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## **Strategi Digital Marketing Dan Selebgaram Batam Sebagai Sarana Mengembangkan UMKM Afo Cake & Catering**

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### **Abstract**

The practical work carried out aims to provide solutions to the problems faced by Partners. In developing a business and increasing sales, it is necessary to use digital marketing to increase sales, this technique has been carried out by many entrepreneurs. The author collects data to design a marketing strategy that will be carried out by observing and interviewing business owners. The promotion method used in this study is advertising, promotion through Instagram and using celebgrams in Batam City as a medium for business promotion.

**Keywords :** *Digital marketing, Social media, UMKM*

### **Introduction**

Increasingly stringent business developments force business actors to provide effective strategies so as not to lose out in competition so business actors need marketing as a step for business promotion. The application of marketing is currently experiencing developments so that business actors must adapt to current developments. One of the marketing techniques that can be utilized is digital marketing. This marketing technique will provide various benefits and advantages for business development. One of the marketing that is currently well-known in social media is endorsements. Recently, online businesses have begun to study marketing strategies, which are new to the business world. usually the selected social media program has many followers on their accounts. Afo cookies and catering is one of the MSMEs engaged in cake shops in Batam City in recent years the cake shop business in Batam City has been growing so that many competitors have appeared in this business. . In the development of the Afo cookies and catering business, only using word of mouth promotions carried out by customers, this made the business not widely known by the people in Batam City. Social media owned by the Afo cookies and catering businesses are also still limited to only having a

Facebook account. Along with the rise of online business, social media also needs to be developed and product strategies also follow. The owners of Afo cookies and catering businesses feel that the number of consumers has not increased, so there are not too many product orders because orders only come from regular customers. Business owners do not understand the importance of promotion and the use of digital marketing so that this becomes a big problem in business development. To get keutungan and get consumers then the use of digital marketing needs to be maximized by all MSME actors. In implementing digital marketing in a business, it will provide benefits such as facilitating seller and purchase interactions, saving promotion costs, reaching new consumers, increasing sales. How to implement digital marketing for SMEs can be by optimizing the use of social media so that customers can easily find the information about SMEs they need without being limited by distance, space and time. With the use of digital marketing, it is expected to have a positive impact on all business sectors, including the Afo cookies and catering business.

### **Problems**

- (1) How to implement digital marketing that will be used in developing the Afo cookies and catering business in order to increase sales?
- (2) Can the application of celebrity programs and the use of social media increase consumer purchasing power?

### **Method**

- (1) In solving this problem, the writer uses descriptive method to describe the problems that occur in the present. By providing knowledge and insight to business owners such as a) providing basic knowledge of the importance of promotion and use of social media; b) create social media accounts c) provide information and examples of effective digital marketing implementation
- (2) The location of this activity is located at Botania Garden Block C17 no 16 Batam City. This activity lasted for approximately 2 months with 3 stages starting with observation, implementation and post implementation

### **Result and Discussion**

The output of practical work begins with designing banner designs, then creating social media accounts and looking for celebgrams in Batam City that have a large number of followers following the implementation that has been carried out.

#### **1. Banner design and installation**

The initial stage is making banners where the results are posted at the location of the Afo cookies and catering shop so that the public knows more about the existence of this business. Banners have a function to provide information on what products

are being offered by the seller's telephone number which can be contacted if you want to place an order.



Figure 4.1 Implementation results  
Source: Author (2022)

## 2. Formation of Social Media Instagram

The next stage is registering a social media account, namely Instagram where previously the business owner only had a Facebook account so that in advancing this business it is necessary to create other social media accounts such as Instagram where currently many use Instagram as the main social media in everyday life, the name of the Instagram account is created. based on the name that is often used by consumers when looking for similar products and is easily remembered by the public, namely @afopastry\_catering



Figure 4.2 Implementation results

Source: Author (2022)

### 3. Promotion Using Celebs

Selebgram is a powerful strategy to create interest and *trend* in society. Using celebgrams as a promotional medium for a product can increase the attention of potential consumers when the item is introduced to social media. The role of Instagram celebrities in the business world makes a product or service easily recognized and known by the public. This is because it is influenced by the prestige of a celebgram. The use of celebgrams in developing this business uses local celebgrams originating from Batam City where these celebgrams have quite a large number of followers



Figure 4.3 Implementation results

Source: Author (2022)

### 4. Feeds Instagram

Levelnext using stories or feeds Instagram for promoting a business via Instagram stories can also help improve *traffic* account as well as build *brand awareness*. Because this feature can build interactive communication with followers



Figure 4.4 The results of the implementation of making Instagram

Source: Author (2022)

## **Outcome Implementation Process**

On August 2, 2022, the author visited the UMKM Afo Cookies & Catering location to conduct initial interviews with the business owner, Mrs. Juniwati Zebua. During the interview activities, it was found that a number of things were still lacking and had not been implemented in this business, such as the use of banners that were quite old and had faded, social media accounts that were used only Facebook, no promotions relying only on word of mouth orders by consumers who had often made purchase. After knowing the deficiencies and things needed to develop the business, the author finally conveys ideas and ideas that will be carried out during implementation with the permission of the owner to collaborate in developing the business concerned, the author begins to prepare proposals and an overview of the project framework to be carried out during the period. implementation takes place.

The second visit was carried out on October 5 2022 during this visit the author conveyed ideas that would be carried out where during the observation period the author finally decided to develop digital marketing which will be implemented in stages. During this visit, the author conveyed directly the ideas that would be carried out and the business owner responded well to the ideas that had been made by the author and hoped that the implementation would go well.

In mid-October 2022, the author began implementing a digital marketing design with the initial stages of making a banner design, creating an Instagram account, creating an Instagram story and using the Batam program as a medium for promoting Afo Cookies & Catering businesses. The project was run for 2 months from mid-October to mid-December

## **Conditions After Implementation**

The results of the implementation of digital marketing that have been carried out at the Afo Cookies & Catering business for 2 months have yielded positive results which will be explained as follows:

1. The results of the implementation of Instagram social media show that several people have made purchases and then carried out promotions on their social media accounts to promote the Afo Cookies & Catering business.

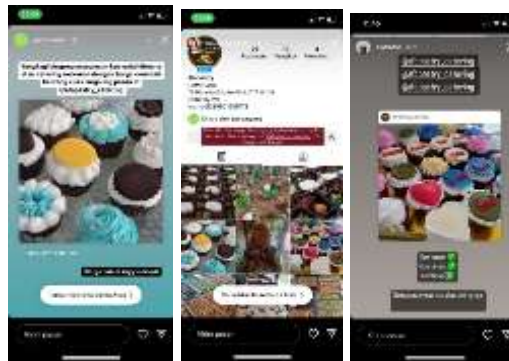


Figure 4.5 The results of the implementation of making Instagram

Source: Author (2022)

2. Business owners admit that the increase in orders from mid-November to the end of December with digital marketing proves that the use of digital marketing does have a positive influence on developing a business.
3. Business owners see an opportunity by using social media such as Instagram where this social media helps get new consumers.
4. Business owners during the implementation stage admit that gaining insight in determining target markets and understanding the benefits of digital marketing in the current era to get new consumers and is one of the most effective efforts to maximize revenue.
  
5. Business owners in carrying out promotions begin to have insight besides using word of mouth promotion, they can also carry out promotions using celebrity programs that have the influence to increase sales.

### Conclusions

The development of digital marketing is very important for entrepreneurs to follow, both small, medium and large businesses, this is one strategy that is very effective in expanding the target market. The Afo Cookies and Catering business is one of the businesses that is still lacking in implementing digital marketing so that in this activity the author develops digital marketing by conducting observations and interviews to find ideas that will be applied in implementation. After making observations, in the early stages, the author made banner designs, created Instagram accounts, created Instagram stories, and used the Batam program as a place to promote Afo Cookies & Catering business to increase sales and expand the target market. The results of the design were carried out for more than 2 months with the implementation having a positive impact on the Afo Cookies & Catering business where there was an increase in sales turnover felt by business owners with the implementation of digital marketing and promotions using programs. The authors

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