

## Implementation and Enhancement of Social Media Marketing Strategy on Batam Micro, Small, and Medium Enterprise

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### ABSTRACT

MSMEs have an essential economic role and contribute significantly to a country's GDP. Over time, technology can be used to promote MSMEs by using social media for digital marketing. This study uses De'Sate as its object and a qualitative descriptive approach as its research method. Triangulation method consisting of interview, observation, and documentation was carried out to obtain the required data. However, it is known that social media hasn't been utilized optimally. Therefore, this research aims to maximize its digital marketing. Based on the research results, it is known that the business risks are limited employees and less extensive areas. In addition, this study also made changes to the logo, as the font used in the previous logo was less attractive. Next, changes are made to the menu, Instagram feeds and landing page, Google Business, WhatsApp Business catalog and description, auto greeting, quick reply, and away messages on WhatsApp and Facebook Pages. Mr. Suryadi was pleased with the content after a semester of implementation, and data from Instagram, performance links, and Google Business indicates that De'Sate's social media channels receive a high volume of visitors. Aside from that, the owner's understanding of the importance of social media for promoting the business's brand was developing. The result was an increase in De'Sate's web marketing efforts. As a result, the MSME sector is becoming more apparent and well-managed.

**Keywords:** Social Media, Digital Marketing, MSMEs, Economic

### 1. Introduction

Micro, small, and medium enterprises, often known as MSMEs, are businesses owned by individuals or groups with an essential role in a country's economy (Shaid, 2022). According to the Coordinating Ministry for the Economy of the Republic of Indonesia, through a press release, the contribution of MSMEs to GDP was 60.5%, and the employment rate was 96.9% of the total national employment absorption (Limanseto, 2022).

The information above shows more than 50% of the contribution of MSMEs to GDP. Now, the government is also continuing to encourage MSME actors to enter the digital ecosystem (Rizaty, 2022). This is because today, in the 4.0 revolution, technology development is increasing

rapidly (Helmi, 2019). However, many MSME actors still need to utilize it optimally, just like one of the businesses in Batam City, which is engaged in the food sector, namely De'Sate, which has yet to take full advantage of technological developments.

De'Sate is a culinary MSME located in Taman Kota Mas Housing Complex, Block BLV 2, Batam, Riau Archipelago. This business has been established since April 2013. Previously, De'Sate was located in Taman Kota Mas Housing Complex, Block C3 No.1, which was surrounded by many student residences, so student customers dominated this business. However, it is undeniable that De'Sate's business is also dominated by residents

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around Taman Kota Housing because of its location surrounded by students and free delivery facilities for the residential area. This makes students and residents around Taman Kota the primary target market for De'Sate's business.

Social media has become an online platform that various groups widely use. Via the Digital 2023 Global Overview website Report, it can be seen that Indonesia is included in the top three positions as a country with the most average use of social media among other countries (Kemp, 2023). In addition, from Figure 2, it can also be seen that WhatsApp, Facebook, and Instagram are the three social media in which people worldwide are most interested.

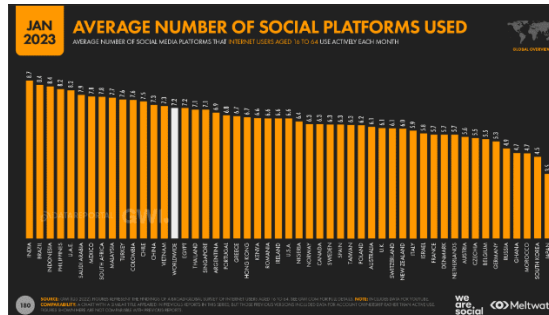


Figure 1. Average Use of Social Media Platforms (Source: Datareportal.com)

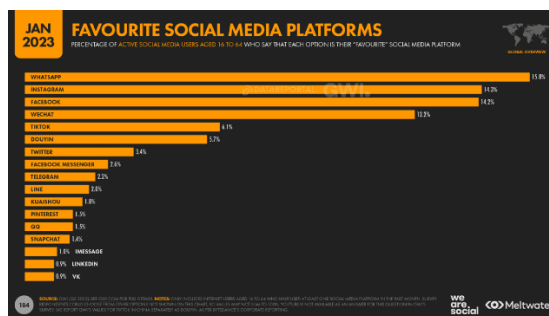


Figure 2. Interested Social Media (Source: Datareportal.com)

As we know, as time goes by, technology also develops. This causes innovation in social media features such as stories, feeds, automatic chat replies, and so on, making it easier for potential consumers to get information about the products being marketed (Lady & Jusvenny, 2021). One of the examples is to give a review of a product throughout the story feature (Astuti & Nindiyaswari, 2022). The content review will attract the audience's attention and enhance the possibility of the viewer trying it (Umami & Darma, 2021). Besides content reviews from people who try, the influence of social media celebrities or artists' endorsements is believed to be more capable of influencing their fans' desire to know about the existence of MSMEs and to try their products (Christiarini & Hulu, 2023). Especially when these celebrities make short videos about enjoying the food or drink they try (Chiu & Ho, 2023).

Sampurnaningsih *et al.* (2022) said the presence of social media is considered to be able to help MSME owner to increase their income. Thus, social media can be used as the right digital marketing strategy to market De'Sate products to other groups besides students and Taman Kota Housing residents. In addition to increasing the

number of target markets, through digital marketing, consumers will become more familiar with the products so that it can impact business growth.

Nurhadi *et al.* (2022) believe that besides social media, websites, E-WOM, and online food delivery services are among the strategies to help MSMEs reach a wider market. During the Covid-19 pandemic, online food delivery service use has increased. The market for SMEs will indeed become wider. Besides the increase in service users due to the PSBB, many people also feel that online food delivery services can save time, energy, and vehicle costs, so this can be the right choice. In addition, this food delivery service is also showing results in reviews of products by customers through platforms such as GoFood, GrabFood, and so on. This review can reduce potential consumers' doubts about the products. Indirectly good information about these MSMEs will also be able to spread by itself through the mouth of one community to another (Irsanyya *et al.*, 2023).

There are several studies related to the use of social media in marketing MSME products, such as research by Alraja *et al.* (2020) which proves that Facebook applications are considered capable of helping MSMEs to market products and increase their sales turnover through Facebook Advertisement. Then, Facebook can also boost brand awareness and interaction between buyers and sellers. Apart from Facebook, the research by Yuliani and Novita (2019) and Rohmah and Hera (2022) proves that Google Business is also a social media that can increase engagement and the image of MSMEs through customer review columns and photo collection features that can display photos related to menus, locations, food, and so on. Thus, potential customers can get to know MSMEs better. In addition, based on research conducted by Yuliana *et al.* (2022), it is known that the existence of Instagram, which has a hashtag feature, can provide benefits for MSMEs themselves because using a unique hashtag for each post can make it easier for customers to find MSMEs indirectly this can help MSMEs get new customers.

Seeing the positive impact made the writer want to improve the quality of De'Sate's social media. Therefore, through this research, the development of digital marketing strategies wants to be carried out by involving and combining social media Instagram, Facebook, Google Business, and WhatsApp Business to help market De'Sate MSME products through content that attracts the consumers' attention. In addition, it also connects one application with other applications by utilizing the features provided by social media applications. This is expected to help reach a more comprehensive range of potential customers.

## 2. Literature Review

### 2.1 Social Media Marketing

Social media marketing is the process of marketing through content displayed on social media. The most used social networks are Facebook, Instagram, and Twitter. Studies show that more than 32 billion people use social media today. This

makes social media an important marketing tool nowadays. There are several strategies in social media marketing, such as knowing your audiences, deciding which social media platform to target, creating interesting content, scheduling content postings on social media platforms, and conducting reviews (Himma, 2022).

### 2.1.1 Instagram

According to the report of the Global Digital Overview 2023, the top 3 social media preferred by users aged 16 to 64 in 2023 are WhatsApp 15.8%, Instagram 14.3%, and Facebook 14.2% (Kemp, 2023). Instagram is a social media used by men and women of all ages in Indonesia. Currently, Instagram features have been attractively expanded for online sales and marketing. Instagram's polls and questions section features are ideal for discussions between companies and customers. With these different features, it's no wonder many businesses use Instagram as an advertising tool (Firdiansyah, 2022).

### 2.1.2 WhatsApp Business

Regarding communications, the WhatsApp Business application offers features of Messenger that may market items and services for business owners. WhatsApp Business raised sales by 77% of Indonesian MSMEs, according to Morning Consult's Survey (2017). WhatsApp can create customer value by maintaining and strengthening relationships; increasing role performance; providing emotional support; and entertaining and fun (Cruz-Cárdenas *et al.*, 2019).

WhatsApp Business enables perpetrators' businesses to send messages to customers efficiently. Businesses and professionals share management decisions with subordinates, use the location feature to tell their customers, and advertise products via WhatsApp (Sun & Xu, 2019). Based on Hendriyani *et al.* (2020), WhatsApp Business offers a few features such as Profile Business containing address, descriptions, email, and website; Chat Label, which groups types of messages according to each category, Auto Messages containing quick replies, greeting messages, and auto-reply; and last, Message Statistics; features to find out statistics of sent messages and messages accepted that reach the target audience.

### 2.1.3 Facebook

In prior to the research of Qurtubi *et al.* (2022) stated that Facebook and Twitter, which are shared-content social networks with non-intrusive advertising campaigns, are the most popular social networks for B2C enterprises to find potential clients. Alraja *et al.* (2020) analyzed into the efficacy of Facebook ads for businesses found that the platform is most useful for establishing connections with customers rather than simply pushing the company's wares.

Furthermore, SMEs, or small and medium-sized enterprises, would be better able to meet the needs of consumers if they use Facebook ads. In this way, such businesses can improve their overall performance over time. According to Carter (2014), SMEs' use of Facebook has four main characteristics: (a) first, when dealing with customers or competitors, the company's coping

approach is distinct. (b) Facebook is not appropriate for B2B communication, but it is much better for business-to-consumer interactions; (c) Facebook has greater benefits in business-to-consumer interactions; and (d) Facebook offers more chances for startup companies.

### 2.1.4 Google Business

Google Business is a free application that can be used to help MSME businesses could be found in various Google products, such as Maps and search bar (Naimah *et al.*, 2020). If MSME run a business that serves customers in certain locations, or serve customers in specified service areas, Google Business can help other people find these MSME businesses (Ridwan *et al.*, 2019). With Google Business, especially on the use of business profiles and locations on Google Map, MSME can be more effective. This is because when public search for the name of MSME in the search bar, the MSME will appear at the top of the search results.

### 2.1.5 Online Delivery

The online delivery application is very helpful for MSME. By switching to the digital world, MSME will be greatly assisted because they could reach more wider market with less operational costs (Arviani *et al.*, 2021). Through online delivery, everyone can manage daily activities such as shopping or making purchases without having to meet physically. Customers prefer to use online delivery because of convenience, usability, and additional motives. This is found to be true in online delivery services such as Grab Food, Go-Food, and others (Suhartanto *et al.*, 2019).

### 2.1.6 Canva as Content Tool

To maximize the use of social media as a marketing medium, we need to make content with attractive graphics. Therefore, we need a tool to help business owners design attractive graphic content efficiently and inexpensively.

Canva is an easy-to-use design tool for beginners and professionals. Canva presents many exciting features that can help with various design activities, one of which is to create marketing content. Currently, business people have made it very easy with Canva, where Canva presents a variety of free and paid templates that users can customize to meet various design and marketing needs (Gehred, 2020). Canva is easily accessible via the web and applications that can be downloaded on various smartphone devices.

Through Canva training and mentoring activities for social media marketing conducted by Justitia *et al.*, it is known that two laundry business actors have benefited from increasing business turnover, increasing the number of new customers, expanding reach, and identifying customer segments (Justitia *et al.*, 2021).

## 2.2 Email Marketing

Email marketing is one of the marketing methods done online by sending emails to customers. This method was once considered an untrustworthy marketing method. But it has changed 180 degrees, where email marketing is considered one of the most effective marketing methods. It's

because, in email marketing, many features can be used so that business owners can take advantage of this opportunity to encourage customers' intentions to make purchases. According to Harum *et al.* (2021), when customers already intend to buy something, the possibility of making a purchase decision will be great.

### 2.3 Brand Awareness

Brand awareness is the ability of potential buyers to recognize and remember the brand of a product category (Faristin *et al.*, 2013). The formation of brand awareness is something that can be formed slowly but needs to go through a long process. These processes are as follows.

1. Unaware of brand  
This is a stage where customers still feel they are doubtful about a brand.
2. Brand recognition  
Customers already recognize but still need tools (aids) to remember the brand.
3. Brand Recall  
At this stage, customers can remember the brand without being given a stimulus.
4. Top of mind  
It is the stage where customers remember a brand for the first time when talking about a particular product category.

According to Ramadayanti (2019), that brand awareness can influence purchasing decisions because brands can shape product perceptions and beliefs for customers so that when a brand has been attached to the customer's mind, even if the product from the brand is expensive, customers do not hesitate to pay for the product. This is because customers will believe in the brand's products' consistency of quality and value.

### 3. Method

The research was conducted at an MSME named Warung De'Sate, which is located in Taman Kota Mas housing block BLV number 2, Batam. The research was conducted using a qualitative approach with the triangulation method. The triangulation method is one of the methods tried to test whether information is valid or not based on the information obtained from research. Triangulation techniques are used to test the reliability of a data which is done by finding out and seeking the truth of data from the same source through different techniques (Alfansyur & Mariyani, 2020). In this case, the researcher crossed several techniques to get a conclusion. The techniques used are observation, interviews, and documentation.

In the observation technique, the researcher conducted a case study in the field by attending the De'Sate location directly. Then for interview techniques, researchers conducted interviews with consumers and De'Sate MSME owners. The sample used in this research is a type of purposive sampling, where the selected sample is a sample with specific considerations (Andrade, 2021). The sample in the study were ten De'Sate consumers who actively use social media in their daily lives and follow De'Sate's Instagram and Mr. Supriyadi as the owner of MSME De'Sate who knows all the information about this MSME. In order to be able to explain more deeply regarding the activities

carried out, the following is attached with interview questions which are classified into two, namely questions for consumers and for MSME owners of De'Sate stalls.

Questions for De'Sate's consumers:

1. What social media do you play more often, and how often do you play those social media?
2. Do you often watch reviews or advertisements about food products on social media?
3. What type of content would you like to promote food on social media?
4. Will you be curious and find out the existence of MSMEs after seeing advertisements or food endorsements that have been promoted?
5. Do you often order food using online delivery applications?
6. What online delivery application do you use more often, and why did you choose this application?
7. What are your suggestions for De'Sate in the future?

Questions for De'Sate's owners:

1. What risks did you face while running this De'Sate business?
2. Are any risks feared to be detrimental to De'Sate's operations?
3. Are you having trouble using WhatsApp Business features (auto-reply, quick reply, WhatsApp status, etc.)?
4. Are you having trouble posting photos and uploading stories regularly on Facebook or Instagram?
5. Are you having trouble utilizing the features in the GoFood and GrabFood applications?

The last is the documentation technique, which is done by recording, either in the form of writing, photos or pictures, sound and video. With these three techniques, it can be concluded that the De'Sate still needs more digital-based marketing for its product promotion management. The type of data used in this research is primary data, obtained directly from informants who act as resource persons in interviews and also through direct observation (Sugiyono, 2018). In addition, secondary data is also used in the form of journals, articles, and books related to the research conducted.

This research is carried out using the AIDA (Attention, Interest, Desire, Action) method for implementing digital marketing. The AIDA method is defined as a method developed in the world of marketing and advertising that can describe consumers' attitudes toward launched advertisements (Oktaviani *et al.*, 2022). The AIDA method is widely used in describing a business's marketing or advertising model with the aim that messages from an advertisement can be conveyed to consumers so that consumers can feel involved and make purchases of a particular product or service (Pertiwi *et al.*, 2021). This research aims to assist the De'Sate stall in promoting and selling products online through social media, namely Instagram, WhatsApp Business, Facebook Page, Google Business, website, and online delivery food ordering applications such as GoFood and GrabFood.

## 4. Result and Discussion

### 4.1 Business Risk

This research begins with interviews with the owner of De'Sate, Mr. Supriyadi, also known as Pak De. An interview was conducted to determine the condition of De'Sate, starting from the potential risks, and the obstacles experienced. The interview shows that the current owner of De'Sate is not concerned about the threat to his business.

*"There is definitely a risk of loss, especially during a pandemic. But for now, so far, it's still safe"* (Supriyadi, owner of De'Sate).

To explore the risks De'Sate might experience, interviews were conducted with several De'Sate consumers about what suggestions they can give for De'Sate. It was concluded that 60% consumers interviewed advised expanding the area of De'Sate.

*"If possible, provide more seats, because usually when we want to stop by, it's full, so we don't eat at De'Sate"* (Elva, 19, student and private employee).

*"Yes, because I came several times but have not gotten a seat"* (Joycelyn, 19, student and private employee).

*"Add more chairs and tables"* (Kiel, 20, private employee).

*"Maybe expanding the place will be good because the location is close to campus, so many students want to visit"* (Wesley, 20, student and private employee).

*"Same, I hope De'Sate can be expanded"* (Jerry, 20, student and private employee).

*"For me, maybe add more chairs and tables"* (Jackson, 19, private employee).

In addition, there are also several other suggestions given by consumers who have been interviewed.

*"Maybe add some menu"* (Herdianto, 21, student).

*"The De'Sate menu is delicious, but the oil needs to be reduced"* (Edrick, 18, student).

*"Agreed, the oil can be reduced"* (Kevin, 18, student).

*"De'Sate is good enough, so no suggestions"* (Felix, 19, private employee).

Furthermore, based on the conversation with the owner of De'Sate during the interview, it is known that during busy times De'Sate experiences problems due to limited employees.

*"We could not cover GoFood and GrabFood orders because when it's busy, we are overwhelmed, so we temporarily turn it off when it's crowded because of limited members"* (Supriyadi, owner of De'Sate).

Based on the results of these interviews, it can be concluded that De'Sate has operational risk, namely limited employees and the area that needs to be larger to accommodate De'Sate's consumer demand, as well as product risk, namely product quality.

The results of the interviews and business risk conclusions have been submitted to Mr. Supriyadi, the owner of De'Sate. Mr. Supriyadi responded positively to the suggestions. According to follow-up interviews, Mr. Supriyadi decided to recruit more experienced employees and add tables and chairs to increase his business capacity. In addition, criticism regarding De'Sate products has also been received, and quality improvement will be carried out in the control of oil when serving its products.

### 4.2 Social Media

Social media is an essential factor in the marketing method of a business. Based on interviews with the owner of De'Sate, there was no specific marketing strategy for running the De'Sate business previously. So far, Mr. Supriyadi has only relied on word-of-mouth marketing by providing quality products and good customer service, expecting marketing to run by word of mouth. Although this method is still quite effective in bringing De'Sate to survive for up to ten years, to scale up its business, De'Sate needs the help of social media to reach a wider audience.

Furthermore, interviews were conducted regarding the behavior of using social media among De'Sate consumers. Most interviewees have similar behavior in using social media—from the application used to the time of using social media.

Instagram is the most used social media, where 80% interviewees use Instagram every day, the majority at night after work. Meanwhile, other social media often used by consumers are WhatsApp and TikTok.

In addition, all interviewees also stated that social media is very beneficial for their lives.

*"I think it's crucial because we can get new friends from social media, can also promote products on social media"* (Elva, 19, student and private employee).

*"I have an online shop, and social media make it very easy to promote my products while I work"* (Joycelyn, 19, student and private employee).

*"In my opinion, 80% is influential because all of my work uses social media"* (Kiel, 20, private employee).

*"I think it's vital because I can get info or news through social media"* (Herdianto, 21, student).

*"It is essential because social media is a source of information"* (Jerry, 20, student and private employee).

Then the consumers were also asked their opinions on whether De'Sate had social media.

*"In my opinion, it is beneficial because, with this social media, we can promote De'Sate for people outside this Taman Kota Complex"* (Elva, 19, student and private employee).

*"It can make it easier for people to know about this De'Sate stall"* (Joycelyn, 19, student and private employee).

*"It would be effective to provide information for people"* (Kiel, 20, private employee).

*"In my opinion, it is very helpful because, with social media, people become aware of who is De'Sate and what it was done, by providing*



updates through social media” (Wesley, 20, student and private employee).

“I think it helps so that new people know the menu that is being sold with the price, as well as the operational hours” (Herdianto, 21, student).

“I think it helps because it serves as an information medium about De'Sate” (Jerry, 20, student and private employee).

Based on the interview, De'Sate's social media strategy used WhatsApp, Instagram, and Google Business platforms. Prior to that, to ensure the digital marketing process ran well, a branding strategy was implemented for De'Sate.

### 4.3 Branding

Having a brand identity is one thing that is very important for the running of a business. Based on observations and interviews with the owner, De'Sate still needs proper branding. Therefore, a branding design was carried out for De'Sate to increase awareness De'Sate among the surrounding community. The first strategy is to redesign the De'Sate logo, where the previous logo can be seen in Figure 3. below.



Figure 3. De'Sate's Old Logo (Source: Processed Data 2023)

With an illustration of satay at the top, the initial logo is enough to describe De'Sate's profile. However, the typeface used on the logo could be easier to read. Therefore, changes were made to the De'Sate logo while still using satay elements and yellow as the base color of the logo. Here's the new De'Sate logo that was designed.



Figure 4. De'Sate's New Logo (Source: Processed Data 2023)

A thicker typeface for the word De'Sate in this new logo makes the writing easy to read and remember. In addition, the term 'warung' at the top is formed to resemble meat skewered like satay

with quotation marks underneath that resemble a fire burning satay. Using a more flexible typeface on the words 'warung' and 'EST. 2013' intends to convey a friendly impression and offset De'Sate's strong writing. Thus, the purpose of establishing this new logo is to show that De'Sate is a strong MSME that has survived the last ten years and has a close relationship with its customers.

The primary color yellow attracts the viewer's attention because yellow is believed to make people who see it more optimistic and energetic. While the dark brown color for writing and frames is used because the brown color describes the color of satay, and in psychology, the color brown can give the impression of being comfortable and reliable.

### 4.4 Menu

Apart from the logo, there is also a redesign of the menu. It is needed because there is some update on the De'Sate menu due to changes in products and prices that still need to be adjusted in the old menu. The old menu display is as follows.



Figure 5. De'Sate's Old Menu (Source: Processed Data 2023)

It can be seen from the pictures above that the old De'Sate menu seems a little dark, and the product photos could be more attractive. Therefore, a new menu design was designed for De'Sate with a brighter and more appealing color concept.



Figure 6. De'Sate's New Menu (Source: Processed Data 2023)

### 4.5 Instagram

Apart from word-of-mouth, social media is believed to be one of the most powerful marketing strategies influencing awareness and increasing business sales. This is supported by a massive increase in the use of social media. Therefore, maximizing social media is expected to help develop De'Sate's business. Based on interviews and observations, De'Sate already has an Instagram account, but its use needs to be maximized in terms of the content shared and the use of Instagram features. De'Sate's Instagram account before

implementing this strategy can be seen in Figure 7 below.



Figure 7. De'Sate's Instagram Display (Before)  
(Source: Processed Data 2023)

Some of the deficiencies found in the De'Sate Instagram account include unattractive product photos and untidy content arrangement. Several last feeds were posted in November and June 2022. This is because the owner of De'Sate does not have much time, cost, and the ability to use design application. Furthermore, a link feature to WhatsApp has yet to be used. Therefore, the new Instagram content design for De'Sate is as follows.



Figure 8. Preview of De'Sate's New Instagram Feed  
(Source: Processed Data 2023)

To make it easier for viewers to find De'Sate, a link is placed in De'Sate's bio, which contains buttons that can direct customers to the web or application they want to search for. The link has a menu, Google Maps, WhatsApp, Instagram, GoFood, GrabFood, and Facebook buttons. This link is a landing page aiming to direct consumers to do something, including running consumers to certain accounts via link.



Figure 9. De'Sate's Landing Page Display  
(Source: Processed Data 2023)

#### 4.6 WhatsApp Business

One of the communication media most often used by Indonesian people today is WhatsApp. Besides daily communication, WhatsApp also supports business operations by providing WhatsApp Business, making it easier for businesses to communicate with their customers. Based on the observation results, De'Sate already had a WhatsApp Business account used for communication with De'Sate customers. However, its use still needs to be improved. Several features such as catalog, quick reply, and away messages are not yet used by De'Sate. The following shows the De'Sate Business WhatsApp profile before implementation.

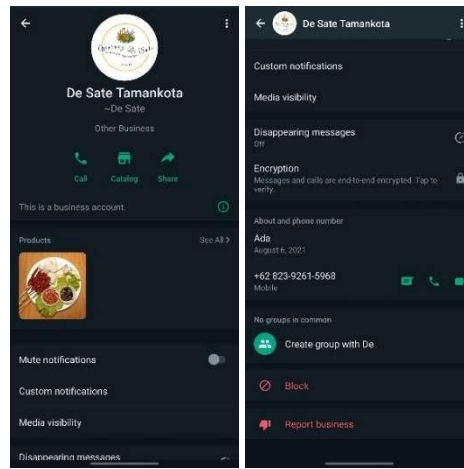


Figure 10. De'Sate's WhatsApp Business (Before)  
(Source: Processed Data 2023)

Therefore, the WhatsApp Business features are utilized to simplify De'Sate's business. First, by updating the profile photo with the new De'Sate logo. Moreover, updating the De'Sate product catalog by placing menu posters, as well as some of the best product photos seller De'Sate along with the price. The following figures show the catalog.



Figure 11. De'Sate's WhatsApp Catalog (Source: Processed Data 2023)

After that, a description that describes De'Sate in general is added to De'Sate's WhatsApp Business. Moreover, customers can find out when De'Sate opens and closes by adding operational hours to the WhatsApp profile De'Sate. Furthermore, several links were also inserted to De'Sate's profile on the Google Maps, Facebook, and Instagram applications. A link containing certain application buttons is placed to make it easier for customers, as shown in Figure 9 above. The new De'Sate WhatsApp Business profile display is as follows.



Figure 12. De'Sate's WhatsApp Business Profile (New) (Source: Processed Data 2023)

According to De'Sate's business activities observation, it was found that Mr. Supriyadi was quite busy during operational hours; he was the one who received offline and online orders; he also assisted in preparing food and drink and delivering orders to consumers' houses. Therefore, several features are needed to help Mr. Supriyadi use WhatsApp as a medium of communication with customers practically. This feature consists of auto-greetings, quick replies, and away messages. The auto greeting message is used to greet customers who chat with De'Sate for the first time or after 14 days of inactivity. As for the auto greeting display, the message can be seen in the image below.

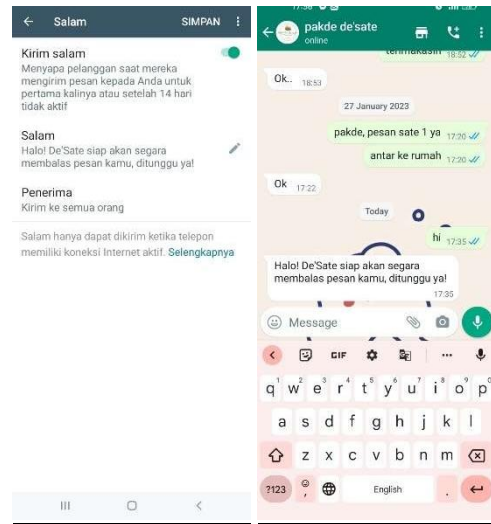


Figure 13. De'Sate's Auto Greeting Message (Source: Processed Data 2023)

Next, the quick reply message is intended to help Mr. Supriyadi faster in providing information commonly asked by customers. This information relates to addresses, operating hours, menus, delivery orders, order formats, and De'Sate bank accounts. With the quick reply feature, Mr. Supriyadi needs to type the '/' sign to find the message that wants to send. Here's a quick replies display used in De'Sate's WhatsApp.



Figure 14. De'Sate's Quick Reply Message (Source: Processed Data 2023)

The last feature added is the away message, where when a customer chats on WhatsApp outside of De'Sate's operating hours, they will receive a message stating that De'Sate is currently closed. Figure 15. shows the away message setting.



Figure 15. De'Sate's Away Message Setting (Source: Processed Data 2023)

#### 4.7 Facebook

Besides Instagram, Facebook is a social media that is still widely used by the public, especially



people over 30. Even though most consumers use Instagram daily, quite a few still regularly check their Facebook accounts to find ideas for dishes and places to eat. Thus, creating a Facebook Page will be useful for De'Sate to reach a wider audience. Facebook can be an alternative marketing medium for De'Sate because it can reach a broader market. Based on interviews, De'Sate still needed a Facebook account, so in the marketing strategy designed, a Facebook Page account was created for De'Sate. The Facebook Page will be associated with Instagram and WhatsApp accounts so viewers can contact De'Sate more easily. Later, each feed and story on Instagram will also be automatically uploaded to the Facebook Page. Here's De'Sate's Facebook page display.

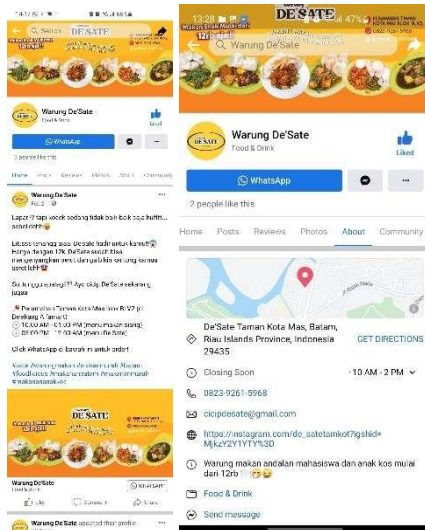


Figure 16. De'Sate's Facebook Page (Source: Processed Data 2023)

#### 4.8 Google Business

The majority of De'Sate consumers interviewed were students. For them, Google Business will be very helpful because they can search for food ideas from the restaurant near me feature on Google Maps. In addition, Google Business also functions to provide address or route information for consumers who search for De'Sate on Google Maps.

Based on observations, De'Sate already has a Google Business profile, but no exciting product and location photos have yet to be. In addition, De'Sate's operating hours have not been adjusted for Google Business. The previous Google Business profile was created with assistance from other people. Therefore, De'Sate's owner could not claim the Google Business profile, so some updates could not be made.

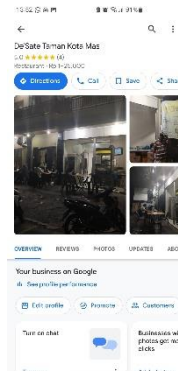


Figure 17. De'Sate's Google Business (before) (Source: Processed Data 2023)

The solution that has been applied is to create a new profile for De'Sate. It is done so that De'Sate can update the information to its consumers. The profile creation, along with its features such as adding business descriptions, updating operating hours, adding menu and product photos, and De'Sate locations. Figure 18 De'Sate's new Google Business profile.

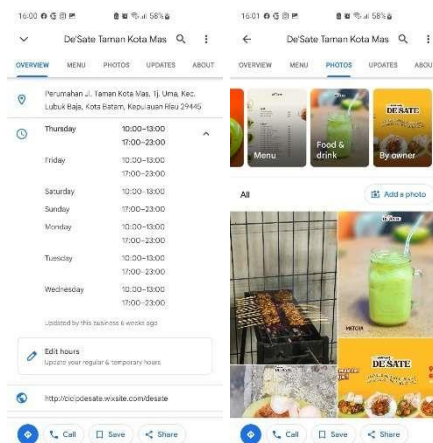


Figure 18. De'Sate's Google Business (Source: Processed Data 2023)

#### 4.9 Online Delivery

Apart from social media, ordering food through online delivery applications such as Gojek and Grab is now very common. Therefore, interviews regarding the use of online delivery applications by De'Sate consumers.

*"We used GoFood more often because it is more practical and there are lots of promos"* (Elva, 19, student and private employee; Joycelyn, 19, student and private employee).

*"I have never ordered online, so I always come in person"* (Kiel, 20, private employee).

*"I use GrabFood because I've been using Grab for a long time, and I have a platinum member"* (Herdianto, 21, student).

*"I used GrabFood more often because there are more promos"* (Jerry, 20, student and private employee).

*"I used GrabFood the most"* (Wesley, 20, student and private employee).

*"When I'm tired, I'll order online via GoFood"* (Felix, 19, private employee).

“Because from the beginning I've used Gojek, so I use GoFood more often” (Jackson, 19, private employee).

It can be concluded that 85% De'Sate consumers actively use online delivery applications to order food. Therefore, De'Sate also needs to maximize the use of online delivery applications to reach a broader consumer.

Previously, De'Sate already had GoFood and GrabFood accounts, but it was shut down for a while because De'Sate's old address had yet to be changed to the new one, and some products still need photos. It happened because Mr. Supriyadi, the owner of De'Sate, did not understand how to add photos and change the address in the two applications. So that in the research process, Mr. Supriyadi was also given training regarding the arrangements that need to be known.

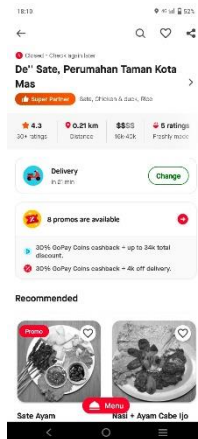


Figure 19. De'Sate's GoFood (before) (Source: Processed Data 2023)



Figure 20. De'Sate's Gofood Address Change (Source: Processed Data 2023)

#### 4.10 Email Marketing

Email marketing is a marketing strategy to reach consumers by increasing brand awareness through emails. Email marketing has advantages over social media, where consumers who receive email marketing are interested in discovering more about a business. Because of that, email marketing is a cheaper way to promote a business with a higher conversion rate.

To start with this strategy, it's first necessary to define a tool to help create this email marketing. The MailChimp website was used in this research

process. MailChimp is a marketing automation platform and email marketing service. MailChimp allows its users to design newsletter content that will be sent to their consumers, as well as plan and execute email delivery to recipients. The list of emails is a company database that can be obtained in various ways, namely by collecting customer emails directly, or consumers can register themselves manually on the company's website.

The content suitable for the De'Sate newsletter is a promotion that aims to remind consumers of De'Sate with the tagline "Eat Delicious, starting from just 12k!" along with photos and names of De'Sate's featured products. This newsletter also contains a call to action that invites consumers to order De'Sate products through GoFood. If the button is pressed, consumers will immediately be redirected to the GoFood De'Sate page.



Figure 21. De'Sate's Newsletter (Source: Processed Data 2023)

In addition to increasing brand awareness, newsletters can also be a medium to inform De'Sate's ongoing promotions for consumers.



Figure 22. De'Sate's Promotion Newsletter (Source: Processed Data 2023)

#### 4.11 Advertisement

Advertising is a form of delivering messages related to a product that aims to influence the public to be interested in the products and services offered. To understand the types of advertisements suitable for De'Sate, interviews were conducted with four De'Sate consumers regarding attractive food advertisements.

“I saw reviews by Batam food bloggers several times and prefer to see endorsements” (Jackson, 19, private employee).

"I prefer to see endorsements for food advertisements" (Felix, 19, private employee).

"I prefer to see endorsements, like what Nex Carlos did" (Edrick, 18, student).

Then, they were asked how the impact of the advertisement had on their following action.

"After seeing an endorsement ad, I usually check their Instagram account first before visiting the place" (Jackson, 19, private employee).

"I prefer to go directly to a place rather than being influenced by other people's reviews" (Felix, 19, private employee).

"If the location is close, I will check the social media accounts of the promoted places to eat" (Edrick, 18, student).

"I usually check social media accounts after seeing an endorsement ad" (Kevin, 18, student).

Based on the interviews that have been conducted, an advertising method for De'Sate is designed using the help of a food vlogger Instagram to enhance branding awareness and marketing De'Sate products to the people of Batam.

#### 4.12 Implementation Results

De'Sate's marketing tool, an evaluation was carried out regarding the uploaded content. Mr. Supriyadi, the owner of De'Sate, stated that he was satisfied and received many positive comments from his customers who came regarding the Instagram content. He also said several new customers visited De'Sate after the Instagram account was actively used.

"I am delighted with the Instagram content created, lots of compliments from customers too. What's more, many new consumers are coming thanks to this Instagram content" (Supriyadi, owner of De'Sate).

Mr. Supriyadi also admitted that Instagram is beneficial for his business.

"With Instagram, it has helped me; more people got to know De'Sate."

The following is De'Sate's Instagram account insight for the last 30 days. It can be seen in Figure 18 that the De'Sate Instagram account can reach nearly 400 Instagram users and has interacted with 44 Instagram users over the past month due to content uploaded on the platform.



Figure 23. De'Sate's Instagram Insights (Source: Processed Data 2023)

Furthermore, an evaluation was also carried out on De'Sate's landing page and Google Business. Figure 24 shows De'Sate's Google Business performance, which enhances the amount of view, interaction, and search on Google Maps.

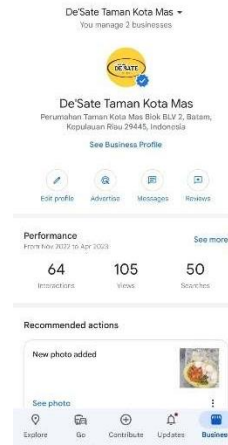


Figure 24. De'Sate's Google Business Performance (Source: Processed Data 2023)

Moreover, Figure 25 shows the performance of De'Sate's landing page.

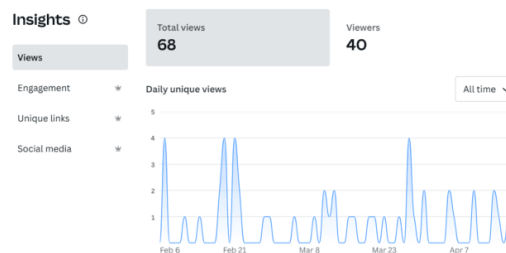


Figure 25. De'Sate Landing Page Performance (Source: Processed Data 2023)

The summary of this study's results is put together in the triangulation table below.

No	Study's Result	Interview	Observation	Documentation	Interpretation
1	Social Media	The interview conducted with De'Sate consumers stated that social media is very useful for life, as well as a medium of information and interaction for MSMEs with their consumers. Some of the most used social media are Instagram and WhatsApp.	Observations were made to find out the social media used by De'Sate. De'Sate's Instagram and Google Business are not active and have not maximized existing features. There were not much content shared and less interesting. This is due to limited time, cost, and the De'Sate owner's ability to use design applications. While De'Sate is quite active used WhatsApp as a communication medium with consumers, but its use is not maximized because many useful features have not been used, such as catalogs, quick replies, and others. The logo that De'Sate previously had was less attractive, because of the typeface that was hard to read and the colors that not attractive.	 <p>Figure 7. De'Sate's Instagram Display (Before)</p>  <p>Figure 17. De'Sate's Google Business (before)</p>  <p>Figure 4. De'Sate's New Logo</p>	Based on interviews and observations, it is known that social media is very useful for promoting De'Sate. However, prior to implementation, De'Sate had not maximized the use of social media, so implementation was carried out to increase the use of features on De'Sate's social media. In the documentation, the results obtained from increasing the use of social media have a positive impact on De'Sate's business. The new logo was also designed to support De'Sate's branding.
2	Instagram	According to interview results, 80% of informants use Instagram every day, both for entertainment and looking for various information. Some consumers also state that Instagram can have a big impact for a business to market its products.	Before implementation, De'Sate's Instagram account had not been maximized. Where are the last posts in November and June 2022. The owner of De'Sate feels unable to use Instagram due to limited time and ability to use design applications. So that the De'Sate Instagram account almost never uploads any content either from the feed or the story. This resulted in the De'Sate account being less attractive and no interaction with its followers.	 <p>Figure 8. Preview of De'Sate's New Instagram Feed</p>  <p>Figure 23. De'Sate's Instagram Insights</p>	Based on the research, Instagram content was designed for De'Sate with the help of the Canva application. The content created contains various information about De'Sate, as well as content that invites followers to interact. Feed content is uploaded daily for 2 weeks, then every 2 days for three months. Apart from that, writer also post contents on Instagram stories every two days. The results of De'Sate's Instagram insights show that interesting and consistent uploads can increase De'Sate's followers, reach, and account interactions with their followers.



WhatsApp Business

The majority of De'Sate consumers interviewed use WhatsApp for daily online communication. It's also common to use WhatsApp for shopping/ordering something. So if a business has WhatsApp Business with complete features, it will really help consumers to get information faster.

Based on observations, De'Sate already has WhatsApp Business, but there are no features that have been utilized, such as catalogs, quick replies, auto greetings, and business descriptions.



Figure 12. De'Sate's WhatsApp Business Profile (New)

Seeing the importance of WhatsApp Business for a business like De'Sate, this research improves the features of De'Sate's WhatsApp Business starting from completing business descriptions, addresses, operating hours, product catalogs, to linking other social media. Apart from that, the auto greeting, quick reply, and away message features are also used.

3 Google Business

The majority of De'Sate consumers interviewed were students. For them, Google Business will be very helpful, because they can search for food ideas near me feature on Google Maps. In addition, Google Business also functions to provide address or route information for consumers who search for De'Sate on Google Maps.

Based on observations, De'Sate already has a Google Business account, but there are no interesting product and location photos yet. In addition, De'Sate's operating hours have not been adjusted for Google Business. Because the Google Business De'Sate account was previously created with assistance from other people, therefore when the owner want to make adjustments, he cannot make claims on the business account.

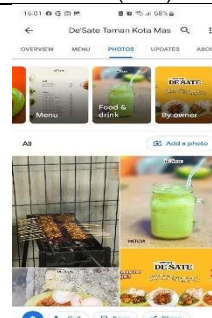


Figure 18. De'Sate's Google Business

In this research, it was decided to create a new Google Business account to replace the unclaimed business account. This is done so that De'Sate can still update information to its consumers. Therefore a new Google Business account was created for De'Sate, along with the use of its features such as adding business descriptions, updating operating hours, adding menu photos, products, and De'Sate locations.



Figure 24. De'Sate's Google Business Performance

4 Facebook Page

Even though the majority of consumers use Instagram on a daily basis, there are also quite a few consumers who still regularly check their Facebook account to find ideas for dishes and places to eat. Thus, creating a Facebook Page will be useful for De'Sate to reach a wider audience.

Based on observations, De'Sate does not yet have a Facebook Page account. Facebook can be a media campaign for the community, because many people, especially those over 30, still use Facebook on a daily basis.



Figure 16. De'Sate's Facebook Page

In this study, a Facebook Page was created for De'Sate by completing various information such as address, operating hours, telephone number, email, Instagram account, and interesting photos.

5 Online Delivery The interviews done with De'Sate consumers show that many of them use the online delivery application to order food, so using online delivery can help reach more consumers.

Based on observations, the online delivery applications that De'Sate uses, namely GoFood and GrabFood, have not been used for a while. This is because De'Sate has just moved locations, so the address used in the two applications has not been changed and the De'Sate owner does not understand how to change the address. In addition, some product images are not De'Sate's original images, and some products do not yet have images.

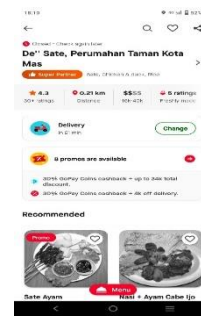


Figure 19. De'Sate's GoFood (before)



Figure 20. De'Sate's GoFood Adress Change

The results of the interviews, observation, and documentations show that the online delivery application De'Sate was not used due to the owner's limitations in changing the address listed. So that the implementation is carried out to help change the address accompanied by training for the owner so that similar problems do not occur in the future.

## 5. Conclusion

Increasing MSME exposure through digital marketing to the public is the primary goal of this community service activity for the De'Sate food stall. Digital marketing, such as social media and the latest technology, is difficult for De'Sate owners. Starting with introducing the De'Sate food stall through interviews, the analysis team updated the branding by making advertisements and redesigning the logo and new menus that would attract the attention of today's public. Then, social media and online platforms cover Instagram, WhatsApp Business, Facebook, online delivery (GrabFood and GoFood), and Google Business are used to promote De'Sate products and businesses.

The online development strategy took 1-6 months and was considered successful in attracting the wider community's attention. The positive response and online platform performance are increasing, as evidenced by the increasing social media user interactions. The owner also felt this positive impact with the increase in sales at the De'Sate stall by dine-in and online orders. Furthermore, the owner of De'Sate became more invested in raising brand awareness because of this implementation, understanding the critical role that social media and apps play in modern digital marketing. Realizing that raising awareness of the business would lead to the entrance of diverse and more significant markets and, consequently, a rise in sales.

However, the empowerment of MSME owners is related to the use of social media and other online platforms are urgently needed to sustain audience coverage performance on an ongoing basis. In the future, De'Sate can implement an advertising strategy, which is a food blogger endorsement that is suitable for De'Sate consumers. This

strategy is expected to increase De'Sate's brand awareness and escalate De'Sate's business.

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