales, marketing, advertising, pricing, and agreements between sellers and buyers [9].

On the other hand, social media is a platform for exchanging information and creating content using the internet network. According to Kotler, social media is a "means of spreading information in the form of text or images, between companies and consumers, and vice versa [10]." Kleindl and Burrow state that "digital marketing is the process of planning concepts and implementing promotions and distributions that have a significant impact from the development of the digital world." [11]

We have identified an opportunity in the online SME sector, namely Warisan Analog, which operates in the field of photography, specifically analog and digital cameras, as well as various accessories ranging from roll film to camera pouches. Warisan Analog does not have an offline store and solely relies on social networks to market and promote its products. However, the challenge it faces is a lack of confidence to restart its business after a hiatus of approximately 6 months due to educational commitments. Therefore, after conducting an analysis of the issues, we will propose several solutions for Warisan Analog.

Analog Warisan, owned by Nabiila Putri Caesari, is a photography business established in 2020, primarily operating on social media platforms. Specializing in capturing timeless moments through analog photography, Analog Warisan brings a unique blend of artistry and nostalgia to its clients. With a focus on preserving the authenticity and intimacy of each moment, Nabiila's business stands out in a digital age dominated by instant images. By harnessing the power of social media, Analog Warisan reaches a wide audience, offering its distinctive photographic services to those seeking to immortalize their memories with a touch of vintage elegance.



Figure 1. Warisan Analog Products

Analog Warisan is a business that sells analog cameras with various types and models ranging from Rp100,000 to Rp350,000. This business is marketed online through social media and e-commerce platforms. Below are some product photos sold by Analog Warisan.

1. Problems Identification

a. Insufficient Human Resources to Assist in Managing the Business

The Analog Warisan business is solely managed by one person, namely Ms. Nabiila Putri as the owner of the business. This situation has led to a decrease in product marketing consistency since the business owner is preoccupied with her education. Managing the business while actively pursuing a college life has resulted in a heavy workload. Ms. Nabiilah feels burdened with academic tasks, exams, and deadlines, while also having to manage the business operations. Due to the divided focus between business and education, Ms. Nabiila faces difficulties in effectively developing the business. Innovation, marketing, and long-term strategy development may become neglected priorities.

b. Lack of Vigorous Promotion Activities

The Analog Warisan business lacks vigor in conducting promotions. This can be seen from the last product photo post on Instagram uploaded on August 3, 2022. Limited and inactive promotions can lead to a lack of awareness about the brand and products/services offered by the business, making it difficult for Analog Warisan to attract new customers and increase sales. This can hinder overall business growth and make it challenging for the business to achieve desired targets.

c. Failure to Conduct Structured Financial Recording

Warisan Analog business does not conduct comprehensive financial recording, but only records the unsold items. The absence of structured financial recording causes difficulties for Warisan Analog in tracking income and expenses clearly. This can result in challenges in managing cash flow, creating budgets, and making appropriate financial decisions.

2. Solution for Warisan Analog

a. Increasing Human Resources (HR)

b. Initiating a Promotion Campaign Again

c. The utilization of the Financial Recording Application Paper.id

METHOD

This study focuses on the UMKM Warisan Analog community engaged in photography, especially analog and digital cameras, as well as accessories. The community consists of business owners, employees, and potential customers interested in photography products. Stakeholders involved in this marketing initiative include business owners, digital marketing experts, and the research team. They play a role in developing marketing strategies, implementing recommendations, and measuring their impact on the business.

The implementation method of this research involves analyzing the company profile of Warisan Analog, identifying the problems faced, formulating business development recommendations, and analyzing the business conditions before and after the implementation of recommendations. The scientific knowledge and technology introduced include digital marketing concepts, the use of online platforms for promotion, and social media management strategies.

In the execution of the marketing initiative, various tools and devices are used such as social media platforms (TikTok, Instagram), Paper.Id for financial recording, and Instagram Ads for promotion. Data collection techniques include observation, interviews, and secondary data analysis. The criteria for evaluating the success of this marketing initiative include increased online visibility, increased sales, and customer satisfaction levels. The data analysis approach is carried out by comparing data before and after the implementation of recommendations to evaluate their impact on the Warisan Analog business.

RESULTS AND DISCUSSIONS

Recommendations for Business Development

1. Increasing Human Resources (HR)

Increasing human resources (HR) in Analog Warisan Business is an important step to enhance performance and business growth. Analog Warisan Business needs to recruit an HR with expertise in social media and content creation to assist in managing content and social media marketing when the owner is unable to handle it.

a. Determine the qualifications and expertise required by additional human resources needed

When searching for additional human resources in the field of social media and content creation, Warisan Analog should ensure that the hired individuals have relevant portfolios, sufficient experience, and good communication skills. Recommended Qualifications:

1) Creativity and Ability to Create Engaging Content

The quality of content is crucial in capturing the attention of social media users. A content creator should be able to generate creative, innovative, and unique ideas for content that is interesting and relevant to the target audience. Content can take the form of text, images, or videos that enhance engagement and interaction with the audience. The created content should align with the latest social media trends and marketing strategies.

2) Ability to Manage Social Media Accounts

The hired individuals should be capable of managing and optimizing social media accounts such as Instagram, Facebook, or Twitter. This includes creating posts, responding to comments, and developing social media marketing strategies.

3) Ability to Conduct Market Research

The hired individuals should be able to conduct market research and competitor analysis to develop effective and targeted marketing strategies.

4) Ability to Measure and Analyze Performance

The hired individuals should be able to measure and analyze the marketing performance on social media platforms. This includes measuring engagement and conversion rates of Warisan Analog's social media campaigns (uploaded content).

5) Ability to Work Collaboratively in a Team

The hired individuals should be able to work collaboratively in a team to develop comprehensive and effective marketing strategies.

b. Determine the salary amount that aligns with the financial capabilities of Warisan Analog and the additional qualifications of human resources needed.

It is essential to ensure a balance between financial capabilities and the quality of human resources obtained. In the future, Warisan Analog also needs to prepare clear employment contracts in accordance with applicable regulations, which should include salary, working hours, benefits, and other rights acquired by employees. In addition to employment contracts, Warisan Analog can establish clear and regular salary payment agreements to prevent any delays in payment. This will help retain quality employees and build a good working relationship between Warisan Analog and its employees.

c. There are several methods that Warisan Analog can employ in searching for human resources, including:

1) Utilizing Specialized Platforms for Talent Search

Warisan Analog can input the necessary criteria and search for suitable individuals on specialized platforms for talent search, such as LinkedIn, Sribulancer, Projects.co.id, Jobstreet, Indeed, Job-like, and others.

2) Disseminating Job Vacancy Information

Warisan Analog can spread job vacancy information through its social media platforms, such as Instagram, to find individuals who are interested in joining the team. In the job vacancy announcement, Warisan Analog should provide detailed explanations of the required criteria and job responsibilities.

3) Searching on Freelance Platforms

There are numerous freelance platforms, such as Freelancer, Upwork, and Fiverr, that provide services from freelancers who specialize in social media and content creation. Warisan Analog can search for freelancers who have relevant portfolios and sufficient experience.

4) Searching within Online Communities

There are many online communities related to social media and content creation, such as Facebook groups or online forums. Warisan Analog can join these communities and request recommendations from members who are experts in the field of social media and content creation.

2. Initiating a Promotion Campaign Again

Warisan Analog has ceased its promotional activities since August 2022. We recommend that Warisan Analog resumes its promotional efforts by creating a clear and structured promotional plan. The company should establish promotional objectives, identify target markets, determine the communication channels to be used, and schedule specific promotional activities to enhance brand awareness for Warisan Analog. The promotional campaign can be initiated by:

a. Consistently Uploading Products on Social Media

Based on our observation of product posts and reels on Instagram @warisan_analog, they are already very good and complete in terms of visual product photos and the completeness of information in the captions. The owner should consistently post products in order for customers and potential customers to be aware of the presence of the @warisan_analog brand. By utilizing the business account feature, the owner can take advantage of the schedule post and reels features on Instagram. Here are the steps:

- 1) Open the Instagram application and tap on it.
- 2) Select a photo or video and add a caption, among other things. Tap on Next.
- 3) Tap on Advanced Settings located at the bottom.
- 4) Tap on Schedule.
- 5) Choose the desired date and time according to your needs.
- 6) Tap on Finish.
- 7) Tap on the Back button.
- 8) Then, click on Schedule to schedule the post or reels.

We have recommendations regarding the timing of posting products or reels on Instagram, which are on Wednesday from 11.00 to 13.00 WIB because Wednesday has the highest level of traffic on Instagram and on Monday from 15.00 to 16.00 WIB. In addition to those days, owners can also post products on other weekdays starting from 10.00 to 14.00 WIB.

b. Instagram Ads

The Analog Warisan effort can utilize Instagram Ads feature to reach a wider market. The following are the steps to create Instagram ads:

- 1) Access Facebook Ads Manager through a Facebook account
- 2) Click on the 'Campaign' menu and select 'Guided Ad Creation' to maximize ad performance
- 3) Next, determine the ad creation objectives such as Awareness (increasing brand awareness and reach), Consideration (increasing traffic and interactions), and Conversion (increasing conversions).
- 4) To create Instagram Ads, click on the desired objective.
- 5) Determine the type of ad, such as Split Testing and Budget Optimization. For beginners, it is advisable to choose Budget Optimization ads to adjust costs.
- 6) Enter the ad name and traffic objective, whether to a website, application, WhatsApp, or messenger Activate Promotion if you want to advertise a promotional program
- 7) Determine the target audience based on location, age, gender, language, and specific targeting
- 8) Choose the placement, whether to display it on Instagram only or on Facebook and all affiliated applications
- 9) Create an ad display schedule
- 10) Connect it to your Instagram account
- 11) Determine the ad format, including carousel, single image, single video, slideshow, or collection Enter the ad description
- 12) Enter the ad title, image, and link
- 13) Make payment via credit card or debit card.

The owner must create a promotional ad that is simple and to the point to be easily understood by viewers. The following is an estimate of the costs required to create Instagram Ads:

Budget Per Hari	Jangkauan Audiens
Rp. 20.000	1.300 – 3.400 orang
Rp. 30.000	1.900 – 5.100 orang
Rp. 40.000	2.600 – 6.800 orang
Rp. 50.000	3.200 – 8.500 orang
Rp. 100.000	6.400 – 17.000 orang
Rp. 1.000.000	64.000 – 170.000 orang
Rp. 10.000.000	640.000 – 1.700.000 orang

Figure 2. Instagram Ads Budget

c. Consistently Uploading Contents on Tiktok

The owner can create trending content such as daily vlogs or monthly recaps using the photos taken from one of the analog cameras sold, and provide a link to detailed information in the content caption to make the audience aware of the camera products being used. Alternatively, the owner can compile photos taken from the camera products being sold and use trending sounds. Here is a content that was previously created by warisan_analog and we believe it would be beneficial to create similar content again by improving the video quality and providing other examples of video content that can be tried:

1) <https://vt.tiktok.com/ZSL17BPKD/>

2) <https://vt.tiktok.com/ZSL17yrG3/>

Based on a study conducted by Influencer Marketing Hub, there are several optimal times to upload TikTok videos. All the times below have been converted from EST to WIB, which has a twelve-hour difference

1) On Monday, the schedule is at 10:00, 18:00, and 22:00 WIB.

2) On Tuesday, the schedule is at 14:00, 16:00, and 21:00 WIB.

3) On Wednesday, the schedule is at 11:00, 19:00, and 20:00 WIB.

4) On Thursday, the schedule is at 00:00, 07:00, and 21:00 WIB.

5) On Friday, the schedule is at 01:00, 03:00, and 17:00 WIB.

6) On Saturday, the schedule is at 07:00, 08:00, and 23:00 WIB.

7) On Sunday, the schedule is at 04:00, 19:00, and 20:00 WIB.

Three optimal times recommended for uploading TikTok videos are Tuesday at 9:00 PM, Thursday at 12:00 AM, and Friday at 5:00 PM WIB. Consistently creating TikTok content tailored to current trends and utilizing Instagram ads for promotion can attract a wider consumer base.

3. The utilization of the Financial Recording Application Paper.id

We recommend the use of the Paper.id application as a tool for recording operational business finances. Paper.id is a free financial recording application that can be utilized to document financial data for legacy analog businesses. The official website of Paper.id provides comprehensive and detailed instructions on how to use the application, which can be accessed through the following website:

<https://support.paper.id/hc/id/articles/360039644451-Langkah-awal-untuk-menggunakan-Paper-id>

In addition, considering the owner's concerns about data loss based on their experience with other financial recording applications, we also recommend using Google Sheets for financial record-keeping. This option not only allows the owner to effectively manage their finances but also provides

a safer environment for data storage. However, it is important to note that this spreadsheet requires a fee of Rp50,000 to access its features, which include general reports, income sheets, expense sheets, cash flow sheets, profit/loss sheets, cost of goods sold calculation sheets, additional sheets for employee data, stock inventory, and administrative purposes. If interested in utilizing this spreadsheet, please find the link below:

https://karyakarsa.com/andreqve/pencatatan-keuangan-umkm?utm_source=tweetandre&utm_medium=thread&utm_campaign=keuangan-umkm

Analysis of Business Before and After Implementation of Recommendations

After presenting recommendations to Usaha Warisan Analog, the business owner agreed to implement three recommendations, namely adding one employee, intensifying promotions, and using Paper.id as the operational business financial recorder. Here are the results of our analysis of Usaha Warisan Analog before and after the implementation of the recommendations:

1. Increasing Human Resources (HR)

Initially, Warisan Analog Business was managed by only one person, namely Ms. Nabiila Putri as the owner of the business. However, after receiving a recommendation from Hansalda Business Consultant, Warisan Analog Business added one human resource who has expertise in the field of social media and content creation to assist in the business operations, especially in managing content and marketing on social media.

In the process of searching for additional human resources, the owner implemented the method we recommended, which is to search for human resources through recommendations from friends or relatives who may have information about reliable and experienced human resources in the field of social media and content creation to join the Warisan Analog team. Through this method, the owner finally received information that their friend has skills in digital marketing and is ready to work at Warisan Analog. The additional human resource started working on May 25, 2023.

The additional human resource's work began by assisting the owner in sorting out the analog cameras so that the inventory of cameras could be properly counted. After the cameras were sorted out properly, the additional human resource began brainstorming with the owner regarding content ideas and their creation timeline.



Figure 3. Camera Sorting Process by Owners and Additional Human Resources

2. Initiating a Promotion Campaign Again

The promotional efforts of Warisan Analog have been less active. This can be seen from the last product photo posted on Instagram on August 3, 2022. However, after consulting with Hansalda Business Consultant, the owner is determined to intensify the promotion of Warisan Analog to increase its brand awareness.

This promotional intensification begins with the transformation of Warisan Analog's Instagram account into a Business account to expand its reach. After that, from the brainstorming session involving the owner, additional human resources, and Hansalda Business Consultant, the idea of gradually uploading content emerged, starting from "coming soon" content to product-related content. The following are the results of the content designed by Warisan Analog:

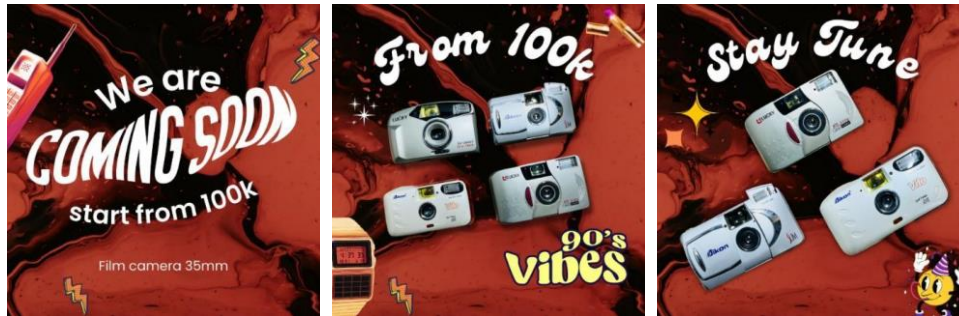


Figure 4. Warisan Analog Instagram Feeds Content



Figure 5. Warisan Analog Instagram Story Content

The image above depicts a design that has been created to kickstart a promotional campaign, however, the owner has not yet posted the products and content on Instagram and TikTok, and advertised through Instagram ads because the owner is still hesitant to restart after a long hiatus.

3. The utilization of the Financial Recording Application Paper.id

Initially, Warisan Analog Business did not conduct comprehensive financial recording, but only recorded unsold items. The lack of structured financial recording has made it difficult for Warisan Analog Business to track income and expenses clearly.

However, following the recommendation from Hansalda Business Consultant, Usaha Warisan Analog decided to utilize Paper.id to record the financial data of the business. The implementation of Paper.id by Usaha Warisan Analog commenced with the creation of a Paper.id account for Warisan Analog on May 23, 2023. Subsequently, the owner began inputting financial transactions such as income, expenses, etc. into the system.

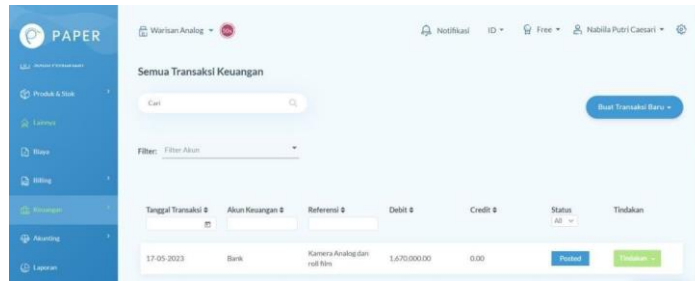


Figure 6. The recording of income in Paper.Id is done by the owner

The owner has not yet used Paper.Id to create the invoice that will be sent to the customer. Instead, they have manually created it and will send it to the customer through two methods, namely WhatsApp and E-Mail. Below is the invoice that has been created for the purchase of a camera and roll film.



Figure 7. Showcases one of the invoices for a camera purchase transaction

With the utilization of Paper.id, the owner of Warisan Analog business feels greatly assisted as financial recording becomes more structured. The inflow and outflow of cash become clearer. Consequently, from now on, the owner is able to assess their financial condition in real time through the application.

CONCLUSIONS

The chosen SME to be assisted in developing its business is a photography business called Warisan Analog. Warisan Analog is a digital-based business that has great potential but has not fully utilized social media as a platform for business development. Therefore, we have provided three recommendations based on the identified issues. These recommendations include hiring an additional staff member to assist with the business, using Paper.Id for financial recording purposes, and intensifying promotion through existing social media platforms such as TikTok and Instagram, as well as utilizing Instagram Ads.

The owner has implemented 2 out of 3 recommendations, which include starting to record financial transactions through Paper.Id and hiring an additional staff member to assist with managing the business activities. Warisan Analog has restarted its business, with the initial step being to convert their social media accounts into business accounts. Warisan Analog has also recruited staff members as directed by Hansalda Business Consultant to help with the smooth running of the business. Lastly, the owner of Warisan Analog

has created an account on Paper.Id to restart the financial recording process in a more structured manner, making it easier to calculate the capital and profits obtained.

Regarding the implementation of intensified promotion through social media, the owner has created content that will be posted on their social media platforms. However, according to the owner's statement, they have not yet uploaded these contents due to a fear of starting again after a long hiatus. Additionally, the increasing number of competitors in the current market has made the owner hesitant to restart the promotion efforts.

Regarding the issue faced by the owner, which is the hesitation to restart business operations after a period of hiatus, we have several suggestions that can help encourage the owner to have the courage to start again. Considering the effort (time and energy) that has been invested in the business up until now, it would be a shame if the business were to permanently cease. One suggestion is to hire experts to assist in restarting the business, such as social media specialists or content creators, to ensure optimal performance in resuming business operations. Additionally, it is important to establish the mindset that this business product has value and is capable of competing with other rival products.

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