

Optimization of Digital Marketing in Increasing Sales Bakpia Masaji Kediri Umkm Products

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ABSTRACT

In the current digital era, digital marketing has become a very important marketing strategy for the Micro, Small and Medium Enterprises (MSME) sector. The use of digital marketing can help MSMEs increase marketing reach, expand the customer base, and ultimately increase sales. This research aims to explore appropriate digital marketing strategies for Bakpia Masaji MSMEs in increasing sales and identifying challenges and opportunities in optimizing digital marketing. The data collection method used in-depth interviews with the owner of MSME Bakpia Masaji Kediri. The research results show that Bakpia Masaji has made maximum use of social media to promote its products, but still faces challenges in strengthening its brand image.

INTRODUCTION

Enterprises (MSME) sector. The use of digital marketing can help MSMEs increase marketing reach, expand the customer base, and ultimately increase sales (Purwana et al., 2017). However, many MSMEs still face challenges in adopting digital marketing, such as a lack of skilled human resources, limited capital, and a lack of understanding of the importance of digital marketing (Taiminen & Karjaluo, 2015).

In recent years, digital marketing systems have become a trend for business people. Digital marketing is the choice of business people because it is felt to be in line with current developments which are popular with generation Z. According to (Sulaksono, 2020), one of the advantages of digital marketing is that the costs used are much lower than conventional marketing. It is hoped that the low costs of digital marketing will have an impact on competitive selling prices to attract more customer attention. In addition, digital marketing that utilizes internet technology makes consumers comfortable in terms of ease of access and practicality. Customers can buy products anytime and anywhere just by using their cellphone.

Research according to (Yuliartini et al., 2022) reveals that the use of digital marketing in the form of technology is very important because it can provide knowledge to MSME players regarding the ways and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase their competitive advantage. MSMEs. Meanwhile, according to (Fadhilah & Pratiwi, 2021), digital marketing has a huge influence on product marketing because it can increase sales volume and also increase profits for MSME entrepreneurs. This research supports the research topic discussed using Bakpia Masaji MSME products as the research object.

One of the MSMEs that has the potential to utilize digital marketing is Bakpia Masaji MSMEs in Kediri City. Bakpia Masaji is one of the superior products from Kediri City which is widely known in the local market. In an effort to increase market reach and competitiveness, Bakpia Masaji has made maximum use of digital marketing and social media to promote its products. Despite this, Bakpia Masaji still faces challenges in making its products an icon of typical Kediri bakpia souvenirs. This is because the city of Kediri is better known as the City of Tofu, so the culinary image attached to this city is more strongly related to tofu products and its derivative snacks.

Table 1. Bakpia Masaji Sales Table 2020-2023

No.	Year	Productivity	Turnover	Profit
1.	2020	4.500 Box/Year	Rp 45.000.000	Rp 27.000.000
2.	2021	9.000 Box/Year	Rp 90.000.000	Rp 54.000.000

3.	2022	13.500 Box/Year	Rp 135.000.000	Rp 81.000.000
4.	2023	60.000 Box/Year	Rp 600.000.000	Rp 360.000.000
5	2024 (Jan- Maret)	30.000 Box	Rp 300.000.000	Rp. 180.000.000

Data Source: Bakpia Masaji Sales Data

The table above shows that sales of Bakpia Masaji have increased from year to year. In this case, promotions through online and offline media went according to Bakpia Masaji's expectations. Bakpia Masaji also has partnerships, namely packaging suppliers (Waluyo, Yuroidah Camnah and PT Mitra Graphics) and flour suppliers (PT Indomarco Adi Prima) so this is the strength of Bakpia Masaji. The weakness of Bakpia Masaji is the limited availability of the main raw material, in this case green beans. Because to get it directly from the factory, you have to order a minimum of 50 sacks (1,250 kg) per month. This is still quite difficult in managing the cash flow of MSME scale companies. Supporting raw materials in the production process are supplied by a cake ingredients shop in the city of Kediri, which is carried out by an order system every day following the need for raw materials that run out.

Optimizing digital marketing is very important for MSME Bakpia Masaji to increase sales and expand marketing reach. By utilizing digital marketing effectively, Bakpia Masaji MSMEs can reach a wider market, both at the local and national level, and increase visits and sales significantly (Chaffey & Ellis-Chadwick, 2019). This research aims to explore appropriate digital marketing strategies for Bakpia Masaji MSMEs in increasing sales and identifying challenges and opportunities in optimizing digital marketing.

LITERATURE REVIEW

Digital Marketing

According to (Chaffey & Ellis-Chadwick, 2019), digital marketing activities include branding which uses various web-based media or social media. A digital marketing strategy using social media is very important because it can provide knowledge to business people about how to expand their network through the use of social media to increase competitive advantage for business people.

Content Marketing

Content marketing is a focused digital marketing strategy on the creation, publication, and distribution of relevant, valuable, and content consistently to attract and retain the desired audience. In a digital context, content marketing becomes a powerful tool for build brands, increase awareness, and engage with consumers.

In recent years, the use of content marketing has become an interesting subject of discussion; This has become a promotional strategy in the internet era. According to Yanis et al. (2019), content marketing has resulted in easier service and better promotional campaigns. According to Waoma & Hartono, (2020) "content is king", using short and long videos, using advertisements, QR codes, SEO, and uploading creative photos or videos are one of the most effective marketing methods today. Instagram is currently the most effective social media platform for marketers because as many as 82% of marketers use the platform's features to introduce their products to customers and attract them by consistently creating content that is relevant, interesting and has sales value. Effective marketing content is clearly used to increase brand awareness with the goal of encouraging customers to purchase products and generate profits. According to Wuebben (2012, p. 5). Content is an important element in telling a brand story, explaining the brand components that a product or service contains to drive consumers' minds towards the brand.

Social Media Marketing

Marketing via social media (SMM) uses media platforms social media like Instagram, Twitter, and Facebook to interact with customers, building brands, increasing sales, and driving website traffic. With the growth of social media usage throughout world, the ability to increase sales from diverse populations users become a business challenge that is full of competition.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) adalah strategi digital marketing yang bertujuan untuk meningkatkan visibilitas dan peringkat suatu situs web di hasil mesin pencari seperti Google, Bing, dan Yahoo. Dengan fokus pada kata kunci, konten berkualitas, dan pengalaman pengguna, SEO menjadi kunci penting dalam upaya menarik lalu lintas organik ke situs web perusahaan. Search Engine Optimization (SEO) adalah strategi digital marketing yang bertujuan untuk meningkatkan visibilitas dan peringkat suatu situs web di hasil mesin pencari seperti Google, Bing, dan Yahoo. Dengan fokus pada kata kunci, konten berkualitas, dan pengalaman pengguna, SEO menjadi kunci penting dalam upaya menarik lalu lintas organik ke situs web perusahaan.

Dengan menerapkan strategi SEO yang tepat, perusahaan dapat meningkatkan visibilitas online mereka, menjangkau audiens yang lebih luas, dan meningkatkan konversi secara signifikan. Dengan demikian, SEO tetap menjadi salah satu strategi digital marketing yang tak tergantikan dalam pemasaran online.

Social media is a collection of online communication channels that allow people to interact with each other, share content and collaborate. Websites and applications such as forums, microblogs, social networks, social bookmarking and wikis fall under the social media category (www.techtarget.com). According to Bashar et al. (2012), social media marketing focuses on how technology allows people to connect with their social networks and how businesses can benefit from this understanding. They found that businesses with an internet presence can attract customers quickly through social media

marketing. There is no cost to share creative work on social media, allowing you to reach millions of users instantly.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a digital marketing strategy which aims to increase the visibility and ranking of a website in search engine results such as Google, Bing, and Yahoo. By focusing on keywords, quality content and user experience, SEO is key important in efforts to attract organic traffic to a company website. By implementing the right SEO strategies, companies can improve their online visibility, reaching a wider audience, and increase conversions significantly. Thus, SEO remains one of the digital marketing strategies that is irreplaceable in marketing online.

METHODOLOGY

This research uses a qualitative approach. The data collection technique uses purposive sampling. Purposive sampling is a technique for deliberately selecting informants based on certain criteria determined by the researcher. Researchers choose key informants who are considered to have knowledge and experience relevant to the topic research, namely Mas Aji as an MSME owner and digital marketing manager.

The data collection method for this research is by conducting in-depth interviews with the owners or managers of Bakpia Masaji Kediri MSMEs to obtain in-depth information about the digital marketing strategies used, the challenges faced, and opportunities for optimization. Semi-structured interview guides can be used to guide the course of the interview but still provide flexibility for researchers to explore topics in more depth (Creswell & Poth, 2018).

RESEARCH RESULT AND DISCUSSION

The Strategy Used by Bakpia Masaji

1. Promotion

The promotional strategy was carried out himself by Aji Prasajo as the owner of Bakpia Masaji. Based on the results of the interviews conducted, it can be seen that the strategy implemented by Bakpia Masaji is to attract more consumers by utilizing the social media Instagram, Facebook, Shopee, WhatsApp. Bakpia Masaji believes that nowadays consumers, especially the public and students, do not want promotions distributed through print media such as magazines and printed catalogues, this is considered to be very time-consuming, even for some consumers.

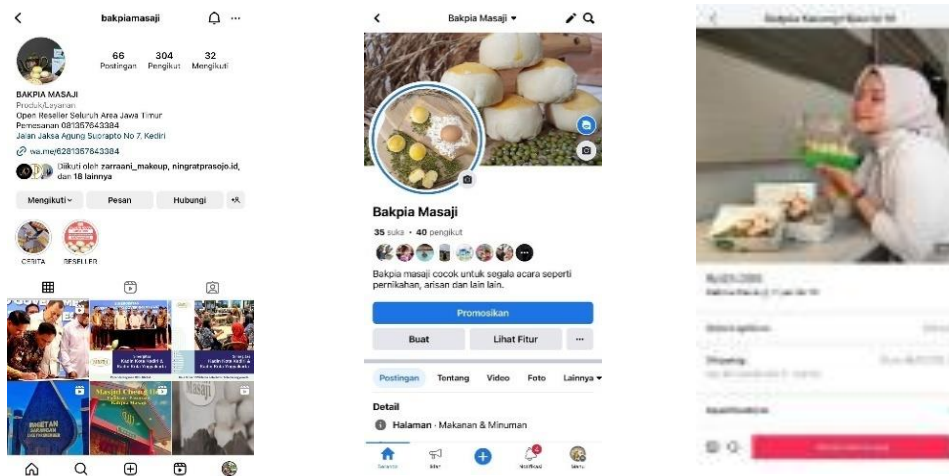
In providing a brand identity to consumers in online media, Bakpia Masaji carries out logo branding to give a friendly impression that is easy to remember in consumers' minds. So that consumers feel close and comfortable with Bakpia Masaji products. Changes to the Bakpia Masaji branding by adding the Masaji icon carrying bakpia, as well as bolder and bolder writing supported by a very distinctive green color. This Masaji icon is very representative for use as promotional media on social media. The role of this logo is very effective differentiating similar products in digital marketing, therefore it is very

important to have an attractive brand identity for consumers to increase awareness of Bakpia Masaji products. An attractive and friendly logo provides an opportunity for Bakpia Masaji to attract consumers' attention amidst the huge competition on social media.



Figure 1. Online Promotion Media

Bakpia Masaji via social media are carried out on several online media platforms, such as TikTok Shop, Instagram, Shopee, Facebook and YouTube. Instagram was chosen because Bakpia Masaji found it easy to create interesting marketing content and a beautiful homepage feed, so that consumers would more easily see the modern appearance of Bakpia Masaji's promotions. For offline marketing, take advantage of the exhibition moment and open resellers in various cities and districts in East Java, including Kediri City with 7 resellers, Blitar City with 5 resellers, Blitar Regency with 4 resellers, Jombang Regency with 10 resellers, Magetan Regency with 10 resellers and Pasuruan Regency with 5 resellers.



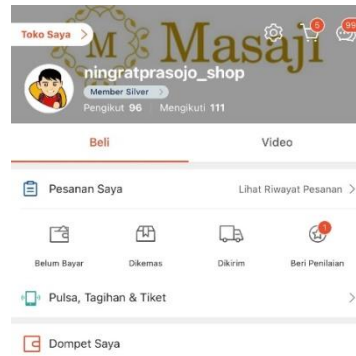


Figure 2. Online Promotion Media

2. Advertising (*advertising*)

Advertising media is endorsement and paid promotion by Instagram. Advertising media that have been used by Bakpia Masaji via Instagram are paid Instagram promotion, Shopee ads, and using influencers as media to advertise Bakpia Masaji to new market segments. Apart from that, Bakpia Masaji also always describes its products in as much detail as possible and according to the quality of the ingredients offered, that the product is a real picture because Bakpia Masaji always prioritizes the quality of the ingredients. Displaying good product photos will increase consumer interaction on social media, by providing good and interesting explanations, consumers will get clear information about Bakpia Masaji products.





Figure 3. Bakpia Masaji Product Photo

3. Sales Promotion Strategy

The form of sales promotion for Bakpia Masaji is using promotional tools such as price reductions, free goods, trade shows, special advertisements, coupons or vouchers, gifts and product guarantees. Bakpia Masaji is always quick and friendly when responding to consumers, willing to listen and respond to various consumer complaints as suggestions from consumer.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results presented above, it can be concluded that digital marketing is a very important marketing strategy for MSMEs, including Bakpia Masaji, to increase marketing reach, expand customer base and increase sales. Bakpia Masaji has made maximum use of digital marketing and social media to promote its products. However, it still faces challenges in making its product an icon of typical Kediri bakpia souvenirs. The promotional strategy implemented by Bakpia Masaji includes the use of social media such as Instagram, Facebook, Shopee and WhatsApp to attract consumers. Apart from that, logo branding is carried out to provide a brand identity that is friendly and easy for consumers to remember. Bakpia Masaji has strengths in partnerships with packaging suppliers and flour suppliers, but also faces weaknesses related to limited availability of main raw materials, like green beans. Thus, optimizing digital marketing is an important key for MSME Bakpia Masaji in increasing sales, expanding marketing reach, and facing existing challenges.

ADVANCED RESEARCH

For future researchers who wish to continue research related to optimizing digital marketing in increasing sales of MSME products such as Bakpia Masaji, several suggestions that can be considered include conducting a more in-depth study of consumer preferences regarding the use of social media and certain online platforms in interacting with MSME products. This can help in designing a more effective digital marketing strategy. Conduct a comparative study between MSMEs that have adopted digital marketing and those that have

not, to see the differences in increased sales, marketing reach and competitive advantage. This can provide a more comprehensive understanding of the benefits of digital marketing for MSMEs. With these suggestions, it is hoped that future researchers can make a valuable contribution in developing effective digital marketing strategies for MSMEs, as well as helping MSMEs such as Bakpia Masaji in increasing their sales and competitiveness.

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