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Implementation Of Digital Marketing For Msmes Pentol Mercon 88 In Batam City

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Abstract

Digital marketing has become the most preferred marketing strategy and has been widely practiced by business actors since the Covid-19 pandemic. This is the result of the adaptation of business actors to changes in consumer behavior since the pandemic. Even so, Pentol Mercon 88 as a business engaged in the culinary field, has yet to adapt to this fully and is more fixated on conventional promotional techniques. This project aims to help businesses implement digital marketing to expand market reach and compete with similar businesses. Qualitative research was conducted using the observation method at business locations and interviews with the owner of Pentol Mercon 88. The result of implementing this digital marketing strategy is increasing brand awareness and reaching a broader market which is marked by increasing the number of followers and engagement on business social media accounts, as well as increasing business income.

Keywords: *Digital Marketing, Marketing Strategy, MSMEs*

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are one of the important sectors for Indonesia's economic growth. The Coordinating Ministry for Economic Affairs stated that the contribution of MSMEs to the national domestic product (GDP) reached 61% and could absorb as much as 97% of the workforce, which helped reduce the unemployment rate in Indonesia. It is even stated that MSMEs can support the national economy in every crisis period because they tend to be resilient and recover well (ekon.go.id, 2022). MSMEs are a type of business that is easy to set up. The capital required is also relatively affordable because a minimum amount does not determine it. Therefore, it is only natural that MSMEs are inevitable from the intense competition in the business world. In addition, marketing strategies also change from time to time following the development of the times. This is because consumer behavior can change yearly (Baker & Hart, 2016). According to Bank Indonesia (2022), since the Covid-19 pandemic, many people have preferred shopping online or through online applications. Many business actors read the situation and began to adapt to changes in consumer behavior by utilizing existing technology. According to the Minister of Cooperatives and SMEs Teten Masduki, as of June 2022, 19.5 million or 30.4

percent of the total MSME actors are already connected in the digital ecosystem (Liputan6, 2022). The Covid-19 pandemic has also driven the development of digital technology more rapidly. This can be seen in data on Indonesian internet users, which reached 204.7 million in January 2022 out of a total population of 277.7 million or in other words, as much as 73.7% in 2022 (Hootsuite, 2022). Based on people's dependence on technology and consumer behavior changes, more business actors will go digital in the next few years. Digital marketing is a marketing strategy to promote goods or services through digital media or the internet. Social media such as Facebook, Twitter, Instagram, Youtube, and the like are types of digital platforms that facilitate digital marketing and are often used to convey information quickly, accurately, and spread it to many people (Kingsnorth, 2016). As with other types of businesses, digital marketing can also be used in culinary businesses. Batam City, one of the cities located in the Riau Archipelago, also has various types of interesting culinary delights and Pentol Mercon 88 is one of them. With intense competition in this line of business, it is of course, necessary for Pentol Mercon 88 to implement the right marketing strategy so that it can continue to compete with similar businesses and attract as many customers as possible to increase sales. However, in terms of marketing Pentol Mercon 88 still needs to improve in experience. From a promotional standpoint, Pentol Mercon 88 tends to use more conventional promotion techniques, such as promoting its business through word of mouth. Digital promotions are only carried out occasionally through the owner's personal Facebook account. In addition, Pentol Mercon 88 also does not have an individual business social media account, is connected to Google Business, or is a partner of a food delivery application. In other words, Pentol Mercon 88 lacks marketing activities, especially digital marketing. Based on these problems, Pentol Mercon 88 as a culinary business currently competing in the market wants to increase digital marketing by utilizing existing digital platforms to increase followers and engagement, reach new consumers, and increase business profits. Therefore, the author seeks to apply digital marketing to the Pentol Mercon 88 business and make a practical work report entitled "**Implementation of Digital Marketing for MSMEs Pentol Mercon 88 in Batam City**". With this writing, it is hoped that it can help other MSMEs in Batam City.

METHODS

This practical work report uses a type of qualitative research using primary data sources. Primary data is data collected directly by researchers which can obtain from observation and interviews. According to Susetya (2017), observation is a data collection method carried out by observing the research object and making notes regarding the results of observations. In collecting data, the authors made direct observations at the business location located on Raja Alikelana St, Belian, Batam City, Riau Island, 29464, to be precise in the area around Mall Botania 2, in front of PHD Indonesia and TAR GYM. Then, the writer also collects data through interviews. According to Bastian et al., (2018), interviews are a data collection method carried out by two-way communication or conversation between the interviewer and the informant that aims to produce information. This information can be in the form of business background, operational activities, problems

encountered, to the business owner's plans for developing the business. In collecting data, the author met the Pentol Mercon 88 business owner and conducted face-to-face interviews to obtain more accurate information from the business owner.

RESULT AND DISCUSSION

The outputs produced in practical work activities at Pentol Mercon 88 are as follows.

Logo

Considering previously Pentol Mercon 88 only had a banner with the words "Pentol Mercon 88 Kak Imah" which was packaged as it was, a new business logo was created by the representation of Pentol Mercon 88. Pentol Mercon 88 did this to improve business branding so that it could attract and stick in the minds of consumers. The following is the current Pentol Mercon 88 logo design.

Picture 1.

Logo Pentol Mercon 88 "Kak Imah"



Source: Author (2022)

Based on the picture above, it can be seen that the logo is packaged using red as the main color which can be trusted to arouse appetite, stimulate appetite, and also as a form of providing information to consumers that the product contains a spicy taste. In addition, there is also the inscription "Pentol Mercon 88" as the name of the business and "Kak Imah" which indicates that the food product being sold is a recipe from the person concerned who is also the originator of the business.

Product Photo

Taking photos of food products on Pentol Mercon 88 which do not yet have clear and attractive product photos to display. This product photo can be used to fill in content on the Pentol Mercon 88 social media account and be saved for future business needs.

Picture 2.

Product Photo



Source: Author (2022)

Picture 3.

Example of using product photos



Source: Author (2022)

Based on the picture above, it can be seen that from the photos of 7 food products and 1 beverage product from Pentol Mercon 88, you can see examples of using the photos for menus and various business content. Apart from that, this product photo can of course be used for future business needs.

Digital Marketing

Carry out digital marketing strategies by utilizing the Instagram social media platform and the various features that have been provided. This was done with the aim of making it easier for Pentol Mercon 88 to carry out digital promotional activities and attract more customers, disseminate information, and interact with customers.

Picture 4.

Digital Marketing via Instagram Pentol Mercon 88 “Kak Imah”



Source: Author (2022)

Based on the picture above, you can see the social media account of Pentol Mercon 88 with the username @pentolmercon88.id. This Instagram account was officially activated on November 14, 2022. The appearance of the Instagram account is packed in such a way with a cream-red theme to make it more attractive for customers to see and visit. By using the features available on Instagram, authors can upload various types of content such as business-related photos and videos. In addition, you can see the Instagram bio regarding the name of the business and information about the business which is displayed briefly, clearly, and neatly.

Endorsement

Use the services of an endorser by the type of business and food products being sold so that the promotion success rate will be higher. Currently, Instagram already has a collaboration feature in which when an endorser posts promotional content on his personal account, the content will also be visible on the social media account of the related business. This of course can make it easier for viewers or followers of the endorser's personal account to find the Pentol Mercon 88 social media account on Instagram.

Picture 5.

Endorsement – Bigguytravels (Instagram/Tiktok: @bigguytravels)



Source: Author (2022)

Picture 6.

Endorsement – Katthy Kitajima (Instagram/Tiktok: @katthykitajima/@katthy.kitajima)



Source: Author (2022)

Picture 7.

Endorsement Reposting – Tehobenx (Instagram: @tehobenx)



Source: Author (2022)

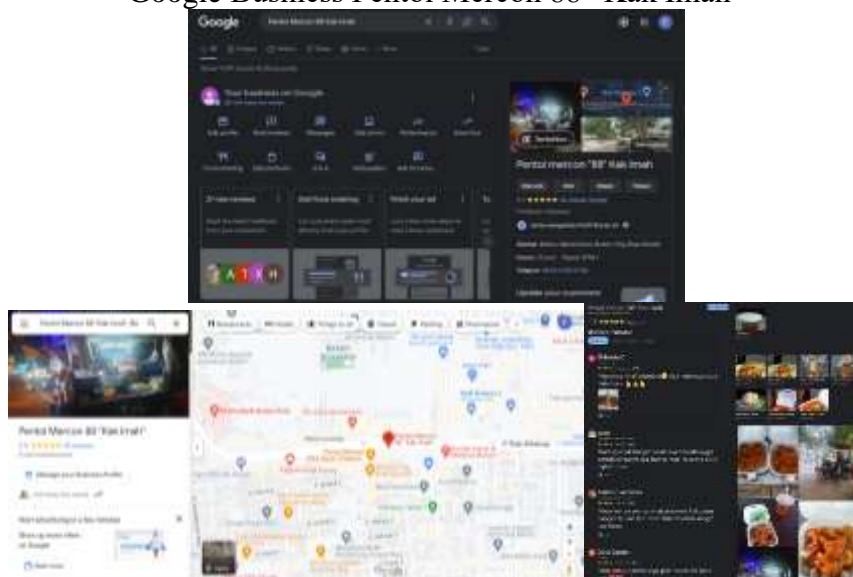
The endorsers who are trusted to promote Pentol Mercon 88 are Bigguytravels and Katthy Kitajima. The selection of Bigguytravels as an endorser

is based on his experience and expertise as a food vlogger in Batam, who has 148 thousand followers on Instagram and 170.5 thousand followers on TikTok. Likewise, Kathy Kitajima has 28.3 thousand followers on Instagram and 1763 followers on TikTok. The endorsement carried out by Bigguytravels and Kathy Kitajima is in the form of reviews of the products being sold, product prices, as well as information about business locations which are posted on stories and video feeds on personal Instagram and TikTok accounts which also tagged Pentol Mercon 88. In addition, the two food vloggers also collaborated with the Tehobenx Instagram account, which made promotional content for Pentol Mercon 88 to be posted on the account with 206 thousand followers. With promotions from food vloggers and large accounts that are trusted by the public, of course this will affect the level of trust potential consumers have in businesses and shows that potential consumers don't need to worry about the products being sold. The reviews from the two endorsers will undoubtedly attract a number of their followers to visit the Pentol Mercon 88 business account to find out more. This is considering that usually followers of certain accounts have interests or preferences in the same field and because Bigguytravels, Kathy Kitajima, and Tehobenx are accounts related to food, of course many of their followers are also food lovers.

Google Business

Completing Pentol Mercon 88 information on Google Business which previously had yet to be filled in completely. With Google Business, Pentol Mercon 88 can include business-related information, from operating hours, telephone, and products sold to business locations that can be found with a map on Google Maps so that this can make it easier for potential customers to find out information about related businesses.

Picture 8.
Google Business Pentol Mercon 88 “Kak Imah”



Source: Author (2022)

Based on the picture above, it can be seen that as many as 948 people have searched for Pentol Mercon 88. Then, customer reviews reached 30 reviews dominated by positive comments and a final rating of 4.9. This will have a good

impact on business image and leave an excellent impression in the eyes of potential customers because usually, people will be more confident to try products with lots of positive reviews than products with lots of criticism.

Paid Promote

Doing paid promotions by utilizing third-party accounts or large accounts with high followers to introduce businesses to the public who don't know about businesses. It's the same as selecting endorsers, apart from the number of followers the account selected to do paid promoting should be an account that matches the type of business and food product being sold so that the success rate is higher. The result to be achieved from this paid promote is to increase visitors and followers of the Pentol Mercon 88 social media account.

Picture 9

Paid Promote – GUI5 (Twitter: @FOOD_FESS)



Source: Author (2022).

The account chosen to do the paid promotion is one of the GUI5 Twitter base accounts with the username @FOOD_FESS. A Twitter base account is an account where people with the same interests, hobbies, or likes for something and interact with each other. Based on this, the GUI5 Twitter account is an account that discusses food and has as many as 499 thousand followers on Twitter. It is proven that after using paid promotion services from that account, followers of the Pentol Mercon 88 social media account have also increased. Pentol Mercon 88 has never carried out an active promotion, nor has it had a platform for this, let alone promote it digitally. After implementing digital marketing, it can be seen that Pentol Mercon 88 currently has a particular social media account for business purposes, namely an Instagram account with the username @pentolmercon88.id. In addition, the condition of the Instagram account after implementation can be seen in the following Instagram insights.

Picture 10.

Instagram Insights Pentol Mercon 88 “Kak Imah”



Source: Author (2022)

In the last month, Pentol Mercon 88 Instagram account reached 516 accounts with 188 engagements. With a follower increase of 61.1%, the Pentol Mercon Instagram account gained 261 followers as of December 3, 2022. This significant increase occurred especially when content from endorsers was published and paid promotions were carried out. This certainly increases the name of Pentol Mercon 88 among the people of Batam. In addition, it is known that the Google Maps link on the Instagram profile has been clicked 45 times and Google Business also reports that as many as 948 people searched Pentol Mercon 88 in November. Based on interviews conducted with business owners, after implementing digital marketing there is an increase in income. The business owner said Pentol Mercon 88 could only make a profit of 600 thousand to 1.5 million per day. However, after the implementation was carried out, business profits managed to touch 2 million per day. This proves that the digital marketing strategy implemented positively impacts business.

Picture 11.

Documentation with the Owners and Employees of Pentol Mercon 88 "Kak Imah"



Source: Author (2022)

CONCLUSIONS

In this digital era, it is unsurprising that many businesses use digital platforms to maximize performance and increase business profits. Even so, in fact Pentol Mercon 88 has yet to adapt to this fully and is more fixated on conventional promotional techniques. With this, the authors design a digital marketing project with the aim that businesses can implement it and compete with other similar businesses. The program of activities includes making logos, product photos, digital marketing through Instagram social media driven by endorsement and paid promote strategies, and utilizing Google Business features. Implementing the digital

marketing strategy at the Pentol Mercon 88 UMKM is known to provide positive results for the business. This can be seen from several changes, such as the existence of a business logo, product photos, Google Business, to business accounts on the Instagram platform which, when viewed from the insights, shows that there has been significant progress in the activity of the account, which is marked by an increase in the number of followers and engagement. This increase is inseparable from the influence of endorsements and paid promotions that are carried out. The implementation of this digital marketing strategy has also proven to help businesses increase brand awareness and reach a broader market so that it can help businesses increase business revenue.

SUGGESTIONS

The author hopes that Pentol Mercon 88 can continue developing digital marketing that has been carried out consistently to maintain relationships with old customers and attract more new ones. In addition, due to the current state of a business adapting to digital ways of working plus the lack of digital devices, the authors hope that in the future Pentol Mercon 88 can overcome these limitations and be able to make updates such as by accepting digital payments to registering its business as a delivery application partner such as, as well as GoFood, GrabFood, ShopeeFood.

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