

Received : November 31, 2022
Accepted : December 21, 2022
Published : March, 2023

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Implementation of Digital Marketing at Mak Oteh Food Stalls

Chicha Rosha¹, Renny Christiarini²

Universitas Internasional Batam

Email korespondensi: chicharosha00@gmail.com

Abstract

This activity the author did with the aim of increasing revenue and customer visits and increasing public understanding of the existence of these food stalls. Warung Makan Mak Oteh is located at Pasar Angkasa, Nagoya Blok CC No 1 Batam, Riau Islands. As for some of the obstacles faced by restaurants, namely locations that are less strategic and only rely on the community around the location of the food stalls, so that customer knowledge about the existence of the restaurant is still weak and there is also no social media. accounts for sale so that no marketing promotions are carried out at the food stalls. or Mak Oteh's advertisements to attract customers to come shopping even though the products served are delicious. The implementation of the activities will take place from the beginning of October to the end of November 2022. The author has compiled several work plans that will be carried out on the implementation of activities related to digital marketing, namely the implementation of promotions in digital form that will be implemented, are already running and can be used for long-term performance. The initial stage that the author will do is to investigate the problems that occur in the business, find solutions to existing problems, design a more efficient system for the business, implement a new system plan in the business and explain the results obtained when operating the system. The activities carried out by the author have resulted in digital promotions that adapt to the problems faced by entrepreneurs such as a less strategic location. By implementing digital marketing, such as running promotions through their own social media accounts, digital marketing through paid advertising, and setting up a Google account business for Google Maps. The implementation of this new promotion system has a positive impact and also contributes to sales.

Keywords : *Digital marketing, Digital advertising.*

Introduction

The author carries out KP activities (practical work) at the Mak Oteh food stall. UMKM is a culinary business that serves various kinds of food and drinks. The Mak Oteh food stall has been operating since 2005 and is located at Angkasa Market, Nagoya Block CC No 1 Batam Riau Islands, The Mak Oteh food stall has operating hours from 06.00 – 17.00 WIB. Mak Oteh Food Warung. These MSMEs still don't have digital marketing techniques, so it's a shame that the Mak Oteh food stall has been around for a very long time but has not been able to increase sales results, especially since the COVID-19 pandemic has caused a decrease in

revenue turnover. So the author will try to conduct training on implementing digital marketing strategies for Mak Oteh food stalls. There is no effort from other parties to support the development of these SMEs. The purpose of this KP activity is to broaden public understanding of the existence of Warung Mak Oteh and increase revenue from digital advertising. As we know, in Indonesia itself, advertising methods are carried out using digital marketing, including virtual. Reality (a digital marketing strategy that is usually carried out by a company in promoting its product or brand), Instagram Stories (digital promotion through videos or product photos that are introduced in insta stories) (Sundari, 2021). The Mak Oteh food stall itself, as is known, has been open for about 15 years, there are still many people who do not know about the existence of the Mak Oteh food stall. Even though they have many customers, they only rely on consumers around the location of the Mak Oteh food stall, such as base taxi drivers, hotel visitors around the food stall. Since food stalls do not have social media accounts, this has led to a lack of marketing promotion being done for Mak Oteh food stalls. Because the ability to manage and use knowledge in every digital feature is still very minimal. In this community service activity, he discussed the application of digital marketing to MSMEs, especially MSMEs engaged in the culinary field. Where in the application of digital marketing, creating promotional content that is attractive and relevant to MSMEs. In addition, during the current pandemic, implementing digital marketing is one of the marketing strategies that can affect the smooth running of MSME businesses. Therefore, an MSME business must form new innovations in marketing. Digital marketing strategies are very helpful during this pandemic (Dina, 2021). In carrying out this project, the author wants to help the Mak Oteh food stall in building digital marketing through an attractive appearance and promotional content that is disseminated via social media to increase the potential for new customers. Digital marketing is the marketing or promotion of brands or products using social media (Trulline, 2021).

Methods

This community service activity is a qualitative research, carried out using the case study method. The case study method is carried out by examining data in the form of detailed information obtained about a case and the circumstances surrounding it. Data collection techniques were carried out through in-depth interviews to gain insight by developing questions based on the answers given by informants (Boer & Lesmana, 2018). Then collect more data by documenting it in the form of photos, videos and pictures to carry out the community service project that the author has done, so that there are many documentation activities related to libraries and non-libraries, so that the process can be said to be documentation (Sudarsono, 2017). In the documentation method, the author produces photos and videos of locations and food. The results of the documentation will be posted on the social media that has been created, namely on Instagram to build a brand image so that it is known by many people. Photos will also be advertised in IG ads. The implementation of research at the Mak Oteh food stall starts from September 1, 2022 to November 31, 2022. The following is a community service schedule to support the preparation and implementation of community service relations and activity budgets. The budget is filled with estimated costs incurred to run the community service program issued by the executor.

Table 1.
Schedule for the Implementation of Job Training Activities (KP) RM. Mak Oteh

Activity	September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Preparation phase																
Location Survey	■	■														
Interview with business owners	■	■														
Project Proposals		■	■													
Advisory Lecturer Consultation		■	■	■	■	■	■	■								
Implementation Stage																
Creation of Google Maps.					■	■										
Create an instagram account.					■	■	■									
Drafting and designing content and posts for promotions.					■	■	■	■								
Monitoring the performance of MSMEs to continue monitoring and evaluating.					■	■	■	■	■	■	■					
Assessment and Reporting Stage																
Preparation of reports									■	■	■	■				
Finalization									■	■	■	■				

Source: Author (2022).

Table 2.
Budget for the Implementation of Job Training Activities (KP) RM. Mak Oteh.

No	Activity Plan	Budget Type	Volume	Unit	Satuan	Jumlah
1	Observations and interviews	Consumption Cost	10	Kali/bln	Rp 70,000	Rp 700,000
		Transportation costs	5	Kali/bln	Rp 50,000	Rp 250,000
		Internet Connection Fee	5	Kali/bln	Rp 100,000	Rp 500,000
2	Outer design	Module Development	1	buah	Rp	Rp

No	Activity Plan	Budget Type	Volume	Unit	Satuan	Jumlah
		Fee			1,000,000	1,000,000
		System design costs	1	buah	Rp 1,000,000	Rp 1,000,000
		App store usage fees	1	buah	Rp 100,000	Rp 100,000
3	Report generation	Cost of Consumables (ATK)	1	kali	Rp 65,000	Rp 65,000
		Promotional costs	4	kali	Rp 250,000	Rp 1.000,000
		Conference/publication registration fee	1	kali	Rp 150,000	Rp 150,000
		other costs	1	kali	Rp 235,000	Rp 235,000
TOTAL BUDGET						Rp 5.000,000

Source: Author (2022).

Result and Discussion

In accordance with the design of this project, the output of the project that will be handed over to MSMEs Mak Oteh Food Stall is expected to increase the percentage of sales in the long term, as follows: Create Mak Oteh social media (Instagram), logo, digital menu, video content and promotional posts as well as Google Mak Oteh maps and education about every feature that food stalls can use on social media and digital businesses.

Discussion

The following describes the output design of KP activities.

The first stage of implementation is to create social media accounts for the Mak Oteh food stall such as Instagram and a Google Business account for Google Maps with the aim of promoting the Mak Oteh food stall so that people are more aware of the existence of the food stall. Mak Oteh food stall. The account will become a business account which will later be used for promotion, one of which is Instagram which is one of the social media used for promotion. Instagram is one of the most trending and most used social media not only for personal purposes but also for business purposes. Through Instagram we can post pictures or videos, Instagram is a platform for digital marketing through Instagram we can create video content about Warung Mak Oteh and create creative brochure ads. such as the Instagram advertising feature, which is a feature from Instagram where the author makes a payment of IDR 20,000/day to carry out a sponsor promotion for 1 day starting from October 12 2022 to October 13 2022. on the Instagram account Mak Oteh food stalls. Because large social media users can increase public knowledge of the existence of Mak Oteh food stalls and through Instagram it is also usually very effective for increasing traffic. Furthermore, from our Google business account, we made a Google map where we made a location point for the location of the Mak Oteh food stall and provided information in the form of Mak Oteh starting from opening and closing hours, then displayed several photos of the food menu at the Mak Oteh food stall. The second stage, making a

digital logo and menu. Here the author also made a logo for the Mak Oteh food stall, so that with this logo it can create brand awareness of potential new customers at the Mak Oteh food stall. Furthermore, making a digital menu at the Mak Oteh food stall. In this case the author designed a digital menu design that will be disseminated via posts on Mak Oteh's social media. On this digital menu there is a design inside which includes the Mak Oteh food stall logo, the menu along with the prices of food and drinks sold, there is the address of the location of the Mak Oteh food stall and also the Instagram username of Mak Oteh food stall. Apart from that, this digital menu can also be printed by business owners so that it can become a printed menu for customers who are not too familiar with digital technology so that they are always aware of what menus are served at the Mak Oteh food stall. The third stage is making videos and posting photos that are used for promotion at the Mak Oteh food stall. The designed content is expected to increase awareness of Mak Oteh food stalls, gain customer loyalty and increase the number of followers or offline customers. Forming content starts with posting product-related photos on an Instagram account, then inserting videos on snapgrams such as promotional information, opening hours, and attractive trailers to attract customer interest. In the promotional content carried out by the author, namely loading various photo posts that are formed in the video and also some video content that is made then video editing is carried out using the existing app store so that the promoted video attracts new interest potential customer (Yuwono et al., 2023). In addition, the author also made an advertising banner to promote the Mak Oteh food stall using the Canva editing application. following digital marketing strategy planning: Setting up Instagram and Google Business social media accounts for Google maps.

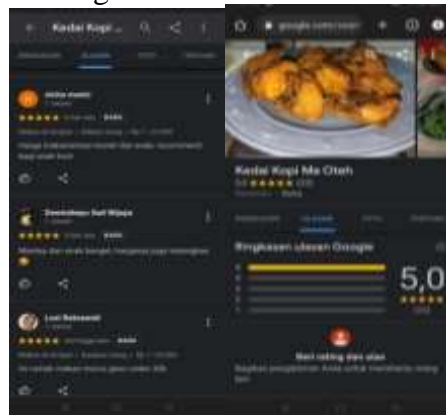
Project picture activities



Picture 1. Instagram Mak Oteh Source : Author (2022)



Picture 2. Digital menu Source : Author (2022)



Picture 3. Google maps review Source : Author (2022)



Picture 4. Google maps Source : Author (2022)

After carrying out a community service project through KP (practical work) by the author to the Mak Oteh food stall. So far, the owner believes that the digital marketing system can help MSMEs mak oteh stalls to increase their profits. This also makes the Mak Oteh food stall have a new market segmentation through social media (instagram). There was a positive response that was obtained after implementing a digital marketing strategy, an increase in the number of potential new customers outside the location of the Mak Oteh food stall. ohh. so that since the implementation of the digital marketing strategy in the mak oteh business, gross profit has increased by approximately 10%.

Conclusions

With the existence of a community service program planned and implemented by the author for the Mak Oteh food stall business, it can be concluded as follows: With the existence of a community service program planned and implemented by the author for the Mak Oteh food stall business, which previously did not have a good or adequate marketing system such as marketing through social media. After running this KP project, Mak Oteh's business has a social media account (Instagram) as a digital marketing promotional medium by creating promotional content. besides that, the Mak Oteh

food stall has been registered on Google Business so that the location address for the Mak Oteh food stall can be displayed on Google maps so that everyone can find out the center point of the Mak Oteh food stall. so that it can be concluded that umkm mak oteh get a positive response from customers and make profits from mak oteh food stalls increase to approximately 10%.

Suggestion

The suggestions that the author conveys to the owner of the Mak Oteh food stall business so that they can continue to grow, and can increase sales even more include:

1. Mak Oteh food stalls can consider and try to advertise online regularly, because using Instagram ads can reach and attract new customers.
2. Warung Mak Oteh can implement a digital marketing system because the costs incurred are somewhat cheaper compared to traditional marketing systems such as printing brochures.
3. The owner of the Mak Oteh food stall can continue to adapt to the times, so that the owner of the Mak Oteh food stall is more accustomed to using the marketing system that has been designed.

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