



# Digital Marketing Strategy Uses E-Commerce to Maintain MSMEs Business KKGohan.id

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**Abstract.** Economic activities, which were initially carried out traditionally (offline marketing), gradually shifted towards digitalization (digital marketing), so that MSMEs ‘KKGohan.id’ require marketing strategies in maintaining their business. The purpose of this research is to find out the digital marketing strategies used and to maintain a business so that it can still increase sales. Regarding the data collection process, the data collection methods used are interview and observation methods. The analysis method used in this study is qualitative research with a descriptive approach, which uses information through interviews with business owners. The results of this study show that MMSMEs “KKGohan.id” have utilized digital marketing strategies through social media WhatsApp and Instagram, while also using E-Commerce through the GoJek and Grab applications through the GoFood and GrabFood features available in this application. The implications of MSMEs players, in order to take advantage of all E-Commerce platforms in Indonesia, in order to be creative in maintaining their business.

**Keywords:** Digital Marketing · E-Commerce · MSMEs

## 1 Introduction

Technological advances integrated with business and commerce gave birth to the Industrial Revolution 4.0. This era has resulted in modern companies having to adapt to information technology, which must be used appropriately in all sectors, including Micro, Small and Medium Enterprises (MSMEs) [1].

The phenomenon of advances in information technology (IT) has now succeeded in transforming the existing economic order. Economic activities, which were initially carried out traditionally (offline marketing), gradually shifted towards digitalization (digital marketing). This forces MSMEs actors to adapt in order to be able to compete for business continuity in the future [1].

Small and Medium Enterprises (MSMEs) are placed in an increasingly difficult situation in the midst of changing business environments that are increasingly sophisticated. Business competition can arise from many sources in addition to those who do business in the same field [2].

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Business competition can arise from many sources in addition to those who do business in the same field [2]. Therefore, with the development of the business world and increasingly fierce business competition, micro, small and medium enterprises (MSMEs) need to have a good marketing strategy in order to continue to compete with their competitors. Marketing strategy is a way to gain a sustainable competitive advantage, including in the culinary business. Marketing strategies can be considered as one of the basics used to develop msME master plans [2].

Moreover, with the development of information and communication technology and the emergence of online business people, the use of strategies in marketing is important to innovate in tumultuous times, business actors must be aggressive to make micro, small and medium enterprises (MSMEs) able to be competitive. Digital media products and products related to digital technology are rapidly gaining popularity in almost every industry, including MSMEs [1].

Advances in digital technology have allowed MSMEs to sell their products online and make transactions through the online banking system. Due to the development of digital technology, the marketing of small and medium enterprises (MSMEs) has been digitized, such as using social media and selling products using websites. Using online media is the right choice for small businesses to further develop their business. The ease of internet access today, the magnitude of benefits, and the low costs needed are the main reasons before business actors finally choose online media as the right solution to expand their business reach [3].

Many MSMEs industry players have switched to selling digitally through e-commerce. Internet-related e-commerce services for buying, selling, transporting, or exchanging information about products, or services. E-commerce has many advantages, including operational benefits such as global reach, cost savings, supply chain optimization, and business opportunity development [4]. E-commerce offers many benefits for MSMEs such as expanding market opportunities for companies, increasing sales, improving communication, improving the company's image, speeding up processes and increasing employee productivity. Almost all human needs are met through digital e-commerce or buying and selling on the internet [4].

This strategy was very useful during the Covid-19 pandemic that had hit Indonesia with various government policies in limiting people's movements (Social Distancing), so that online sales became an important alternative in maintaining a business by using various social media such as WhatsApp, Instagram, Facebook and other provider applications (websites) [5].

Currently, many Micro, Small and Medium Enterprises (MSMEs) have begun to design and implement new strategies in marketing their products to be able to maintain the business they manage. This research examines and examines digital marketing strategies using E-Commerce in maintaining a business in a "KKGohan.id" culinary business that sells modern food inspired by Japanese food.

## 2 Methodology

The type of research used is qualitative research with a descriptive approach, namely research conducted to provide a more detailed picture of a symptom or phenomenon with

the aim of knowing how the development of MSMEs KKGohan.id [6]. According to [7] states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. Meanwhile, qualitative research is one type of research whose specifications are systematic, designed and structured from the beginning to the development of the research design and the implementation stage. The data collection method carried out by MSMEs KKGohan.id using the interview and observation method [4].

### 3 Result and Discussion

#### 3.1 Result

This research is an empirical researcher who explores data through interviews with the owner of the culinary business “KKGohan.id”, namely Karlina Ghazalah Rahman who is located on jalan Abdullah Dg. Sirua Makassar. This interview was conducted to find out the strategies used in marketing food products that are currently in great demand among all Japanese food lovers. This needs to be done to maintain business, especially during the pandemic over the past two years which has hit several countries including Indonesia. The following are the results of a joint interview with the owner of the “KKGohan.id” business:

- The inspiring thing so that Micro, Small and Medium Enterprises (MSMEs) “KKGohan.id” choose a Japanese-style culinary business is explained as follows:
  - “Since its establishment in June 2019, but previously its name was KKDessert, the inspiring thing is because I love Japanese food, especially mentai sauce. From there I tried several mentai products from various brands. As a result, I decided to make my own product using mentai sauce”.
- The marketing methods used at the time of the start of this business, are described as follows:
  - “At that time, because there was already social media, the majority of me used social media but because at that time I didn’t have much knowledge, then I used social media more in the form of WhatsApp and Instagram, as well as word of mouth stories between family and closest friends”.
- During the Pandemic, the marketing strategy used to maximize sales is explained as follows:
  - “My strategy is to first use e-commerce such as go-food and grab-food in maximizing sales, the second is to create promos for potential buyers to increase consumer interest in buying “KKGohan.id” products and maximize through Instagram, thirdly, every purchase from “KKGohan.id” will be given candy or wafer as a form of gratitude for choosing KKGohan.id”.
- At this time, the things that are done to maintain the business to continue to exist in this strict competition are explained as follows:
  - “I try to maintain the taste that has been maintained from the beginning so that customers are still willing to buy products from us, and we do not change the price so that customers do not feel heavy buying products from us and of course by continuing to use Go-food and Grab-food”

- Based on the results of observations made at the location of MSMEs “KKGohan.id” it can be seen that the production process carried out is in accordance with incoming orders and toppings ordered by consumers. Likewise, the use of raw materials is adjusted to the dosage so that it never changes the taste offered to consumers. In the process of processing, it is carried out very well and carefully, so as not to affect the taste and appearance caused by incorrect processing of it.

### 3.2 Discussion

From the results of research that has been carried out, it was obtained that the MSMEs culinary business “KKGohan.id” started a business because it liked Japanese food which was famous for its mentai sauce, so that it became a profitable business opportunity, because at that time consumers, especially young people, had begun to look for a lot of contemporary foods. This is supported by research conducted by [5] that the culinary business can attract the attention of consumers because it is a basic need of humans, so this can be the best choice, the reason behind the decision to finance a culinary business is that business people want to apply skills (soft skills and hard skills) and technology currently has many advantages and conveniences in supporting the business.

MSMEs “KKGohan.id” at the beginning of their establishment used traditional marketing strategies in the family environment in the form of word of mouth, and with limited knowledge, so they only used marketing strategies through social media in marketing their products using WhatsApp (WA) and Instagram (IG). We can convey this that the marketing of MSMEs in sustainable development must be supported by empirical knowledge of entrepreneurship obtained from doing business. Developing and deepening practical knowledge is the main competence for the development of entrepreneurship. Therefore, the marketing characteristics of small businesses are derived to some extent from the experience of the owner and such characteristics of the company as a typical managerial style, independence, limited resources, ownership and scale and scope of operations [8].

This is in line with research that has been carried out that the use of social media can increase sales of MSME handicrafts for PKK mothers. Digital Marketing using social media such as WhatsApp (WA), Instagram (IG) and Facebook (FB) can significantly increase business sales [9].

Along with the development of time and the emergence of the Covid-19 pandemic which limits people’s space for movement due to various government regulations [5]. This has a huge impact on Micro, Small and Medium Enterprises (MSMEs), amid the uncertainty of the pandemic period [9], so that the MSMEs “KKGohan.id” which initially only used WhatsApp and Instagram social media, finally began to carry out digital marketing strategies using E-Commerce through the Gojek and Grab applications with their features in the form of Go-Food and Grab-Food. This e-Commerce is widely used by MSMEs business people because the average of the existing consumers has the E-Commerce application (Gojek and Grab).

Go-Food facility is a feature of food and beverage delivery facilities developed by the GoJek application in March 2015 [10]. This facility is a solution that really helps culinary business actors, because with this application business actors no longer need to have a physical storefront or store as their place of business, they can market and bring

food to consumer locations through this application [10]. In addition to the Go-Food service used by MSMEs “KKGohan.id” also uses a leading service in Indonesia that is a competitor to Go-Food, namely the Grab-Food application which was initiated in 2016 [11].

The strategy of MSMEs “KKGohan.id” during the pandemic is also by conducting vigorous promotions by providing promos in the form of discounts and providing sweets or wafers in every food or beverage purchase made at MSMEs “KKGohan.id”, of course this is useful for overcoming the level of sales so as not to have too much impact on the business. Offering discounts is an important part and has an impact on increasing sales results, because discounts will make consumers interested in buying because they consider the product cheap. Discounts give the impression to consumers that the price paid is lower than it should be [11].

Nowadays, people have utilized information and communication technology to transact, sell and buy through e-commerce, this phenomenon offers various shopping options to the public without having to go to the seller [12]. Those who have adopted marketplace sales methods that can survive the pandemic. The second survival strategy for MSMEs is innovation which includes content and products [9].

In addition, MSME business actors make changes or innovations in terms of services. The presence of digital features in sales models and advertising or promotion can increase sales and customer understanding [9].

To maintain the culinary business in the midst of competitors who serve the same food and beverage products, making this business must move faster in outperforming its competitors, so in addition to using the digital marketing strategy by utilizing E-Commerce, the most important thing is also to maintain taste quality at competitive prices. The quality of this taste should not change, so as not to appear the statement of the consumer “first and last time”. This is due to the mindset of consumers who can change at any time in consuming a product. The better the quality of the products sold, the more it will have a positive influence on consumer satisfaction [13]. This factor causes MSMEs to “KKGohan.id” to maintain their business.

This is in line with the research that has been carried out that to be able to adapt to current conditions, business owners must use social media, namely Instagram, Facebook and Shopee to promote their products in order to reach and arouse buying interest from consumers, and continue to maintain the quality of taste that makes consumers come to buy back [14]. Similarly, with research conducted at the Permata Bread Business, which states that to face business competition with the emergence of new companies with similar products, this business must advance to outperform its competitors both in terms of product quality and marketing carried out to maintain the existence of products, so that sales can still be stabil and consumer attachment to products will never change [13].

Based on the presentation of the results of research conducted at MSMEs “KKGohan.id”, it was found that these Micro, Small and Medium Enterprises (MSMEs) have used social media WhatsApp (WA) and Instagram (IG), but have not used Facebook (FB). MSMEs “KKGohan.id” also use e-commerce strategies but are still limited to the use of the GoJek and Grab applications, through the Go-Food and Grab-Food features.

In addition, the packaging also uses aluminum foil, arguing that this container is the most appropriate because this food is baked and grilled at the top using a torch tool.

To survive in the increasingly fierce business competition, it is necessary to expand the digital marketing strategy by using all social media facilities including Facebook, as well as digital business platforms provided in e-commerce, making websites easy to access anywhere, anytime and by anyone. This is supported by the results of research in pempek4beradek that it is necessary to make marketing on Facebook and create a website, which can be accessed by anyone and anywhere, because this website was built to provide wider information to the public about profiles and content in MSME products [4]. MSMEs “KKGohan.id” should also innovate products in terms of toppings and the menus offered are more varied, as well as in terms of packaging, more varied models and their bags use paper bags that have business labels, as a form of supporting the government’s program, namely “Go Green”.

## 4 Conclusion

Based on the results of research, which has been carried out in MSMEs “KKGohan.id” it can be concluded that at the beginning of its establishment, in addition to using traditional marketing strategies, it also used social media through social media in the form of WhatsApp and Instagram. Along with the emergence of pandemic conditions that have hit Indonesia, starting to use E-Commerce digital marketing strategies in the form of GoJek and Grab applications through the GoFood and GrabFood features.

MSMEs “KKGohan.id” to maintain their business in addition to using E-Commerce, also provide promos in the form of discounts/discounts or provide gifts for those who shop, and maintain taste quality so that consumers continue to buy products from MSMEs “KKGohan.id”, however, the price of MSME products “KKGohan.id” has not changed or increased prices.

The implications of MSME players are expected to use all E-Commerce platforms that apply in Indonesia, such as Tokopedia, Lazada, or Shopee, to be more innovative and creative in maintaining their business. If regulations allow, MSME players can also use E-Commerce platforms from abroad.

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