

Digital Marketing Strategy in Efforts to Increase ROBAKA Sales Turnover in Karawang MSMEs in the Digitalization Era

Dini Yani¹

Management, Faculty of Economics and Business, Buana Perjuangan University Karawang, Indonesia

Puji Isyanto²

Management, Faculty of Economics and Business, Buana Perjuangan University Karawang, Indonesia

Ery Rosmawati³

Management, Faculty of Economics and Business, Buana Perjuangan University Karawang, Indonesia

Zenita Apriani⁴

Management, Faculty of Economics and Business, Buana Perjuangan University Karawang, Indonesia

Shandikha Arya Yudha Rahman⁵

Management, Faculty of Economics and Business, Buana Perjuangan University Karawang, Indonesia

Corespondence : Dini Yani (diniyani@ubpkarawang.ac.id)

Abstract

Toast is a food that is quite popular at all age levels. Consumers can choose a flavor variant that suits their taste. This type of food can be found in several places, including on Jl. HS Ronggo Waluyo No. 72 Sukaharja, East Telukjambe, Karawang. This research uses a qualitative descriptive method with data collection methods using interviews, observation, and decision techniques. The digital marketing carried out by Roti Bakar ROBAKA includes marketing efforts that use electronic devices or the internet. Search Engine Marketing (SEM) *Search Engine Marketing*, Content Marketing, content automation, social media marketing, and display advertising. The owner of Roti Bakar ROBAKA utilized the existing social media business TikTok and then started making posts with applications and layouts that attracted attention. Posts can be tailored to interesting promotional themes, for example, related to *Buy 2 get 1 free*, *30-50% discount* with applicable conditions or other important dates and days.

Keywords Digital Marketing Strategy, MSMEs

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Introduction

The Micro, Small, and Medium Enterprises (MSME) sector has an important role in the national economy, especially in creating jobs and increasing people's income. MSMEs must rise with a spirit of novelty and innovation, and be accelerated with the support of collaboration and synergy between all stakeholders to encourage the role of MSMEs in realizing inclusive and sustainable economic growth. The implementation of KKI is a concrete manifestation of Bank Indonesia's commitment together with the Government in accelerating various MSME development policies to make them more productive and contribute to supporting national economic growth. <https://www.bi.go.id/>, 2023

MSMEs (Micro, Small, and Medium Enterprises) also require a marketing strategy in introducing their business activities. With an effective marketing strategy, it will be easier for people to get to know it, thereby creating a large source of employment opportunities. The general description of the marketing system is that a person (individual) or an organization (group of people) creates a product or offers a product that they have to other people to get that person to want to buy the product that they created or offered, thereby creating what is called with marketing. However, it is not easy to do

marketing, especially in this era of globalization, where technology is starting to be deployed, those who do not use technology in transactions will, of course, be left behind (Sembiring & Siregar, 2020). (Parida et al., nd)

Marketing strategy can be stated as a basis for action that directs marketing activities or efforts of a company, in conditions of competition and an ever-changing environment, to achieve the expected goals (Assauri, 2018: 170). According to Tull and Kahle, marketing strategy is a fundamental tool that is planned to achieve company goals by developing sustainable competitive advantage through the markets entered and marketing programs used to serve the target market in question (Tjiptono, 2015: 17) in (Parida et al., nd)

Toast is a type of food that is easy to find in many places place. This type of food can be enjoyed by almost all age levels. The price is relatively affordable for Indonesian people, making this food quite popular among our people. As a source of carbohydrates, toast can be enjoyed at any time, morning, afternoon, or evening. (Surjawati1, Amerti Irvin Widowati2, 2022)

By using Digital Marketing, business actors are expected to be able to increase sales gradually. The Bakar Kaka Culinary Business, which is shortened to (ROBAKA), is a culinary specialty with bread baked using Premium Crunchy jam. The Toast Culinary Business is a culinary business that is in demand among young and older people. Therefore, Digital Marketing is very important for culinary businesses (MSMEs) micro, small and medium enterprises because it requires planning such as promotions. The problem that occurs at Roti Bakar Karawang (ROBAKA) is that the location is less strategic and competition in the culinary bakery business is starting to have many competitors, so it cannot reach a wider target and cannot increase sales turnover.

Digital marketing includes all marketing efforts that use electronic devices or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and potential customers. This can also be referred to as 'online marketing', 'internet marketing', or 'web marketing'. Digital marketing is defined as using a variety of digital tactics and channels to connect with customers where they spend most of their time: online. From websites to a business's online branding assets -- digital advertising, email marketing, online brochures, and more -- there is a spectrum of tactics falling under the umbrella of "digital marketing." (Desai, 2019). (Dini Yani & Dexi Triadinda, 2022)

“Digital marketing is the marketing of products or services using digital technology, especially on the Internet, but also including mobile phones, display advertising, and other digital media.” Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, ecommerce marketing, social media marketing, social media optimization, direct email marketing, display advertising, books and optical discs and games becoming more common in technological advances. Marketing Digital marketing now widespread to non-Internet channels that provide digital media, such as mobile phone (SMS and MMS), *callback* , and on *-hold* ringtones cell phone (Dini Yani & Dexi Triadinda, 2022) .

Social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content (Stockdale, Ahmed, & Scheepers, 2012). Social media applications are available ranging from instant messaging to social networking sites that allow users to interact, connect, and communicate with each other. According to Wardhana (2015), Purwama et al (2017) found that digital marketing strategies have an effect of up to 78% on the competitive advantage of MSMEs in marketing their products. This strategy consists of Availability of product information and product guides, Availability of images such as photos or product illustrations, Availability of videos that can visualize products or display supporting presentations, Availability of attached documents containing information in various formats, Availability of online communication with entrepreneurs, Availability of transaction tools and various payment media, Availability of customer assistance and services, Availability of online opinion support, Availability of displaying testimonials, Availability of visitor records, Availability of special offers, Availability of presenting the latest information via SMS blog, Ease of product search, Ability to create visibility and brand awareness, Ability to identify and attract new customers, Ability to strengthen the brand image accepted by consumers. (Kusuma et al., 2022)

Methods

In this research, the author explains the qualitative descriptive method, according to Sugiono (2018:15) is a research method based on *postpositivist philosophy* which is usually used to examine the condition of natural objects, where the researcher acts as a key instrument and describes a situation objectively or based on existing facts. In this research, data collection techniques were used, interview methods, observation methods and decision methods. (Liliawati & Anasrullah, 2022) .

The data collection techniques used by the author are as follows:

1. Interview method (*Interview*) is a method of collecting data by asking questions and answers directly to the owner/employee based on the research objectives.
2. Observation method (Observation) is a direct and systematic method of observing and recording research objects to obtain a real picture of research activities.
3. Decision method (*Library Research*) is a data collection method carried out by quoting from books that are related to the problem of the object being researched by the author.

Results and Discussion



Figure 1. ROBAKA logo

Source: ROBAKA Owner Data Processing, 2023

ROBAKA is a culinary specialty characterized by grilled bread with the name ROBAKA which means roasted kaka bread. This toasted bread culinary business is a culinary business that is in demand among young and older people. Therefore, marketing strategies are very important for culinary businesses that are micro, small and medium enterprises (MSMEs) because promotional planning is needed, the problems that occur in the Roti Bakar Robaka culinary business are quite minimal in carrying out promotions related to the products offered which are still in the quite minimal category and in a place located in a car wash and futsal area, competition in the culinary bakery business has started to have many competitors, so it cannot reach a wider target and cannot increase sales turnover.

The existence of bread which is starting to be liked by all levels of society, especially among teenagers, makes this bread culinary business opportunity even more promising. This situation means that the scale of businesses operating in the bread business varies, from small, medium and large. Many small-scale culinary businesses throughout Indonesia are still surviving and able to develop despite being impacted by the economic crisis. In fact, if you look further, the initial capital that the business owner has is the skill of making bread and the ability to capture market opportunities that exist around him. ROBAKA is a small and medium company that operates in the culinary sector, a variety of products in the form of toast (ROBAKA) with various premium jam flavors in it as in table 1. ROBAKA Flavor Variants.

Table 1. ROBAKA Flavor Variants

No.	Sweet	Topping Variants	Salty
1	Chocho Crunchy	Dark Chocolate	Toast Chicken Mozzarella Sausage
2	Classic Chocho	Strawberries	Toast Beef Patties Mozzarella
3	Crunchy Tiramisu	green tea	Toast Chicken Burger Mozzarella
4	Green Tea Crunchy	White Red Velvet	Toast Smoked Beef Mozzarella

5	Milk Crunchy	Oreo Cappuccino	
6	Hazelnut Crunchy	Caramel Dolce	
7	Blueberries, Strawberries	Tiramisu Milo	
8	Cheese Crunchy		

Source : Data Processing, Owner ROBAKA, 2023

Seen from table 1. The variety of flavors of jams and toppings offered by ROBAKA Toast so that consumers can taste different flavors of jams and toppings when buying and eating the bread. The quality of the bread is guaranteed because the ingredients used to make the toast are of the best quality with premium jam and toppings so that customers will feel satisfied. The variant of jam and topping flavors that are the mainstay of ROBAKA toast is *Chocho Crunchy Flavor* with *Dark Chocolate topping*. because of his many interests.

Table 2. ROBAKA Price List

No.	Sweet	Price	Salty	Price
1	Chocho Crunchy	Rp. 25,000	Toast Chicken Mozzarella Sausage	Rp. 19,000
2	Classic Chocho	Rp. 25,000	Toast Beef Patties Mozzarella	Rp. 19,000
3	Crunchy Tiramisu	Rp. 25,000	Toast Chicken Burger Mozzarella	Rp. 19,000
4	Green Tea Crunchy	Rp. 25,000	Toast Smoked Beef Mozzarella	Rp. 19,000
5	Milk Crunchy	Rp. 25,000		
6	Hazelnut Crunchy	Rp. 25,000		
7	Blueberries, Strawberries	Rp. 25,000		
8	Cheese Crunchy	Rp. 25,000		

Source : Data Processing, Owner ROBAKA, 2023

In table 2. ROBAKA prices, the prices offered by ROBAKA Toast are relatively affordable with the target market starting with students, the general public and company employees. Apart from that, the pricing has of course been adjusted to the operational costs and desired profits.

This digital marketing is carried out by ROBAKA toast includes marketing efforts that use electronic devices or the internet. Marketing Machine Search (SEM), Content Marketing , automation content , social media marketing , advertising illustrated .

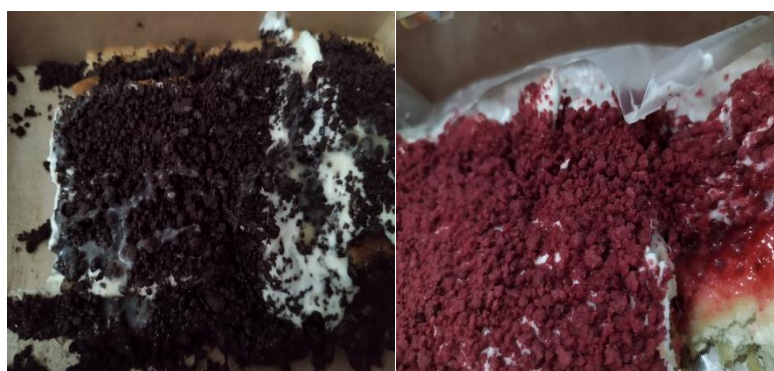


Figure 2. Appearance of Sweet Flavored Toast

Source: Owner ROBAKA, 2023

In Figure 2. Appearance of ROBAKA Toast with jam flavor inside *Chocho Crunchy* with sprinkled *topping Dark Chocolate and Strawberry jam* flavor with *Strawberry topping* . Meanwhile in Figure 3. Contemporary salty toast with a mixture of meat of choice mixed with lettuce, *mozzarella cheese* , tomato or chili sauce and also *mayonnaise* . Then sprinkle *parsley topping* on top of the sauce and *mayonnaise* , creating a distinctive aroma.



Figure 3 . Salty Toast
 Source: Owner ROBAKA, 2023.

Location on Jl. HS Ronggo Waluyo No. 72 Sukaharja, East Telukjambe, Karawang, West Java. The owner of ROBAKA chose it, because this side of the road is quite busy and strategic for selling toast. When he was going to start selling, he had done a survey, and at that time the selling location was also a car wash and futsal place. Selling almost every day, except during the Eid holidays, because many people go home. The owner sells toast with various flavors at prices ranging from IDR 19,000 to IDR 25,000. On average, 10 boxes of toast can be sold per day. Sales turnover could drop by up to 50% at the start of Ramadan in March 2023. Currently, only 5 – 6 boxes of toast are sold at most. In selling, the ROBAKA Owner is assisted by 3 employees. 2 women and 1 man.

In terms of *branding* , the owner of Roti Bakar ROBAKA utilized the existing social media business tik-tok, then started creating posts with applications and *layouts* that attracted attention. Posts can be tailored to interesting promotional themes, for example related to *Buy 2 get 1 free* , 30-50% *discount* with applicable conditions or other important dates and days. If this is consistently done, ROBAKA Roti Bakar will have its own *branding* that is attractive in the eyes of consumers.

Table 3. ROBAKA turnover

No.	Month	Per day	Per month
1	March	Rp. 250,000,-	Rp. 7,500,000,-
2	April	Rp. 200,000,-	Rp. 6,000,000,-
3	May	Rp. 250,000,-	Rp. 7,500,000,-
Total			Rp. 21,000,000,-

Source : Data Processing, Owner ROBAKA, 2023

In Table 3, it is explained that ROBAKA's turnover in the last 3 months, namely March – May with a turnover of Rp. 21,000,000,- (Twenty One Million Rupiah). The turnover is generated using 2 sales methods, namely conventional (traditional) directly at the selling location and online *through ordering the Grab Food* food delivery service . Because ROBAKA has been registered with the *Grab Food Application* , however , sales generated through *Grab Food* are still in the low category if it is stated that less than 30% (*Thirty Percent*) make purchases through *Grab Food*. This problem is caused by a lack of promotion so that not many people know about ROBAKA Toast.

Conclusion

Based on the discussion of research results Regarding the Digital Marketing Strategy for ROBAKA Toast, several conclusions can be drawn, namely as follows:

Roti Bakar ROBAKA utilizes TikTok social media Existing business _ there , then start make post with Attractive application and layout attention . Post Can customized with themes an interesting promotion , for example related with Buy 2 get 1 free, Discount 30-50% with provision applicable conditions _ or even dates and days important other . If p This consistent done , then ROBAKA Toast will own *branding* itself is attractive to the eye consumer . ROBAKA turnover in 3 months final namely March – May with turnover Rp. 21,000,000, - (Twenty One Million Rupiah). The turnover generated the with 2 methods sale that is in a way Conventional (Traditional) direct in place location sell and online via _ booking service message between Grab Food.

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