

Received : November 29, 2021

Accepted : December 10, 2021

Published : February 08, 2022

Conference on Community Engagement Project

<https://journal.uib.ac.id/index.php/concept>

IMPLEMENTATION OF DIGITAL MARKETING PLAN TO INCREASE BRAND AWARENESS AND LLOILO TEA TURNOVER

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Abstract

The author does practical work on the LloiLo Tea SMME business starting on September 19 2021 until November 30 2021. The location of the LloiLo Tea SMME is located in Batu Aji. Mr. Sion Sihotang's micro, small and medium enterprises need a digital marketing plan to improve and face competition with other competitors. The author helps SMME owners to find obstacles and create strategies for businesses to be able to face other fierce competition. The process carried out during this practical work, the author conducted a survey and collected data for analysis in the form of the background of LloiLo Tea SMME. After doing the analysis, the author found several obstacles faced then the author implemented a strategy so that Mr. Sion Sihotang's business could compete with the current market. The obstacle found is the lack of a sales system so that it takes time to improve and develop a sales system. The system is a Digital marketing plan. LloiLo Tea's micro, small and medium enterprises have implemented the results of the Digital Marketing Plan which was designed and developed by the author. The author has registered SMME with Go-Food partners, made advertisements posted on social media, namely Instagram, so that many consumers know what promotions are currently in effect on SMME LloiLo Tea.

Keywords: Digital Marketing Plan

Introduction

Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria. Small. LloiLo Tea is a Café that is engaged in the culinary field of contemporary drinks, namely Milk Icecream drinks which are combined into one with a mixture of the desired flavor variants, and this drink product is named Milcheis which is taken from German which means ice cream and milk. LloiLo Tea was established on September 1, 2020 by Mr. Sion Sihotang. The location of this LloiLo Tea Store is on Jl. Gems Puri, Blk. C No.4, Sagulung City, Kec. Batu Aji, Riau Islands 29438. Operational hours are from 10:00 am to 22:00 pm every day.

There are 10 employees at LloiLo Tea, not including Mr. Sion, who also plays a role in managing finances. 10 employees who are divided into :

- Production : 3 People
- Helper : 4 People
- Cashier : 1 People
- Marketing : 2 People



Figure 1.
LloiLo Tea Store Source: Author (2021)

Methods

This project focuses on creating a Digital Marketing strategy that will be used by LloiLo Tea for more effective and efficiency. The strategy starts Creating a Google Business account for LloiLo Tea to do a Advertising..

1. Google Business Account & Brochure

With a Google Business account, LloiLo Tea can create advertisements and promotions that are currently taking place on LloiLo Tea. this is very helpful for LloiLo Tea in increasing its brand awareness, especially in the city of Batam. With this advertising platform, LloiLo Tea is also more active in advertising and this has a very good impact on developments in sales growth and increasing brand awareness.

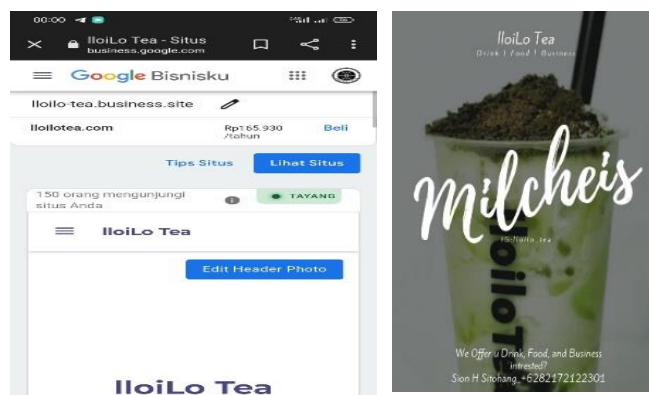


Figure 2.
Google Business Account & Brochure Source: Author (2021)

2. Promotion Events

Promotion is one of the marketing strategies that really attracts the attention of many customers, especially promotions that only exist during certain events that don't happen often, one example being on Chinese New Year. With promotional ideas and brochures made, LloiLo Tea can implement this promotion so that it can attract more customers to buy LloiLo Tea drinks.:



Figure 3.

Promotion Events Source: Author (2021)

3. Gojek Partner Registration

With the development of an increasingly sophisticated era, where we can shop without having to leave the house by using the Go-Food app, we can already order the food and drinks we want. because of that to make it easier for LloiLo Tea to reach a wider market, that's why we register LloiLo Tea into the Go-Food app, that way LloiLoo Tea can get more sales and it will also attract many customers to buy LloiLo tea.

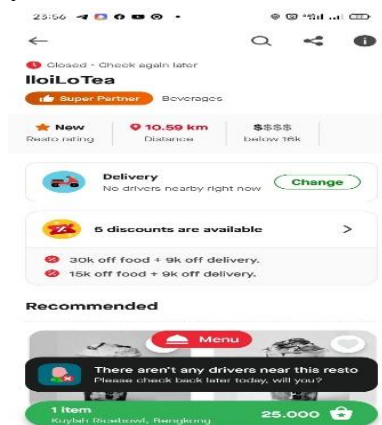


Figure 4.

Gojek Partner Registration Source: Gojek, Go-Food (2021)

4. Store Design

We also designed a mini store design or a stand that is as attractive as possible to attract more customers to buy, so that the design of this mini store will be used by LloiLo Tea to open more branches in Batam and outside Batam, so there will be more people who know LloiLo Tea and can enjoy LloiLo Tea drinks.



Figure 5.
Store Design Source: Author (2021)

Result and Discussion

The results of the implementation of the digital marketing project that has been implemented by the LloiLo Tea for about 2 months have provided several results which can be described as follows:

1. LloiLo Tea brand awareness has increased significantly, so that LloiLo Tea is already well known in the district. Batu Aji and has begun to be known by the people of Batam outside Batu Aji, such as Batam Center, Baloi, Tiban, Botania, etc.



Figure 6.
Iloilo Tea Article

Source: Tribun batam Article

2. An increase in daily sales turnover of 50% resulting from the Gojek application where this increase occurred because buyers easily found the existence of LloiLo Tea.



Figure 7.
Business Monitoring Documentation Source: Author (2021)

3. The owner of the business in question gains insight and experience related to digital marketing that can be applied to his business.
4. Consumers are starting to know the existence of LloiLo Tea through advertisements on social media and are active in social media.

Conclusions

After implementing the Digital marketing plan strategy design that has been made by the author at LloiLo Tea, there are several things that the author can conclude as follows:

- The author registers LloiLo Tea into google and google map, so that it is more easily accessible to potential customers.
- The author develops a website and business platform such as Google My Business, which can be used by LloiLo Tea for advertising.
- The author registers LloiLo Tea into Gofood from the Gojek application, which has increased the sales turnover of LloiLo Tea by up to 50%.
- The author created several promotional templates that LloiLo Tea can use for a long period of time.
- The author designs and creates a store design for LloiLo Tea to use.

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