

Digital Marketing Assistance Through Instagram Social Media for Hania Home Cake's MSME Catering in Setu Subdistrict

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ABSTRACT

Digital marketing through social media has become a popular strategy in developing MSME businesses. Hania Home Cake, a catering business located in Setu Subdistrict, Bekasi, also utilizes social media, especially Instagram, as their primary marketing platform. However, they face several challenges such as not being listed on Google Maps, a lack of specific menu listings, poorly managed social media accounts, and suboptimal digital marketing. This study aims to provide digital marketing assistance through Instagram social media to Hania Home Cake's MSME. The research explains the concept of digital marketing, marketing strategies through Instagram, and the importance of using social media to expand reach and increase consumer awareness. In the analysis of the internal environment, weaknesses of Hania Home Cake's MSME were identified, such as underutilization of optimal technology, limited knowledge and skills in digital marketing, limited financial and workforce resources, and dependency on social media marketing. However, this study also identifies opportunities that can be utilized by Hania Home Cake's MSME, such as increasing visibility through Google Maps, creating more specific menu listings, improving the management of social media accounts, and optimizing digital marketing. It is expected that this digital marketing assistance will help Hania Home Cake's MSME enhance their online presence, expand their customer reach, and increase sales through Instagram social media.

Keywords: Digital Marketing, Social Media, MSMEs

INTRODUCTION

At present, the utilization of information technology developments is widely used for marketing and business development, both by companies and individuals, namely social networking-based information technology (Febriyantoro & Arisandi, 2018). The advancing era makes the rapid development of technology and information (Haryadi et al., 2021). This can be seen from the number of people, including children, teenagers, and parents, who have become internet users to search for desired information. The internet is one of the technological advancements that has entered various sectors such as the economy, society, culture, and education. The internet has become a very important necessity, and the number of internet users continues to increase every year worldwide. In Indonesia, the number of internet users is also increasing.

Over time, with the vast business market, the internet has become one of the factors that have led to the emergence of a new advertising model, namely through internet media platforms or online, commonly referred to as digital marketing. Digital marketing is the effort to market a brand or product through the digital or internet world (Warmayana, 2018). Its goal is to reach consumers and potential customers quickly and in a timely manner. Digital marketing is a way to promote a

specific product or brand through the internet, such as through internet ads, Facebook, YouTube, or other social media platforms.

Marketing strategies 4.0 are also needed in the business world, including for MSMEs. Micro, Small, and Medium Enterprises (MSMEs) must be able to compete in the international market to avoid being suppressed (Lestari, 2020). Moreover, in this era of competition, MSMEs should be aware of information technology (IT) to facilitate the marketing of their products to foreign markets. It is noted that there are a considerable number of MSMEs in Indonesia, around 50 million MSME operators. In the current digital era, MSME operators need the right information technology to grow and compete. However, MSME operators face difficulties in finding the right IT solutions because they lack specialized staff with expertise in dynamic information technology. Another challenge is the variety of technological products, which makes MSME operators confused in choosing the right solution. Therefore, MSME operators need guidance in selecting the appropriate information technology according to the type of business and their needs.

Marketing utilizing internet media is called internet marketing or electronic marketing (e-marketing). One of the evolving media or applications that support e-marketing activities is social media, such as Instagram. Marketing through social media is called social media marketing, which is a form of marketing that uses social media to promote a product, service, brand, or issue by engaging the audience on the respective social media platform (Dewi et al., 2021). With social media available to millions of people worldwide, companies can interact with customers from various countries. Instagram is one of the most widely used social media platforms for social media marketing. Instagram is a social media application used by users to take photos, apply digital filters or effects to photos, and share them through reels, feeds, and public posts.

Catering is a food-based service that originated from Indonesia, which provides various dishes and desserts for various events. Catering is served with a variety of dishes and designs, depending on the respective business owner. Considering the mentioned potential and advantages, digital marketing can also be implemented for MSMEs. MSMEs are also divided into several regions in Indonesia, including Bekasi, West Java. One of the MSMEs that sells various traditional cakes and catering services is Rumah Kue Hania, located in Setu, Lubang Buaya Village, Bekasi.

Rumah Kue Hania's MSME offers catering services and aims to develop into a large, contemporary business to ensure continued growth and relevance in the market. The target market for catering services includes people of all ages, from children to adults. For them, catering in the form of packed meals provides convenience when they are unable to cook or go grocery shopping. Rumah Kue Hania produces catering meals with various dish options, such as Nasi Kuning (Yellow Rice), Nasi Tumpeng (Cone-shaped Rice), Nasi with Grilled Chicken, and other combinations of dishes. The marketing of Rumah Kue Hania's products is primarily focused on the surrounding area of Lubang Buaya Village, Setu District. Sales are conducted through promotions in schools, Islamic boarding schools, special events, and even door-to-door marketing.

However, several issues have been identified at Rumah Kue Hania. These include the absence of their location on Google Maps, the lack of a specific menu listing, the disorganized management of their social media accounts, and the suboptimal implementation of digital marketing strategies. Therefore, the objective of this report is to provide assistance in digital marketing through the Instagram social media platform for Rumah Kue Hania's catering business.

With the background mentioned above, the author is interested in making it the topic of the Community Engagement report with the title "Digital Marketing Assistance through Instagram Social Media for Rumah Kue Hania's Catering MSME in Setu District."

METHODS

In the assistance of digital marketing through Instagram social media for the catering MSME Rumah Kue Hania in Setu District, one of the methods used is creating creative content. The content can include captivating photos of catering dishes, videos showcasing the food preparation process, customer reviews praising the food quality, and interesting tips related to food presentation. These contents are designed with the aim of capturing the attention of Instagram users, building brand awareness, and enticing them to try the catering services from Rumah Kue Hania. Additionally, creative content can also include special promotions such as discounts or special packages for specific events, which can increase user engagement and encourage them to make a purchase. By utilizing such creative content, it is expected that Rumah Kue Hania's catering business can attract the attention of potential target markets, expand business reach, and increase sales through the Instagram platform.

RESULTS

Strategi Pemasaran pada UMKM Rumah Kue Hania

Pada awal pendirian UMKM Rumah Kue Hania pada tahun 2015, strategi pemasaran yang digunakan adalah dengan menitipkan produknya pada warung-warung atau menjual di pinggir jalan. Modal awal yang digunakan untuk membangun usaha ini adalah sebesar 10 juta rupiah, dan peralatan dapur yang digunakan juga masih sederhana. Produk awal yang dijual terbatas pada beberapa jenis kue seperti Kue Putu Ayu, Risoles, dan Bolu Mekar Gula Merah. Pada saat itu, UMKM Rumah Kue Hania belum mengeluarkan produk catering.

Namun, seiring berjalannya waktu, UMKM Rumah Kue Hania mengembangkan produknya dan pada tahun 2018, mulai menerapkan strategi pemasaran melalui media sosial, khususnya Instagram. Pemasaran melalui media sosial ini dianggap lebih efektif dalam memperluas jangkauan dan meningkatkan kesadaran konsumen terhadap produk UMKM Rumah Kue Hania.

Analisis Lingkungan Internal

- A. Pemilik Pemilik UMKM Rumah Kue Hania memiliki motivasi untuk terus mengembangkan usahanya dan bermimpi agar usahanya dapat menjadi lebih besar dengan skala pabrik dan mampu mengeksport produk-produknya. Pemilik ini terus berinovasi dengan menciptakan variasi-variasi produk baru untuk menjangkau lebih banyak konsumen.
- B. Peralatan Teknologi yang digunakan dalam proses produksi UMKM Rumah Kue Hania dinilai masih kurang mendukung untuk menghasilkan produksi yang maksimal. Meskipun demikian, pengelola UMKM tetap memastikan kebersihan tempat produksi dan alat yang digunakan dalam keadaan higienis.
- C. Sumber Daya Keuangan Modal yang digunakan dalam pendirian dan pengembangan UMKM Rumah Kue Hania berasal dari pemilik usaha sendiri. Tidak ada bantuan modal dari pihak lain seperti pemerintah atau bank. Pemilik usaha mengelola keuangan dengan mencatat biaya-biaya pembelian bahan dan produk yang terjual, namun belum menerapkan manajemen keuangan yang baik.
- D. Manajemen UMKM Rumah Kue Hania belum memiliki perencanaan tertulis untuk jangka pendek, menengah, dan jangka panjang. Pemilik usaha berharap usahanya dapat tumbuh menjadi usaha yang lebih besar dan bermanfaat bagi banyak orang. Saat ini, usaha ini masih dikelola oleh pemiliknya sendiri tanpa pengorganisasian formal.
- E. Pemasaran UMKM Rumah Kue Hania menggunakan media sosial, terutama Instagram, sebagai salah satu platform pemasaran utama. Penggunaan media sosial membantu dalam memperkenalkan produk kepada konsumen potensial. UMKM ini juga melakukan kegiatan promosi.

Weaknesses

- a. Dalam hal penggunaan teknologi, UMKM Rumah Kue Hania masih terbatas dan belum sepenuhnya memanfaatkan potensi pemasaran digital secara optimal. Kemampuan dalam mengelola dan memanfaatkan fitur-fitur yang disediakan oleh platform media sosial mungkin masih perlu ditingkatkan.
- b. Kurangnya pengetahuan dan keterampilan dalam mengelola pemasaran digital dapat menjadi hambatan bagi UMKM Rumah Kue Hania. Dibutuhkan upaya untuk meningkatkan pemahaman dan keahlian dalam strategi pemasaran digital, seperti penggunaan teknik SEO, manajemen konten, dan penggunaan alat analisis media sosial.
- c. Keterbatasan sumber daya finansial dan tenaga kerja juga merupakan kelemahan yang perlu diperhatikan. UMKM Rumah Kue Hania bergantung pada modal yang terbatas dan tidak memiliki kemampuan untuk memperluas tim atau menggunakan layanan profesional dalam mengelola pemasaran digital.
- d. Ketergantungan pada pemasaran melalui media sosial juga bisa menjadi kelemahan jika terjadi perubahan dalam kebijakan atau algoritma platform tersebut. UMKM Rumah Kue Hania perlu memiliki strategi pemasaran yang lebih diversifikasi untuk mengurangi risiko yang terkait dengan ketergantungan pada satu saluran pemasaran.

Opportunities

- a. Adopsi pemasaran digital memberikan peluang bagi UMKM Rumah Kue Hania untuk meningkatkan visibilitas dan kehadiran online mereka. Dengan memanfaatkan platform media sosial seperti Instagram dan Whatsapp, UMKM dapat mencapai audiens yang lebih luas dan menarik perhatian calon pelanggan baru.
- b. Melalui pemasaran digital, UMKM Rumah Kue Hania dapat mengikuti tren dan pola konsumen yang sedang berkembang. Misalnya, melalui penelitian pasar yang dilakukan melalui media sosial, UMKM dapat mengidentifikasi preferensi dan kebutuhan pelanggan yang berpotensi menjadi acuan dalam pengembangan produk dan layanan.
- c. Pemasaran digital juga membuka peluang untuk berkolaborasi dengan influencer atau akun populer di media sosial. Melalui kerjasama ini, UMKM Rumah Kue Hania dapat memperluas jangkauan promosi mereka dan memperoleh pengakuan dari audiens yang lebih besar.
- d. Adanya dukungan dari pemerintah atau lembaga non-pemerintah dalam bentuk pelatihan, pendampingan, atau program promosi bagi UMKM dapat menjadi peluang untuk meningkatkan kapabilitas dan daya saing pemasaran digital UMKM Rumah Kue Hania.

Threats

- a. Persaingan yang ketat dari UMKM sejenis dan usaha catering yang lebih besar dapat menjadi ancaman bagi UMKM Rumah Kue Hania. UMKM perlu mengembangkan strategi pemasaran yang unik dan mengutamakan kualitas produk agar tetap kompetitif di pasar.
- b. Perubahan kebijakan atau algoritma di platform media sosial dapat berdampak

CONCLUSION

UMKM Rumah Kue Hania has not yet fully optimized the use of Instagram as one of their digital marketing strategies. This is due to the owner's limited knowledge in the field of digital marketing and the lack of effectiveness in their digital marketing efforts. Additionally, the products they produce do not have a dry and long-lasting nature, making it challenging to sell them to distant

areas from the production site. Furthermore, the low proficiency of human resources in utilizing information technology and the absence of bookkeeping for recording income and expenses also pose challenges for UMKM Rumah Kue Hania.

To overcome the issue of the owner's limited knowledge in digital marketing, UMKM can explore various content as marketing materials to be uploaded on social media. The writer has also provided training to the owner on design and content creation. Additionally, UMKM Rumah Kue Hania needs to develop their products by producing dry and long-lasting food items such as snacks or other types of treats. This will make the products more durable and enable them to be sold in distant areas from the production site.

By implementing these solutions, UMKM Rumah Kue Hania can improve their digital marketing, enhance the effectiveness of promotion through Instagram, and develop products that better meet the needs of the market.

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