

Digital Marketing Analysis Conducted by Buzzbooster on The SME "Bines Pastel"

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ARTICLE INFO	ABSTRACT
<p>Aricle History Received: June 2024 Revised: June 2024 Accepted: July 2024 Published: July 2024</p> <p>Keywords: Digital Marketing, MSMEs, Digital Transformation</p>	<p>This community research aims to analyze the challenges in digital marketing faced by UMKM Bines Pastel and provide appropriate solutions through the digital marketing consultant approach of "Buzzbooster". The main issues identified include lack of engaging content, suboptimal use of Whatsapp Business, and difficulties in broadcasting price changes. The SWOT analysis method is employed to identify the strengths, weaknesses, opportunities, and threats encountered by UMKM. The results indicate that by enhancing engaging content, utilizing Whatsapp Business effectively, and improving price change broadcasts, UMKM Bines Pastel can enhance its digital presence and attract more consumers.</p>

INTRODUCTION

In the era of technological advancement, especially digital development, marketing has undergone a transformation from conventional marketing to digital marketing undoubtedly due to the increasing sophistication of existing technology and the growing needs that drive this change [1]. The shift or evolution of the marketing world into the digital realm certainly has a significant impact. With digital marketing, efficiency is enhanced, allowing the marketing objectives to be achieved. The use of the internet for digital marketing is not limited to large companies but can also be utilized by medium and small enterprises [2].

The number of internet users in Indonesia is 215 million people [3]. This clearly indicates that many Indonesians are already using the internet for their daily needs. This is highly advantageous for companies or marketers looking to leverage digital marketing as it enables them to easily identify their target market, develop brand products, and much more. Consequently, with the identification of the target market, these companies will undoubtedly experience increased profits [4]. With such ease, companies or marketers must respond by utilizing innovation and creativity in adapting marketing strategies [5]. They need to enhance their digital media to attract customer interest and provide easy and high-quality accessibility [6].

Digital marketing is a form of marketing that utilizes digital technology and online platforms to promote products or services and it involves the use of the internet, mobile devices, social media, search engines, and various other digital channels to reach target audiences and influence them in creating awareness, generating interest, and encouraging desired actions, such as purchases or further interactions [7]. Digital marketing can also build brand awareness by determining the social media to be used, planning messages, and determining the promotional mix techniques to be used [8]. There must be an existence for companies to introduce products from the business, and the solution is to use technology.

By utilizing reasoning that can maximize strengths and opportunities while minimizing weaknesses and threats, the SWOT analysis is a method for identifying these elements and using them to inform corporate strategies [9]. This evaluation begins with the premise that a superior plan will leverage available

assets to the fullest extent while disregarding potential hazards. The proper application of this seemingly fundamental premise has far-reaching consequences on how business strategies are formulated and how research into the external environment yields insights into where opportunities and risks lie [10].



Figure 1. Bines Pastel Logo

Bines Pastel is a sole proprietorship owned by Mrs. Harti Handayani, established in 2020 and located in Pondok Betung, South Tangerang. For inquiries, the business can be contacted at 089662142268. Bines Pastel also maintains a presence on social media with an Instagram account (@binespastel) and a store on Tokopedia under the name Bines Pastel. Bines Pastel is a business that operates in the food and beverage industry, specifically in traditional snacks. The products sold include wet pastries, dry pastries, dry talam cakes, sosis solo, lemper, cheese sticks, and many more depending on the requested orders. The vision and mission of Bines Pastel are to make Bines Pastel a cake business that is easily accessible to all segments of society with superior quality, and their mission is providing the best service to consumers, maintaining quality and continuous innovation, offering affordable product prices for the community., and improving the quality and standards, emphasizing a well-guaranteed production process from high-quality and neatly arranged ingredients.

The analysis of Bines Pastel MSME's situation is based on interviews with its owner, which revealed several areas for improvement. One key issue is the lack of engaging content on their Instagram account, which mainly features product photos without additional value. This highlights the need for more diverse and captivating content. Another concern is the business's failure to utilize Whatsapp Business for marketing purposes, relying solely on word-of-mouth referrals. This indicates an untapped potential in marketing channels. Additionally, there are challenges in communicating price changes, as customers are only informed upon expressing interest in purchasing. Lastly, Bines Pastel's Instagram marketing strategy appears to be underutilized, with its latest post dated December 19, 2021, indicating a need for more effective use of the platform.

After proposing solutions to address the identified issues, here are several suggestions and recommendations for implementing the proposed solutions:

1. Bines Pastel needs to invest in human resources and expertise required in the field of digital marketing such as content creation and social media optimization.
2. Bines Pastel should invest in digital marketing tools such as entering e-commerce applications and social media promotion tools like Instagram Ads or WhatsApp Business.
3. Bines Pastel needs to identify the target market and create relevant content to meet the needs and interests of customers.
4. Digital marketing needs to be managed regularly and continuously to build the online presence of SMEs and increase customer engagement.

5. Customers need to be prioritized and provided with a good experience to attract more customers and increase conversions.

Therefore, we, as a digital marketing consultant named "BuzzBooster," are here to assist in addressing the digital marketing issues of UMKM Bines Pastel. BuzzBooster helps analyze existing digital marketing issues, identifies problems, provides recommendations on which issues to address, and of course, we strive to assist UMKM in implementing effective digital marketing strategies.

METHOD

The population in this study is UMKM Bines Pastel, which is engaged in the culinary field, specifically in pastel products. This population includes all entities of UMKM Bines Pastel that are the focus of analysis in this study. The analysis technique used in this community research is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). SWOT analysis is used to identify internal and external factors that affect the digital marketing performance of UMKM Bines Pastel. The sample in this study is selected based on specific criteria that are relevant to the research objectives. The sample can consist of UMKM owners, marketing teams, or customers involved in the digital marketing process of UMKM Bines Pastel.

Data for this research is obtained through various methods, including direct observation, interviews with UMKM owners and marketing teams, analysis of documents related to digital marketing strategies that have been implemented, as well as case studies related to the implementation of digital marketing solutions. Data can also be obtained through online surveys to customers to gain insights from the consumer's perspective regarding the marketing strategies that have been implemented. By using this method, it is expected to provide a comprehensive understanding of the challenges in digital marketing faced by UMKM Bines Pastel and the solutions that can be applied to improve their marketing performance.

RESULTS AND DISCUSSIONS

SWOT Analysis

Strenght

The workforce at this company is highly skilled in their respective fields, which contributes to efficient operations. Additionally, the business does not require a substantial amount of capital to operate. The availability of tools that can accelerate the production process further enhances efficiency. Moreover, the manufacturing process itself is not time-consuming, allowing for quick turnaround times. Furthermore, the raw materials used are easy to store, ensuring a smooth production flow. These factors collectively contribute to the overall effectiveness and success of the business.

Weakness

Bines Pastel is currently encountering various operational obstacles that are impeding its efficiency and effectiveness. Initially, there is a concern regarding an inadequate workforce, which may result in bottlenecks and production delays. Furthermore, the financial recording system is disorganized, potentially leading to financial inaccuracies and inefficiencies. The spatial layout and equipment placement are also problematic, as frequent changes contribute to confusion and workflow inefficiencies. Additionally, there is a lack of clearly defined procedures in the production process, which could lead to inconsistencies and errors. Lastly, there is a frequent discrepancy in the quality of raw materials, impacting the overall quality of the final product. It is imperative to address these challenges in order to enhance the company's operations and overall performance.

Opportunities

The government in Indonesia plays a crucial role in supporting the creative economy industry, which in turn promotes its expansion and progress. This is further enhanced by the growing lower-middle-class population, indicating an increasing number of consumers with disposable income. Specifically, the food industry is thriving due to a surge in demand for diverse food products. At the same time, the agricultural sector is also experiencing growth, thanks to higher demand and improved infrastructure. Additionally, the availability of cost-effective promotional tools aids businesses in effectively reaching

their target markets. Together, these factors create a conducive environment for economic growth and development in Indonesia.

Threat

The food industry encounters various obstacles within this particular context. To begin with, the products being offered are susceptible to imitation, which can result in potential issues concerning the authenticity of the products and the reputation of the brands. Moreover, the absence of proper legal permits for conducting business poses a risk of non-compliance with regulations. The continuous advancement of technology in this industry enables competitors to gain a competitive advantage, emphasizing the importance for businesses to constantly innovate and maintain a leading position. However, there is a positive aspect to consider as well. There is an ongoing campaign aimed at reducing plastic waste, which aligns with global sustainability efforts. This presents an opportunity for businesses to actively participate in eco-friendly practices. In conclusion, effectively addressing these challenges while capitalizing on technological advancements and sustainability initiatives can pave the way for long-term success in the food industry.

Implementation of Solutions and Suggestions

After conducting a direct presentation with Bines Pastel, we were unable to implement solutions to the problems that occurred. This is due to the fact that the owner of Bines Pastel can only manage a few solutions that we can apply due to the lack of human resources mentioned earlier. The implementation that we can do is as follows:

1. Creating Engaging Content

We used the Canva application to apply this solution. What we did was update the content of Bines Pastel, specifically the Instagram feeds and monthly price list broadcasts for June. In these updates, we determined colors that are suitable for this food business, which are predominantly yellow and green. The combination of yellow with food products can attract consumers' attention. Similarly, green is associated with healthiness. Bines Pastel products prioritize hygiene in every food product. We not only use these designs on Instagram but also on the Tokopedia e-commerce platform.

2. Optimization of Instagram

In the implementation process, we made several changes to the Instagram account @binespastel. The first change was to convert it into an Instagram business account. This was done to facilitate Bines Pastel in promoting their products on Instagram. Instagram Business offers various features that are beneficial for business owners. One of these features is Instagram Ads, which allows businesses to advertise their products using this feature. As this feature requires payment, for this implementation, we simply converted the account into an Instagram Business account.

The second change was to make the Instagram feed @binespastel more appealing. As mentioned in the previous point, this is part of the optimization of Instagram to attract consumer attention. We also filled in the bio of the @binespastel Instagram account, which was previously empty, with relevant information such as location, slogan, and a WhatsApp contact link. This makes it easier for customers to contact the seller.

3. Creating a Tokopedia e-commerce

Creating a Tokopedia e-commerce account is done due to the issue of inconsistent consumer notifications regarding sudden price changes. With the features offered by Tokopedia, the price of each product can be modified whenever there is a change in price. The advantage is that sellers do not need to individually inform each customer who wants to purchase Bines Pastel products about the recent price changes. Tokopedia also provides a broadcast feature for sellers to provide up-to-date information regarding promotions or anything they want to inform their followers. This certainly makes it much easier for Bines Pastel, who previously only informed price changes or discounts when buyers inquired about product availability.

Outcome of Implementation

Through our implementation, we have successfully achieved several things that have transformed Bines Pastel's MSMEs into MSMEs that are starting to embrace digital marketing. The results of this implementation include:

1. Increase in Instagram engagement

This increase can be seen from the rise in the number of followers and how many people view posts on the @binespastel Instagram account. The Instagram account @binespastel experienced a 552% increase in Accounts Reached. Furthermore, there was an 84.6% increase in engagement in less than 3 weeks. Additionally, in the image above, it can be seen that the Bines Pastel Instagram account has seen a 150% increase in the number of followers.

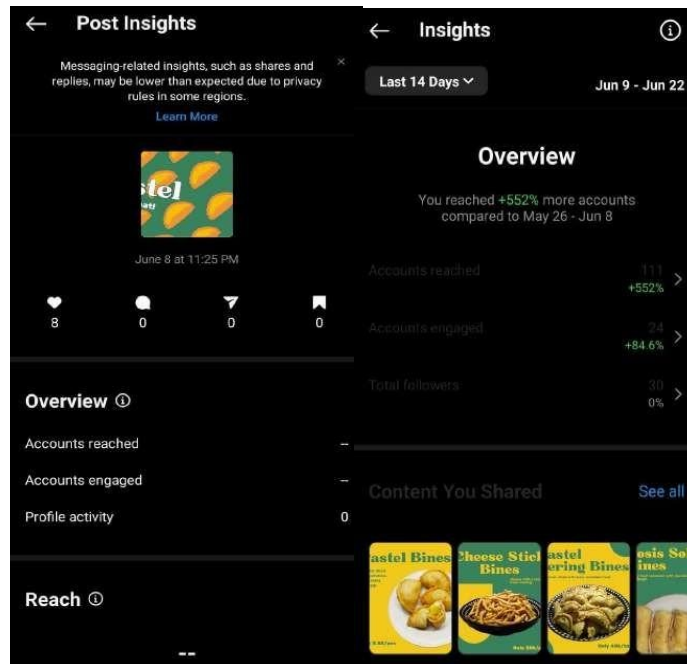


Figure 2. Comparison on Instagram Engagement

From initially having only 12 followers, it has now grown to 30 followers within a span of 2 weeks. This indicates a positive progress for the Bines Pastel Instagram account.



Figure 3. Comparison on Instagram Followers

2. Bines Pastel Tokopedia e-commerc Account

The E-commerce account, Tokopedia, serves the purpose of broadcasting price changes. By easily broadcasting these changes, Bines Pastel consumers can stay informed about the latest prices of Bines Pastel products.



Figure 4. Improvement on Tokopedia Broadcast

3. Enhancing the Attractiveness of a Design

By implementing a more themed and captivating design, it will undoubtedly bring benefits to the business unit itself. An appealing design implies that the interest of consumers in a product or business will increase. Therefore, it can be said that making the decision to enhance the attractiveness of a design is crucial for a business unit in order to be more captivating.



Figure 5. Before Enchancing Bina Pastel Instagram Design



Figure 6. After Enchancing Bina Pastel Instagram Design

CONCLUSIONS

In this era of advanced and evolving technology, it is crucial for businesses to leverage it to enhance their sales. They can utilize technology for digital marketing by creating engaging content or promotions. In the case of UMKM Bines Pastel, BuzzBooster as a digital marketing consultant has identified several issues regarding digital marketing at UMKM Bines Pastel. These issues arise from both internal and external factors of Bines Pastel itself, which must be addressed promptly.

Upon identifying the issues at Bines Pastel, we naturally have solutions or recommendations for the problems so that these recommendations can be implemented by Bines Pastel. These solutions include the use of WhatsApp Business, creating engaging content, optimizing Instagram, and establishing an e-commerce platform.

However, not all solutions can be implemented due to constraints within Bines Pastel. The use of WhatsApp Business is a solution that cannot be applied because of the owner's preference to handle only other solutions. By implementing the remaining three solutions, we have seen significant progress from their application. One of the outcomes is the increase in engagement on Instagram @binespastel, with a growing number of followers and account reach within 2 weeks of implementing these solutions.

The digital marketing activities carried out by UMKM Bines Pastel are still considered inadequate. This is due to the lack of digital marketing efforts made by Bines Pastel, such as creating attractive IG content, creating an account on one of the E-Commerce platforms, and also creating a WA Business account. These actions, of course, cannot improve future sales.

Therefore, as digital marketing consultants, we have a suggestion for UMKM Bines Pastel to immediately maximize their digital marketing efforts in order to implement effective marketing strategies. By maximizing these efforts, Bines Pastel can identify target markets that align with their vision and mission.

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