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Implementation of Digital Marketing on Saladbar By Hadikitchen Using Social Media and E-Commerce

Golan Hasan¹, Elviana²

Universitas Internasional Batam

Email of correspondence: Golan.hasan@uib.edu, 1941007.elviana@uib.edu

Abstract

In daily needs, there are lots of activities that are carried out by everyone, with activities that are increasingly crowded, making many people need additional food intake that is beneficial for the health of the body. The food available on the market today is indeed diverse, but generally it is not typical Indonesian food. People are currently trying to consume healthy food, it must become a habit so that the health of the body is maintained. This is done by choosing natural and fresh foods, without preservatives. One of the healthy foods that are safe to eat is salad. The purpose of implementing and compiling this practical work is to carry out digital marketing and utilize digital tools or media to reach target consumers quickly, precisely and broadly. Apart from that, it can also be more effective and efficient in carrying out promotional strategies through digital marketing for business purposes, increasing brand awareness with the aim of introducing Saladbar By Hadikitchen to the public, so as to produce a strategy in the form of advertising and digital marketing whose results can be used as a benchmark successful or not, the strategy used to increase sales as much as possible. The author collects data by visiting and conducting direct interviews with company owners. The results of implementing digital marketing strategies are very effective in utilizing Instagram social media which can increase followers, sales and build awareness among the people of Batam City.

Keywords: *Digital Marketing, Social Media, E-Commerce*

Introduction

The position of MSMEs in Indonesia is a major player in economic activities in various sectors. According to Law no. 20 of 2008, MSMEs are defined as productive businesses owned by individuals and or individual business entities that meet the criteria for micro-enterprises, it is hoped that SME will become the main productive and competitive actors in the national economy. The MSMEs industry in the country is currently facing such a difficult situation in the midst of changes in the business environment are complex, market competition is getting tougher with the swift flow of free trade which has an impact on market competition not only coming from the domestic market but also regionally and globally (Rahmah et al., 2022).

Technological innovation is an innovation carried out by business actors by adjusting to technological changes that occur in the business environment.

Technological innovation in marketing, namely by utilizing the internet in the form of digital marketing or internet marketing is a paradigm that must be understood in today's business (Setiawati & Safitri, 2021). There are still some MSMEs that use social media only as a media for posting photos, without further study in using social media can develop sales and followers from these MSMEs. MSMEs or micro, small and medium businesses are an economic business that is productively run by both individuals and groups with small businesses (Utami, 2021). This can happen due to a lack of detailed knowledge about what strategies they need in using social media to open a business in order to increase interest in potential customers (Yuwono, W. et,al 2023). In their daily needs, there are lots of activities that are carried out by everyone, with activities that are increasingly crowded, making many people need additional food intake that is beneficial for the health of the body. The food available on the market today is indeed diverse, but generally it is not typical Indonesian food. People are currently trying to consume healthy food, it must become a habit so that the health of the body is maintained. This is done by choosing natural and fresh foods, without preservatives. One of the healthy foods that are safe to eat is salad. MSMEs Saladbar By Hadikitchen has many interesting menus and uses good quality ingredients to support the feasibility of consuming the salad. The content of healthy food can meet the needs of 4 healthy 5 perfect, such as protein, vitamins, fiber and minerals that help the body's metabolism. The concept of health is important to help provide awareness to the public about the importance of comprehensive health, awareness. Health is a concern and attention to be better and motivated in improving, maintaining, maintaining health and quality of life by adopting a healthy lifestyle. A healthy lifestyle needs to be implemented from the start so that it has a positive impact on the body. Many things are unknowingly far from the habit of a healthy lifestyle. In general, the development of healthy food and beverage MSMEs in Batam City is currently declining. And also there is competition between healthy food and beverage SME businesses and other healthy food and beverage MSMEs businesses where MSMEs businesses have used social media or e-commerce to increase sales and increase followers from these MSMEs businesses (Nasar B. L. 2021). With this, in developing and developing MSMEs businesses, they really need a promotion strategy and must deepen their knowledge of digital marketing. With a promotion and digital marketing strategy, MSMEs businesses will make it easier to attract the attention of potential customers (Nareswari S. et,al 2022). Therefore, MSMEs Saladbar By Hadikitchen is an MSMEs that sells various kinds of healthy food and drinks. Therefore, the owner himself needs a promotion strategy through digital marketing to make the people of Batam City aware of MSMEs Saladbar By Hadikitchen and can increase sales turnover. With this, the author is making promotional efforts in managing social media, creating an e-catalog on Gofood and Grabfood and creating Instagram Ads that can take advantage of digital marketing as a way to increase visitors and increase the turnover of the MSMEs Saladbar By Hadikitchen business.

Methods

Implementation Stages

The implementation of practical work can be divided into several stages as follows:

- a. Preparation Stage

The preparation stage is the first stage to carry out a location survey for MSMEs which will be used as practical work locations which will be carried out in the third week of August. The next step, the authors conducted observations and interviews with company owners regarding the initial establishment of the business, type of business, business activities and problems that exist in the business. The next step is to prepare a practical work proposal.

b. Implementation Stage

The author will compile a practical work report and also design a digital marketing strategy for MSMEs Saladbar By Hadikitchen. At the time of implementation, the author will also explain a bit of the digital marketing plan.

c. Assessment and Reporting Stage

At the stage of assessment and reporting, the authors began to prepare practical work reports in detail. The preparation of practical work reports consists of 5 (five) chapters namely introduction, targets and outcomes, implementation methods, results and outcomes achieved and, conclusions and suggestions. After preparing the practical work report, the report will be finalized, and will carry out an evaluation and the supervisor will also carry out an assessment by presenting the results of practical work reports and digital marketing results made by the author.

Plan of Implementation

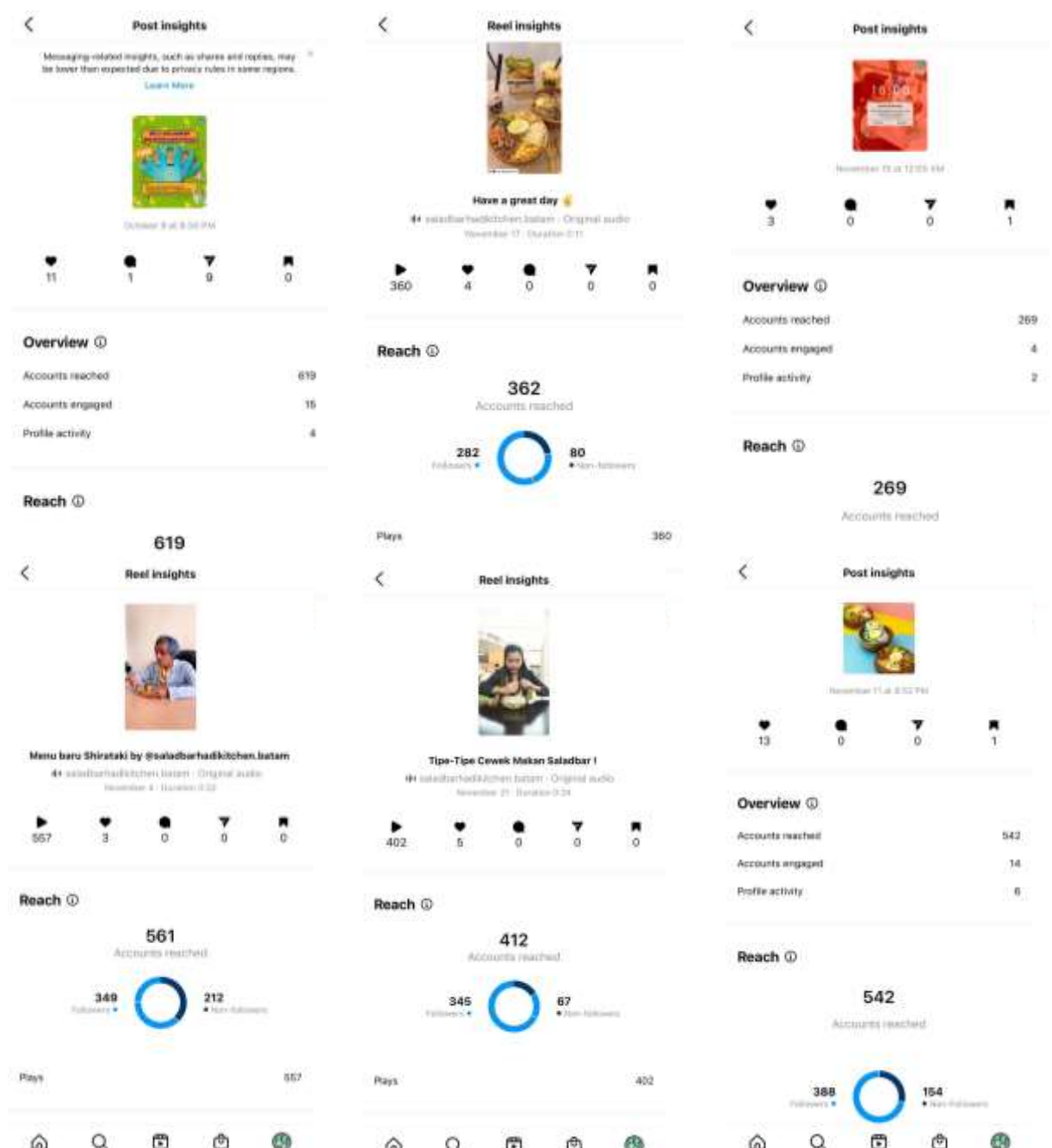
Community Service Activity will start from September 2022 to December 2022 at Saladbar By Hadikitchen which is located at Grand Batam Mall, 3rd floor No 33B, Batam, Riau.

Activity	Agustus				September				Oktober				November				Desember			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Preparation phase																				
Location Survey																				
Proposal Project																				
Advisory Lecturer Consultation																				
Implementation Stage																				
Making Flyers																				
Video Creation																				
Photo Creation																				
Publication to Social Media																				
Create ads digital on Instagram																				
Organizing Social Media Content																				

Result and Discussion

Outcome Implementation Process

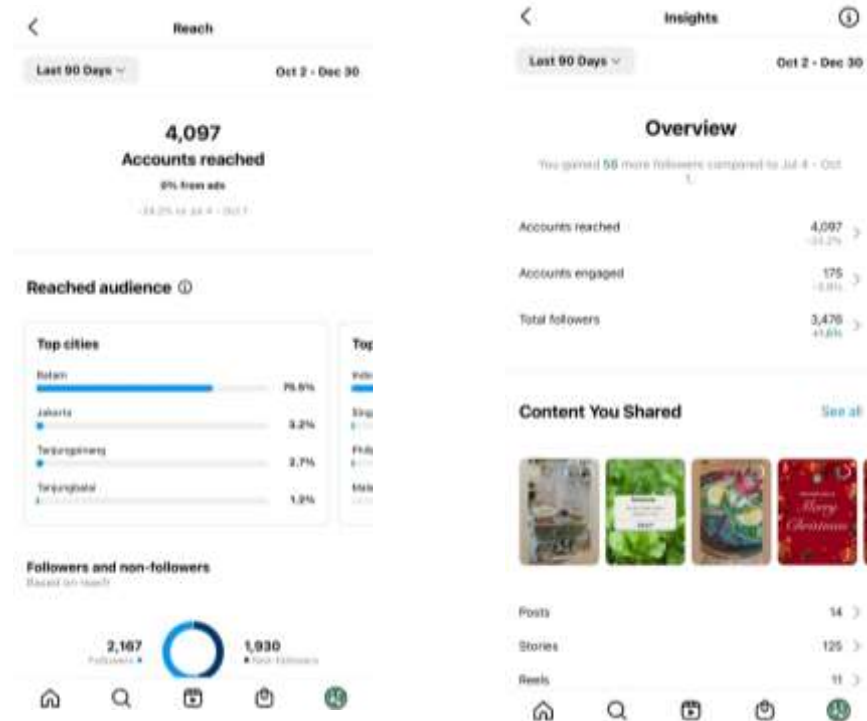
In the initial stage what the author did was to make a flyer, this flyer is a method used by the owner to increase consumer appeal by holding a precious metal giveaway to buyers. The second stage is posting a photo with the aim of being able to help the owner add posts and in the next stage the author also posts several videos related to MSMEs Saladbar By Hadikitchen and introduces products marketed by MSMEs Saladbar By Hadikitchen. In using this strategy, the author also wants to increase brand awareness so that the people of Batam City can find out the location and brand of the MSMEs.



Source: Author, (2022).

Conditions After Implementation

The condition of MSMEs Saladbar By Hadikitchen after implementing a digital marketing system on social media and e-commerce has increased and assisted in spreading brand awareness in Batam City, the application of the owner himself also uses suggestions from the author in using digital marketing strategies. As well as increasing sales by 10% in 3 months from October to December 2022.



Source: Author, (2022).

Conclusions

Based on the implementation of practical work activities that have been carried out by the author at Saladbar By Hadikitchen MSMEs from September - December 2022, the conclusions that can be drawn are as follows:

1. The application of using digital marketing strategies is very effective in utilizing Instagram social media which can increase followers, sales and build brand awareness among the people of Batam City.
2. The application of photos and videos is a profitable thing for the owner. If there are other activities, the owner himself still has photos or videos that are suitable for publication on the MSMEs Saladbar By Hadikitchen Instagram feed.
3. Applying flyers by holding metal giveaways can start to increase sales at MSMEs Saladbar By Hadikitchen.

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