



# Design of Digital Marketing Model for MSME Culinary Endemic Era in Depok City

Titik Purwinarti  
Business Administration  
Politeknik Negeri Jakarta  
Indonesia

[titik.purwinarti@bisnis.pnj.ac.id](mailto:titik.purwinarti@bisnis.pnj.ac.id)

Bunga Safira Adhliana  
Business Administration  
Politeknik Negeri Jakarta  
Indonesia

[bunga.safiraadhliana.an18@mhs.w.pnj.ac.id](mailto:bunga.safiraadhliana.an18@mhs.w.pnj.ac.id)

Yanita Ella Nilla Chandra  
Business Administration  
Politeknik Negeri Jakarta  
Indonesia

[yanitaella.nillachandra@bisnis.pnj.ac.id](mailto:yanitaella.nillachandra@bisnis.pnj.ac.id)

Rena Yolanda  
Business Administration  
Politeknik Negeri Jakarta  
Indonesia

[rena.yolanda.an18@mhs.w.pnj.ac.id](mailto:rena.yolanda.an18@mhs.w.pnj.ac.id)

**Abstract**— This study aims to analyze culinary businesses (MSMEs) in the Depok area in the current endemic era by utilizing digital marketing as an opportunity to increase operating profits. This study used qualitative research methods. Collecting data using interviews and direct observation. The data processing technique used is descriptive analysis and SWOT analysis. Based on the grand strategy matrix show UMKM in Depok City marketing strategy is in the position of the Strength-Threats (ST). The results of the study indicate that entrepreneurs must have the expertise and be proficient in technology because digital marketing currently has the potential to increase sales of MSMEs. Local SEO is an option that can be used by entrepreneurs. With the help of easy access to e-commerce, this can also benefit entrepreneurs because they can market and sell their business products widely and in the end the public will know about the business. Even so, innovation in business and marketing must continue to be carried out to keep up with the times and technology.

**Keywords**—MSMEs endemic era, Digital Marketing, Local Search Engine Optimization

## I. INTRODUCTION

The Covid-19 virus in Indonesia, according to the Coordinating Ministry for Human Development and Culture (2022) has begun to experience a transition from pandemic status to endemic. This transitional virus status is due to the declining death rate and the number of people infected with the Covid-19 virus. If the Indonesian government has officially declared this virus to be endemic, then Covid-19 is considered an ordinary disease. However, the Covid-19 pandemic that has lasted more than 2 years has certainly left many changes in people's lives. One of them is the change in people's behavior in shopping.

The change in people's behavior in shopping as a result of the Covid-19 pandemic is buying necessities online using technology. One of the business actors is a culinary business actor. The existence of technology makes it easier for consumers to still be able to consume the food and drinks they want by utilizing online food delivery services. According to Bisnis Indonesia, research results show that as many as 82% of culinary business actors use the Grab Food application for their services, followed by GoFood (71%) and Shopee Food (28%).

Online food delivery technology has a great impact on entrepreneurs in developing excellent services and making profits. Based on research by the demographic agency FEB UI, Go Food's MSME partners' income is 66% by 2021. In addition to increasing revenue, the benefits of delivery services felt by partners are promotion opportunities and market access expansion. However, the more MSMEs that grow and launch food delivery services, the more competition MSME actors will face. This can also narrow the space for MSMEs to market their products. Thus, MSMEs currently need to continue to improve their marketing strategies by utilizing other digital technologies.

In Ezizwita's (2021) research, the COVID-19 pandemic had an impact on MSME actors in the city of Padang in carrying out a marketing strategy, namely encouraging MSME actors to take action so that one seller and another have the characteristics of their respective products.

Meanwhile, in Depok City during the 2020 pandemic, new entrepreneurs emerged who were interested in starting businesses, especially in the culinary field. Business in the culinary field is still one of the many types of business chosen by entrepreneurs. Because of this, this entrepreneur realizes that providing innovation to the products he produces is not enough to compete in the market, he also needs an accurate

marketing strategy. Marketing that can be done at this time is digital marketing by utilizing several marketing tools that have been widely provided and can be accessed by entrepreneurs. In addition, you can also register your business with food delivery services that have been widely accessed by the public.

Entrepreneurs also have to think about the obstacles that will occur later, such as if using an online food delivery service has limitations in the delivery distance. So, business actors need to look for other alternatives to be able to send their products out of town, outside the island, and even abroad. E-commerce such as Shopee, Tokopedia, Blibli, and Lazada can be an alternative marketing and sales media. During the pandemic, the food and beverage product category were in the first place with the most sales in e-commerce. Thus, e-commerce can be a choice in digital marketing for MSMEs.

Based on the problems above, it is important to research the design of the digital marketing strategy model for SMEs in Depok City. This research is expected to provide a new understanding to the Depok government which has been actively encouraging MSMEs to go digital.

## II. METHOD

This research was conducted as a form of input for MSMEs in the culinary field, precisely for food and beverage businesses in the Depok city in 2022. This study uses descriptive analysis methods (Sugiyono, 2019) and SWOT analysis. SWOT analysis is used in this study so that the results of the research objectives are more precise in accordance with the state of the object of research because it can maximize strengths and opportunities and minimize weaknesses and threats owned. The data collection technique was carried out through interviews and direct observation of MSME business actors in the culinary field in the Depok city in the current endemic era.

## III. DISCUSSION AND ANALYSIS

The discussion of this research will use two analytical models, namely, descriptive analysis and SWOT analysis.

### A. Descriptive Analysis

Based on the research conducted, MSME actors who have started their businesses for a long time have difficulty making changes to their marketing and sales to become digital. This is because they start a business in a traditional way and lack the ability to adapt to the situation. Meanwhile, as it is known that there is a change in consumer spending habits caused by the Covid-19 pandemic. This change will continue even though the status of the Covid-19 virus has become endemic..

Based on interviews conducted by the first informant, it is known that there are difficulties in doing digital marketing, because it has limitations in following increasingly sophisticated technological developments. This is also due to the limited capital to develop a digital business. Other informants also said that limited capabilities regarding technology made them unable to compete online and reach a broad market. This has an impact on the decline in turnover during the pandemic, because sales continue to decline day by

day. He realized this was because consumers preferred to buy food through online food delivery services compared to buying in person as in the years before the pandemic in Indonesia.

However, there are also MSME business actors who can adapt by doing digital marketing. Digital marketing is done using local SEO. SEO (Search Engine Optimization) is one way to get your business at the top of Google searches. With local SEO, business actors can optimize digital marketing which can be done in the current endemic era.

The local SEO used is Google My Business. In addition, the resource person also carried out marketing and sales activities using Tokopedia and Shopee e-commerce. He felt that e-commerce had an impact on increasing sales. However, there are still e-commerce features that have not been reached and cause marketing and sales not to be maximized.

### B. Internal Factor Analysis Summary (IFAS)

Table 1 shows the strengths that have the highest value are MSMEs that are well known in the surrounding environment. This is based on MSMEs that have been in the environment for more than 5 years. While the main weakness is not being able to take full advantage of digital marketing. This is due to the lack of ability of SMEs in using technology.

The results of the IFAS matrix show that the MSME score in Depok City is 3.78, which is above the average value of 3.77 obtained from the total internal factors. The result of the strength value of 2.34 is greater than the weakness value of 1.44. These two values indicate an opportunities for MSME actors to develop.

TABLE I. IFAS MATRIX FOR MSMEs IN DEPOK

No.	Strength	Bobot	Rating	Nilai
1.	MSMEs are well known in the surrounding environment.	0.14	4	0.56
2.	MSMEs have loyal customers.	0.15	4	0.6
3.	Already serving online transactions.	0.14	3	0.42
4.	Own place of business	0.19	4	0.76
Sub Total		0.62	15	2.34
No.	Weakness	Bobot	Rating	Nilai
1.	Haven't been able to take full advantage of digital marketing.	0.13	4	0.52
2.	The MSMEs owned are not yet well known in the community outside the environment.	0.11	3.7	0.40
3.	MSME actors are not technologically savvy.	0.14	3.7	0.513
Sub Total		0.38	11.37	1.44
TOTAL		1	Average 3.77	3.78

C. External Factor Analysis Summary

The highest score on opportunities is that the product has good packaging to be delivered to consumers. Packaging in the culinary business that relies on delivery is certainly a major concern for consumers. Good packaging is expected to maintain the quality of the culinary products sold. Meanwhile, the biggest threat faced by MSME actors is that consumers tend to transact through e-commerce. This is a threat because MSME actors feel they are not yet proficient in selling using e-commerce.

TABLE II. EFAS MATRIX FOR MSMEs IN DEPOK

No.	Opportunities	Bobot	Rating	Nilai
1.	MSME products that are sold are unique products.	0.125	3.7	0.46
2.	Products have good packaging to be delivered to consumers.	0.135	4	0.54
3.	Consumers choose to shop online.	0.115	3.7	0.43
4.	There is digital marketing training for MSMEs.	0.110	3.3	0.37
Sub Total		0.485	14.73	1.79
No.	Threats	Bobot	Rating	Nilai
1.	There is a COVID-19 pandemic.	0.125	4	0.50
2.	Changes in consumer behavior in transactions	0.125	4	0.54
3.	Consumers transact through e-commerce.	0.135	4	0.46
4.	There are other competitors who use e-commerce.	0.130	4	0.44
Sub Total		0.515	16.0	1.94
TOTAL		1	Average 3.625	3.61

D. SWOT Analysis

Based on the SWOT analysis that has been carried out, four strategies can be carried out, namely,

The S-O strategy that can be done is to start selling online using e-commerce. Product packaging must be guaranteed safety so that in the shipping process there is no damage to food products. Loyal customers that are owned must continue to be maintained and also need to maintain the image of the SMEs they have.

The W-O strategy that can be done is to take part in digital marketing training to change technological incompetence to become technologically proficient so that MSMEs can compete widely, not only known by the surrounding environment.

The S-T strategy that can be done is to do online marketing and sales so that consumers who can only transact online can be reached, in addition to online marketing new consumers can come to the business location.

The W-T strategy that can be done is to train the ability to use technology as a marketing and sales medium.

In Table III it can be seen that MSMEs in Depok City have internal strength to face competition between MSMEs which can prevent threats from outside the business. The Strength-

Threats strategy means that MSME actors in Depok City can use their strengths to prevent threats from outside the business.

TABLE III. MATRIX SWOT STRATEGY

IFAS	STRENGTH (S)	WEAKNESS (W)
EFAS		
OPPORTUNITIES (O)	STRATEGI S-O: = 2.34 + 1.79 = 4.13	STRATEGI W-O: = 1.44 + 1.79 = 3.23
THREATS (T)	STRATEGI S-T: = 2.34 + 1.94 = 4.28	STRATEGI W-T: = 1.44 + 1.94 = 3.38

TABLE IV. MATRIX INTERNAL EXTERNAL

IFAS	High 4.000 – 3.000	Medium 2.999 – 2.000	Low 1.999 – 1.000
EFAS			
High 4.000 – 3.000	I Internal = 3.77 External = 3.625	II	III
Medium 2.999 – 2.000	IV	V	VI
Low 1.999 – 1.000	VII	VIII	IX

The IFAS matrix value of 3.77 shows that MSMEs in Depok City have high internal factors in overcoming their weaknesses with an EFAS value of 3.625.

Overall, from the SWOT analysis using IFAS and EFAS, several strategies can be carried out by MSMEs in Depok City, especially in the field of marketing. This is done, because today's MSME players need to have many digital promotion strategies and also need to have various alternative platforms to sell. One of the technologies that can be used is Google My Business which offers advantages to promote your business through google maps and buyer reviews. Having reviews from businesses owned by both consumers of products and services is beneficial to their reputation and business continuity. In addition, by using Google My Business, businesses can display links connected to their online store websites. the features provided by Google My Business are very useful for businesses doing online marketing.

In addition, another technology that can be used in e-commerce is media for promotion and sales. Using e-commerce such as Tokopedia, Blibli, Lazada and Shopee owners, businesses can benefit from appearing on Google search pages. E-commerce provides many opportunities for MSMEs to sell products by registering for campaigns and flash sales organized by e-commerce. Campaigns and flash sales in e-commerce are proven to increase sales. Registering products into campaigns provided by e-commerce get benefits with their products via email and push notifications in the mobile application that are sent to e-commerce users.

However, it is also known that not all MSME actors in Depok City can compete digitally. For this reason, it is necessary to introduce digital marketing for MSME business actors. It is hoped that by recognizing and being able to apply

digital marketing in the efforts of MSME business actors in Depok City, they can gain business benefits and be able to compete with other MSMEs in the Depok City and in other City.

#### IV. CONCLUSION

Based on research conducted by digital marketing design models that culinary MSME actors can apply in developing a business are using Google My Business to implement Local SEO where buyers can find the profile of their culinary business so that they can encourage potential consumers to come directly considering current consumers have started making direct purchases even though they still follow the COVID-19 health protocol, besides that, business actors can also develop their businesses so that they can be known more widely using e-commerce and play an active role in participating in e-commerce campaigns, after doing digital marketing MSMEs will be understood by many people to maintain a business image to remain competitive in the market.

#### REFERENCES

- [1] Juita L.D Bessie, et al. "Analysis of Marketing Strategies in Dealing with Business Competition (Study on Ruba Muri Ikat Weaving MSME in Kupang City)" *Webology*, Volume 19, Number 1, January 2022.
- [2] Effendy, A. A., et al. "Implementation of Digital Marketing Strategies to Increase Sales during the Covid-19 Pandemic," *Kontigensi: Jurnal Ilmiah Manajemen*, 9(1), 155-163, 2021.
- [3] Ezizwita, Tri Sukma, "The Impact of the Covid-19 Pandemic on the Culinary Business and Adapting Strategies in the New Normal Era" *Jurnal Ekonomi dan Bisnis Dharma Andalas* Volume 23 No 1, pp. 51-63, Januari 2021.
- [4] Ikramuddin, I., et al. "Marketing Performance Development: Application of the Concept of Digital Marketing and Market Orientation Strategy in the MSME Sector," *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(2), 181-190, 2021.
- [5] Khaerani, S. N., and Sudarmiati, S., "The Use of Digital Marketing and its Impact on Increasing MSME Sales," *Interdisciplinary Social Studies*, 1(8), 2022.
- [6] Mandasari, I. C. S., and Pratama, I. G. S., "The use of e-commerce during COVID-19 pandemic towards revenue and volume of MSMEs sales," *International Research Journal of Management, IT and Social Sciences*, 7(6), 124-130, 2020.
- [7] N. Rio Satria, "Reviewing Online Food Shopping Behavior in the Covid-19 Pandemic Era," *Jurnal Komunikasi Profesional*, vol 5 No.5, pp. 443-450, 2021.
- [8] P.Adi, N.Effan, I.Agus, and R.Mey, "E-commerce Optimization with the Application of SEO (Search Engine Optimization) Techniques to Increase Sales at SMEs, Nida Sasirangan," *Jurnal Impact: Implementation and Action* Volume 1, No.1, 2018.
- [9] Paulina, J., et al. "Understanding Virtual MSME Product Marketing Strategy: A Study of Management and Business Economics," *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 2022.
- [10] Purba, M., et al., "The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia.," *International Journal of Data and Network Science*, 5(3), 275-282, 2021.
- [11] Rana, A., and Tiwari, R. MSME sector: Challenges and potential growth strategies. *International Journal of Entrepreneurship & Business Environment Perspectives*, 3(4), 1428-1432, 2014.
- [12] Rangkuti, SWOT Analysis: Dissecting Business Case Techniques. Jakarta, Indonesia : Gramedia Pustaka Utama, 2013.
- [13] Redjeki, F., and Affandi, A. Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic. *International Journal of Science and Society*, 3(1), 40-55, 2021.
- [14] Sugiyono, *Quantitative, Qualitative, and R&D Research Methods*. Bandung, Indonesia: Alfabet, 2019.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

