

## Digital Marketing Analysis by Gaizen Consultant for SME "Manten Jowo"

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ARTICLE INFO	ABSTRACT
<p>Aricle History</p> <p>Received: June 2024 Revised: June 2024 Accepted: July 2024 Published: July 2024</p> <p><b>Keywords:</b> SWOT, Digital Marketing, Brand Awareness</p>	<p>This community research aim of this research is to analyze the digital marketing strategies implemented by Gaizen Consultant for UMKM Manten Jowo. The main issue identified is the lack of brand awareness experienced by Manten Jowo. The community service's team method used includes SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by the UMKM. Additionally, recommended solutions include the use of Canva application, Instagram Ads, Linktree, and the development of a more detailed Instagram bio. The findings of the community service activities indicate is expected to enhance the brand awareness of Manten Jowo and expand their market reach.</p>

### INTRODUCTION

The objective of this study is to examine the digital marketing tactics employed by Gaizen Consultant for UMKM Manten Jowo. The primary concern identified is the insufficient level of brand recognition encountered by Manten Jowo. The analytical approach employed encompasses SWOT analysis to ascertain the organization's strengths, weaknesses, opportunities, and threats. Furthermore, suggested remedies encompass the utilization of the Canva application, Instagram Ads, Linktree, and the creation of a more comprehensive Instagram bio. The implementation of these remedies is anticipated to augment the brand awareness of Manten Jowo and broaden their market penetration.

According to data from the Ministry of Cooperatives and Small and Medium Enterprises, the number of MSMEs in Indonesia reached 65.4 million this year. The data also reveals that Indonesia employs 114.7 million people, which accounts for 56% of the country's workforce. Furthermore, based on the MSME Empowerment Report of 2022, MSMEs contribute more than 60% to the country's GDP. However, despite these figures, the adoption of digital technology by MSMEs remains one of the biggest challenges. Yet, if MSMEs can learn and leverage digital technology for their businesses, it will enhance brand awareness and boost sales [1].

Manten Jowo is one of the micro, small, and medium enterprises (MSMEs) that operates in the field of makeup and hairstyling services, specifically for both modern and traditional makeup and hairdos. This business is driven by the owner's passion for the world of makeup, with a vision and mission to spread Javanese culture to the community through traditional Javanese makeup. It has a competitive advantage due to its affordable prices and satisfactory quality of the intricate traditional Javanese hair bun (sanggul paes). The

intense competition in this industry has compelled Manten Jowo to utilize digital technology for its marketing activities.

Eid and Gohary revealed that digital marketing provides opportunities for small companies to build successful businesses in a different way that was previously impossible [2], while Leeflang et al. also argue that digital marketing can be a source of competitive advantage that is increasingly important, both in B2B (Business-to-Business) and B2C (Business-to-Consumers) markets [3].

The presence of the internet and advancing digital technology has brought about changes in the way marketing is conducted. Nowadays, everyone uses gadgets such as smartphones, laptops, desktops, and other devices that enable users to easily find relevant information about products they intend to purchase and even place orders directly through the provided platforms. With the internet, companies can reach a wider market and connect with potential customers to provide product education, branding, and offer the products or services for sale. Digital marketing facilitates efficient marketing for companies with a broad market reach.

Novicevic et al. revealed that SWOT analysis is considered as one of the best tools for developing marketing strategies in a way that will drive business growth and optimal profits [4]. According to Glaster and Falshaw, SWOT analysis is a valuable tool in creating strategic marketing plans as it serves as a bridge between strategic planning and marketing intelligence that can assist in selecting the right strategy among various alternatives [4]. Based on the opinions of these experts, it can be concluded that SWOT analysis is an important tool in determining the right strategy for a business to drive business growth and optimal profits.

Manten Jowo can leverage digital technology to showcase its expertise by using social media platforms like Instagram to enhance brand awareness. Gaizen Consultant is here to assist in analyzing the challenges faced by Manten Jowo and to provide practical solutions that are expected to enhance its brand awareness.



**Figure 1. Manten Jowo Logo**

Manten Jowo is a business that operates in the field of makeup and hairdo services, both modern and traditional. The business is driven by the owner's passion for the world of makeup with a vision and mission to spread Javanese culture to the community through traditional Javanese makeup. It has a competitive advantage due to its affordable prices and satisfactory quality of the intricate paes hairstyle.

The business conditions in the makeup artist industry are quite challenging due to the presence of many competitors, especially in major cities. However, Manten Jowo SME has the advantage of attracting customers by employing a cost leadership marketing strategy. Manten Jowo SME dares to offer prices below the average for such services, which entices customers to use their services. Currently, Manten Jowo SME utilizes Instagram as a marketing channel and also relies on word of mouth marketing.

#### 1. Problems Identification

Based on the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of Manten Jowo, it can be concluded that there are several issues that need to be addressed by Manten Jowo which could hinder the success of the business. The following is the problem identification that we have found at "Manten Jowo":

- a. Lack of Brand Awareness

Lack of brand awareness refers to the low level of awareness or knowledge among the public or target market about a specific brand or company. This means that the brand is not widely recognized or well understood by consumers or potential audiences. Brand awareness is important in business because when a brand is recognized by consumers, they are more likely to make purchasing decisions quickly.

Therefore, brand awareness is able to build trust, acquire more customers, and manage consumers. The lack of brand awareness can have several negative impacts on a business or brand, such as low sales because consumers do not have knowledge or familiarity with the brand. As a result, they may not seek out products or services from that brand, which could potentially lead to low sales. The lack of demand or awareness about the brand can hinder business growth.

b. Lack of Engagement

The lack of engagement refers to the lack of interaction or involvement from the audience or users with the content, brand, or social media platform. This means that the audience is not actively participating, responding, or directly engaging with the presented content. The impact of this lack of engagement in the context of social media or online businesses includes hindering the possibility of interaction, collaboration, or engagement with other users. When the audience is not engaged or responsive, opportunities to build relationships, discussions, or collaborations with other users become limited. This can hinder the potential for collaboration or the opportunity to build an active community.

Furthermore, low engagement can result in a lack of valuable user feedback or insights. When users are not actively participating or providing responses, brands or businesses miss out on opportunities to gain feedback, perspectives, or information about user needs and preferences. This can hinder the brand's ability to improve their products or services.

c. The Javanese wedding content lacks tidiness and appeal

The Instagram bio of Manten Jowo lacks appeal and lacks the integration of business links from Manten Jowo. The disorganized content refers to content that is not well-structured or appears unorganized. Disorganized content can be seen in terms of feeds that lack a theme or coherence, as well as instastories that only repost clients. On the other hand, unappealing content refers to content that fails to capture the attention or interest of the audience. This can be caused by several factors such as not offering new or fresh information to the audience, not being visually appealing, and not paying attention to writing style.

2. Solutions for Manten Jowo Problems

- a. Implementation of Canva Application
- b. Instagram Ads Impelementation
- c. Linktree Impelementation
- d. Implementation of a More Detailed Instagram Bio

## **METHOD**

This study focuses on culinary MSMEs Manten Jowo in a specific area. The research sample consists of Manten Jowo MSMEs that have collaborated with Gaizen Consultant to conduct digital marketing analysis. The analysis technique used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external factors that affect the digital marketing strategy of Manten Jowo MSMEs [5]. Data were obtained through direct observation, interviews with MSME owners or managers, as well as analysis of documents and reports related to the digital marketing strategies that have been implemented. Tools, equipment, and materials utilized in the community service endeavor (including those for assessing the effectiveness of the service activities).

## **RESULTS AND DISCUSSIONS**

1. Services Offer by Manten Jowo

UMKM Manten Jowo is an individual business engaged in the field of makeup services. The services offered are makeup, both traditional and modern. Traditional makeup can be used for wedding events, such as

makeup for Javanese or Sundanese traditional weddings. However, the specialization of Manten Jowo itself is Javanese traditional makeup, in accordance with its business name, Manten Jowo. Furthermore, Manten Jowo also offers the service of "sanggul paes jowo," which is one of the most famous services frequently used by Manten Jowo's consumers.

With the owner's skills, the quite intricate "sanggul paes jowo" can be done well and at an affordable price, satisfying consumers. This becomes a competitive advantage for Manten Jowo itself. In addition, Manten Jowo also offers hair do services, both traditional and modern. Looking at Manten Jowo's Instagram, traditional hair do is usually done for traditional Javanese weddings or other traditional events. On the other hand, modern hair do can be used for modern weddings or other events, such as photoshoots that require professional hair styling.

## 2. Analysis Strategy on Manten Jowo

The purpose of SWOT analysis is to determine the opportunities, threats, weaknesses, and strengths that influence a company's success. The dynamic elements within SWOT can be used to assess a company's capacity to leverage its resources and circumstances to achieve a goal. Additionally, understanding their position in the competitive environment and making better decisions.

To develop a company's strategy, SWOT analysis involves systematically identifying various external and internal components. This analysis is based on reasoning that simultaneously minimizes threats and weaknesses while maximizing opportunities and strengths. The formulation of an organization's mission, objectives, strategies, and policies is always connected to the process of strategic decision-making. Therefore, strategic planning must analyze a company's strategic elements while considering the existing environment.

The formation of opportunities and threats (O and T) is influenced by these external factors, which are related to the decision-making process of the company. On the other hand, the development of strengths and weaknesses (S and W) is influenced by these internal factors. When it comes to these elements, the internal state of the company impacts how decisions are made within the organization. The SWOT analysis is a useful technique for team or organizational communication. Team members can collaborate more effectively in overcoming obstacles and achieving shared goals by having a collective awareness of the strengths, weaknesses, opportunities, and threats in a given situation. The SWOT strategy analysis possessed by "Manten Jowo":

### 1. Strenght

Having over 1000 followers on Instagram can enhance the exposure and visibility of the Manten Jowo brand as the likelihood of content being seen by people increases. Additionally, it can boost the trust and credibility of the brand, making potential customers more inclined to choose Manten Jowo over competitors.

The owner of Manten Jowo holds several makeup certifications, and one of the makeup artists is currently pursuing or deepening their knowledge in the field of makeup through a Bachelor's degree program in Makeup Education. This endeavor can enhance their knowledge and skills, provide a profound understanding of makeup, and boost the credibility of Manten Jowo in the eyes of customers and business partners. The price of paes makeup services offered by Manten Jowo is relatively affordable with satisfying results, enabling it to compete with competitors. This allows reaching a wider market segment and increasing sales volume.

Manten Jowo is quite active on social media, especially Instagram. This is evidenced by the fact that Manten Jowo has reached 734 Instagram posts. Social media activity enables the building of a strong brand awareness. Consistent content creation will shape a positive brand image.

### 2. Weakness

The content produced by Manten Jowo lacks tidiness and appeal to customers. This is evidenced by the low number of viewers and likes on their Instagram reels or feeds posts. The content created by Manten Jowo is rather dull as it only showcases makeup and hairdo results.

Manten Jowo has not engaged with Followers through posts yet. This is a weakness for Manten Jowo because social media is an effective channel to interact with customers. If a business is not actively involved, it will miss the opportunity to communicate, respond to inquiries or complaints, and build stronger relationships with customers.

Manten Jowo has never held a promotion because the business owner feels that the prices offered are already competitive enough. However, by conducting promotions, it can be an effective tool to attract the attention of new customers.

### 3. Opportunity

The market share of Javanese wedding traditions holds significant potential and opportunities in Indonesia due to Java being one of the most populous ethnic groups in the country. Additionally, marriages conducted in accordance with Javanese customs are highly sought after.

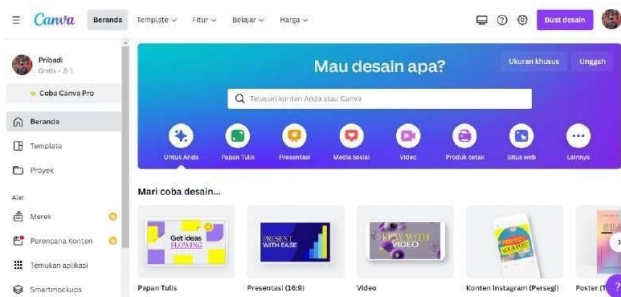
The art of traditional Javanese makeup is still rarely pursued by competitors due to its perceived high level of difficulty. However, Manten Jowo offers this makeup service, presenting an opportunity for the business to thrive.

### 4. Threat

There is a shift in societal preferences towards natural makeup trends. The demand for bridal makeup that appears fresh and natural is very high as it aims to enhance the natural beauty of the bride without concealing her original facial features. A new competitor has emerged in the field of makeup and hairstyling services. This poses a threat to Manten Jowo as consumers may choose between Manten Jowo's services or those of the new competitor.

## Recommendations and Solutions for Manten Jowo Problems

### 1. Utilizing the Canva Application.



**Figure 2. Canva Application**

The Canva application is one of the applications that can support marketing activities or the creation of social media content. There are several benefits of using Canva features, as follows:

#### a. Access to Ready-to-Use Images, Videos, and Templates

Business owners can access tens of millions of images and videos, as well as hundreds of thousands of templates, if they use Canva Pro. If not using Canva Pro, business owners can still use various free image and video features, as well as templates. This application can be used by SME owners to create company logos, Instagram posts, Instagram stories, greeting cards, and other attractive content that can increase brand awareness. By using pre-made templates, SMEs can be confident that the content they create will be highly suitable for the desired end result. The use of this application can be utilized

to create more interactive content or question boxes for Instagram stories. This activity is expected to increase engagement from the target market of Manten Jowo.

b. Available Photo Filters

This application also offers a feature of effects that can enhance the quality and beauty of photos taken by its users. Small and medium-sized business owners can utilize the effects feature on this photo to help make their products more attractive when shared on social media by adjusting brightness, contrast, and other continuous elements.

c. Access to Thousands of Design Elements

This application is supported by a wide range of attractive designs, making it easier for small and medium-sized businesses with limited time to effectively utilize the features. This allows them to upload interactive content by utilizing illustrations or visually appealing icons.

d. Drag and Drop Feature

Within this application, there is a drag and drop feature for photos that allows users to easily place icons or related photos onto the design template being edited. The size of the icons and photos placed can also be adjusted, either enlarged or reduced, according to the user's preference.

e. User-Friendly Interface

Canva's interface is user-friendly, making it easy for beginners to navigate through the initial and editing screens of the application. It offers numerous features that are particularly helpful for beginners, such as template options based on desired dimensions, such as for Instagram story content.

f. Suitable for Content Planning Applications

Canva can also be utilized as a content planning application, as it includes automatic features that can be customized according to the desired posting schedule set by business owners.

2. Implementation of Instagram Ads

a. Access The Increase in Profit and Sales Opportunities

The utilization of Instagram ads offers several other benefits, such as increased profits and sales for business owners. This can be highly advantageous if the target market of the business is Generation Z and millennials. However, if these generations are not the primary target of the business, the content can be adjusted to align with their preferences, as in this era, almost everyone utilizes technology and has social media to enhance their lives.

b. Implementation of Enhancements on Brand Awareness

The utilization of Instagram ads offers several benefits that can significantly assist businesses, one of which is enhancing brand awareness for ongoing enterprises. The objectives of these Instagram ads can be tailored to the desires of business owners. The goals include increasing profile visitors for business owners or boosting direct messages from customers to business owners. Therefore, prior to utilizing Instagram ads, business owners should conduct a thorough review and analysis regarding their objectives.

c. The specifications are well-formed.

Another benefit of Instagram ads is its feature that allows for effective and intricate targeting of the desired market. Prior to utilizing Instagram ads, business owners must input several categories that represent their target audience, such as age range, gender, occupation, location, and interests. This is done to ensure that targeting can be done more specifically and reach the appropriate target market.

d. Offering a Variety of Advertising Feature Options

The advertising features offered by Instagram ads are diverse and can be utilized effectively according to one's preferences. This can be realized for product advertisements on Instagram's flagship features, such as IG TV, Instagram Feed, IG Story, Instagram Reels, and so on. The way advertising on Instagram appears to be appealing because your ads can be displayed in various forms.

e. Increasing Interest

A small and medium-sized enterprise (SME) that has an Instagram account featuring interactive content tailored to the current trends can enhance customer interest in knowing the brand. The consistency of business owners' posts and interactions with followers, as well as involving followers in a specific decision, can also increase customer interest.

### 3. Implementation of Linktree

Here are some benefits that can be obtained when SMEs use Linktree to support ordering activities and provide information:

- a. Facilitating potential customers and customers in finding information about the business channel through a single landing page.
- b. Making it easier for potential customers and customers to access the business channel by clicking on the available links.
- c. Increasing the number of visits to all online business channels quickly, whether it's social media, online stores, or marketplaces used to run the business.
- d. Learning about the potential of business consumers through the number of visitors who click on the Linktree.
- e. Analyzing the effectiveness of online business marketing that has been implemented within the business itself.

### 4. Creation of a More Detailed Instagram Bio

- a. The use of specific keywords can help provide more detailed information, such as:

- 1) MUA (Make Up Artist)
- 2) Tangerang, Bogor, Jakarta, and surrounding areas (reachable regions)
- 3) Bridal makeup, bridesmaid, engagement, graduation, etc.

An interesting Instagram bio also plays a role in enhancing personal branding. With an attractive and creative appearance, users can clearly and consistently showcase their identity. This allows users to build a positive image and enhance their reputation on social media. Through an engaging IG bio, users can create a strong impression and differentiate themselves from other accounts.

The addition of the previously recommended linktree is beneficial

A good IG bio can also help users display important information. Information such as business field, business location, interests, and so on can be presented in a way that is easily understood by visitors due to the attractive appearance. Therefore, users can effectively convey this information and attract interest from those who visit their profile.

- b. Enhancing Visitor Traffic

A good IG bio can also help users display important information. Information such as business field, business location, interests, and so on can be presented in a way that is easily understood by visitors due to the attractive appearance. Therefore, users can effectively convey this information and attract interest from those who visit their profile.

## **Implementation of Recommended Solutions For Manten Jowo**

In the previous subsection, recommendations for solutions to address the issues faced by Manten Jowo have been discussed, aiming to bring about changes for the business to continue to thrive. These recommendations are the result of discussions held with the business owner of Manten Jowo. Gaizen Consultant hopes that the solutions provided will have a positive impact on the sustainability of Manten Jowo's business.

### 1. Implementation of Canva Application

Gaizen Consultant has successfully implemented the creation of content that enhances brand awareness and increases engagement among the followers of Manten Jowo on their Instagram business account. The following are some content designs recommended by Gaizen Consultant:



Figure 3. Make Up Result Content Design

After Gaizen Consultant created and discussed the design, Manten Jowo expressed their dissatisfaction with the design we had made as it did not align with their target market. This was supported by data indicating their target market and Instagram followers.



Figure 4. Recommendations Content for Instagram Story

After Gaizen Consultant created the design for the Instagram story content and discussed it, Manten Jowo expressed their dissatisfaction with the design we had created as it did not align with their target market. This was supported by data showing their target market and Instagram followers. Upon learning this, we also offered to create FYI (For Your Information) content about celebrity weddings that incorporate Javanese customs. However, the owner of Manten Jowo did not approve of this content either. Therefore, we made the decision to implement our alternative solution.

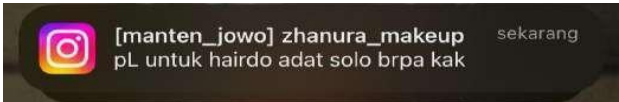
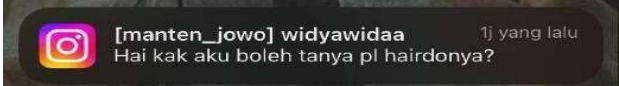
2. Instagram Ads Impelementation



- Date : June 10, 2023
- Campaign expenditure : Rp 32,929
- Campaign duration : 1 day
- Campaign objective : To increase brand awareness through more profile visits and potentially influence purchasing decisions.



Target demographic : Women aged between 21 and 40 years old  
 Location : Jakarta, Bogor, Depok, Tangerang, and Bekasi

**Table 1. Instagram Ads Implementation**

Preferences Target	Cosmetics, Bride, Bridemaids
Targeting Efectiveness	100% From the established budget.
Total advertisement views	2976
Engagement Rate	86
The overall actions that are produced.	74
Conclusion on Campaign Performance	Through the feature of targeting groups based on demographics, interests, and user behavior, Instagram Ads can ensure that ads are displayed to relevant audiences. This helps increase the chances of achieving the marketing goals that have been set. In this report, we observe that the use of Instagram Ads can yield positive results in terms of increasing brand awareness. Through creative and engaging ads, advertisers can capture the attention of Instagram users and build relationships with them. In this report, we find that the use of Instagram Ads can have a positive impact on consumer purchasing decisions. Through relevant and engaging ads, users can be inspired to explore the products or services offered and ultimately make a purchase..
Recommendations for Improvement	To optimize the utilization of Instagram ads, it is essential to enhance the quality of the advertising content employed and employ captivating captions. .
Optimize the utilization of Instagram ads	 

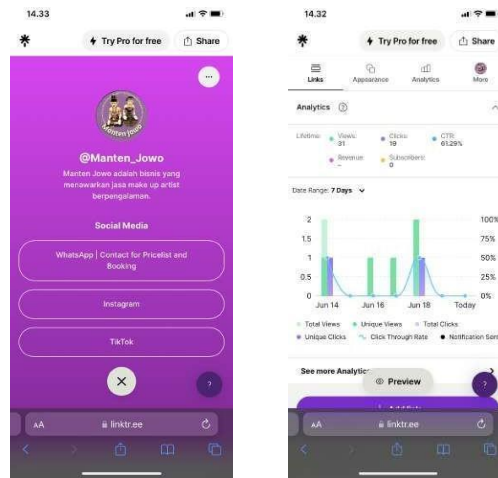
<p>Before Implementation</p>	 <p>Prior to utilizing Instagram ads, Manten_Jowo's post had 868 viewers, 48 likes, 4 comments, 6 shares, and 0 saves.</p>
<p>After Implementation</p>	 <p>After the implementation of the Instagram ads usage recommendations, there has been a considerable increase in terms of viewers, with a significant rise of 243.3%. The number of likes has also seen an increase of 33.3%, while comments have experienced a growth of 200%. Additionally, the sharing of content has witnessed a rise of 100%.</p>



**3. Linktree Impelementation**

We recommend Manten Jowo to create a Linktree so that information related to Manten Jowo can be integrated and easily accessed. This recommendation is implemented by Manten Jowo's SME with the assistance of the Gaizen Consultant team. Starting from the account creation, editing for the input process of social media links (WhatsApp, Instagram, and TikTok) owned by Manten Jowo, until finally the link is used. The editing process involves Manten Jowo's SME and remains in accordance with the owner's approval. The Linktree also includes a link to access Manten Jowo's Instagram, as this Linktree will also be included in the business owner's WhatsApp. Therefore, the placement of this Linktree is on Manten Jowo's social media.

With the presence of Linktree, potential customers who need makeup or hairdo services can easily contact Manten Jowo by simply clicking on the link, they will be directly connected to the owner's contact. The business owner can also determine the number of views, clicks, and CTR (Click Through Rate), which are useful for analyzing the business potential and the effectiveness of the online marketing strategies implemented within the business itself.



**Figure 5. Linktree Implementation**

This is the result of the created Linktree. This Linktree will be displayed on the Instagram and WhatsApp bio of Manten Jowo. The Linktree showcases Manten Jowo's social media platforms, including WhatsApp, Instagram, and TikTok. It also includes a brief bio and business logo to provide potential customers with an overview of Manten Jowo. The choice of purple as the design color for the Linktree is made to align with Manten Jowo's logo itself.

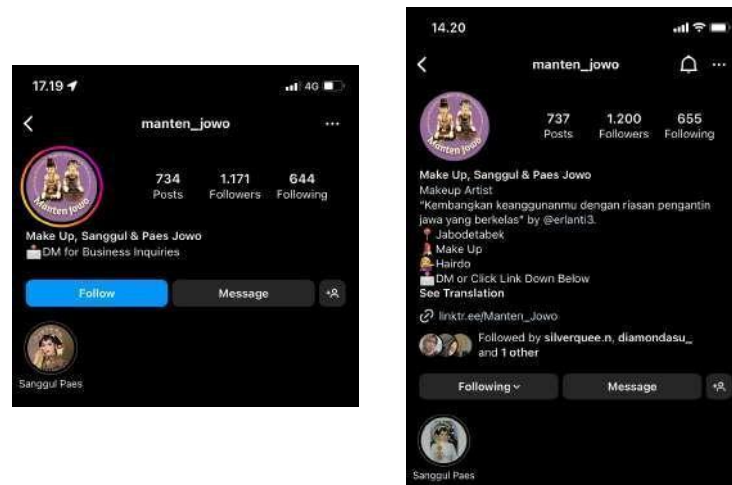
The result is a unified link that integrates and facilitates potential customers, making Manten Jowo's SME more professional. The image above represents the analytics result of the Linktree over a period of 7 days. It shows a total of 31 views, 19 clicks, and a CTR of 61.29%. A higher CTR indicates better performance as it demonstrates that the Linktree is useful and relevant to potential customers.

**4. Implementation of a More Detailed Instagram Bio**

In the final solution recommendation, we advise Manten Jowo to update their Instagram bio to be more detailed and include the necessary information for potential customers. We assisted Manten Jowo in creating this bio. In the latest bio, we added a slogan that says, "Enhance your elegance with classy Javanese bridal makeup." The development of this slogan was done by considering businesses closely related to Javanese brides, in line with the business name, Manten Jowo.

Additionally, we also included the Instagram account of the owner, Ibu Tri Erlanti, to enhance the trust of potential customers. The latest bio also incorporates keywords that help provide detailed

information about Manten Jowo's business, such as using the label "Make Up Artist," mentioning the business area in Jabodetabek, and specifying the services offered, which are makeup and hairdo, accompanied by emoticons that represent these two aspects. Furthermore, the bio also includes a Linktree that facilitates potential customers in contacting Manten Jowo. The increasingly detailed Instagram bio with various representative emoticons is expected to create a strong impression that sets it apart from other accounts and attracts the attention of potential customers.



**Figure 5. Before and After Implementation of a More Detailed Instagram Bio**

The initial state of the Instagram bio was simple and lacked detail. However, after the bio was revised, it became more detailed and contained all the necessary information. Additionally, a Linktree was included, which had been created earlier, making it easier for potential customers to contact Manten Jowo.

## CONCLUSIONS

Based on the digital marketing analysis of UMKM Manten Jowo, it is evident that there are several issues being faced. These issues include a lack of brand awareness, low engagement, and the disorganized and unappealing content on Manten Jowo's social media platform (Instagram), which fails to capture the attention of potential customers. To address these problems, the Gaizen Consultant team has provided recommendations to help Manten Jowo resolve these issues and further develop their business.

We recommend the use of digital marketing, specifically the Canva application, Instagram Ads feature, Linktree platform, and the creation of a more detailed bio on the Instagram profile to attract the attention of potential customers. The company has implemented all four marketing strategies recommended by the Gaizen Consultant team, starting with the use of the Canva application, Instagram Ads, Linktree, and the creation of a detailed Instagram bio. As a result, the use of the Canva application has made Manten Jowo's Instagram stories more organized, attractive, and professional-looking, thanks to the availability of special templates for creating stories.

Although there were some content that the owner did not accept due to its perceived lack of suitability, we continued to use the templates and focused on other digital marketing strategies, such as Instagram Ads. The Instagram Ads feature has also had a positive impact by increasing engagement on Manten Jowo's content, and its features allow them to reach a larger number of potential customers in the Jabodetabek area, thereby increasing the chances of business growth. The use of the Linktree platform has also made it easier for potential customers to contact Manten Jowo. Furthermore, the updates made to the Instagram bio have made Manten Jowo's profile more attractive and memorable to potential customers. The information provided is also sufficiently comprehensive, providing added value.

The overall recommended digital marketing strategy has been implemented and has successfully brought about positive changes for the progress of UMKM Manten Jowo. We hope that the owner can analyze and consider according to the company's image to use or implement one of the recommendations that we have previously designed, namely the creation of content that can be an interaction or engagement for Manten Jowo. This is done so that Manten Jowo can advance by increasing user engagement, building relationships with customers, gaining user insights, increasing visibility and reach, and enhancing brand awareness.

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