

The Role of Digital Marketing Strategies in Increasing Hamed Kebab Sales Turnover

Lusi Tri Wahyuni*

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kota Kediri, East Java, 64112, Indonesia

lusitriwahyuni567@gmail.com

*Corresponding author

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Research aim: The aim of this research is to increase knowledge about digital marketing for MSMEs and how method increase turnover MSME sales

Design/Method/Approach: In this research, researchers used qualitative methods. With Technique interviews, observations And documentation. Object study This is the UMKM Kebab Hamed on Jl. Dahlia No.3, Mangunrejo, Tulungrejo, Kec. Pare, Kediri Regency.

Research Finding: results study showing that Utilization of digital marketing in means promotion to enhancement turnover sale.

Research limitations: Research limitations this is a lack of time in doing interviews because MSME product owners are difficult to find.

Keywords: Digital Marketing, Turnover Sales, MSMEs

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) must master technology and must be able to take advantage of this opportunity in an effort to increase their closing sales. This is because MSMEs have an important role in the pace of the Indonesian economy, especially in creating jobs and empowering households which supports household income. Which indirectly helps the government in national economic growth while alleviating poverty. It is hoped that the existence of MSMEs will be able to stimulate the economy amidst the current economic slowdown. The use of digital technology-based marketing concepts (digital marketing) gives hope for MSMEs to develop into economic powerhouses . Currently, many business people are creating websites and social media accounts to market or promote their products to make it easier and more effective because the millennial generation is currently more interested in shopping online rather than going to shops or other shopping places. It is very important to use in using business marketing strategies [1].

Digital marketing is the application of digital technology that forms online channels to the market (website, e-mail, database, digital TV and through various other latest innovations including blogs, feeds, podcasts and social networks) which contribute towards marketing activities aimed at making a profit as well as building and developing relationships with customers in addition to developing a planned approach to increase knowledge about consumers. Utilization of digital technology-based marketing concepts (digital marketing) gives hope for MSMEs to develop into centers of economic power [2]. The rapid competition also makes digitalization increasingly necessary for MSME players to pay attention to,

because apart from the digitalization era, promotion using digital media is also more effective and efficient. Because it can save various aspects of business activities, including advertising costs and time. The characteristics of digital marketing are as follows. 1) Increasing business interactivity with consumers 2) Providing access to information to consumers through electronic dialogue and vice versa. 3) Business activities carried out via the internet so that analysis and planning are carried out to find, attract and retain consumers. 4) Increase the acceleration of buying and selling products, information and ideas via the internet. Sales are the result of all sales revenue from goods and services within a certain time. Sales turnover is the total sales of goods and services within a certain time, which is calculated based on the amount of cash income. Business owners always try to increase sales turnover, so they need the ability to manage capital with the aim of ensuring the continuity of the company's operational activities. Factors that influence sales activities include the condition of the seller's abilities, capital owned, and other factors such as advertising or giving gifts. According to Forsyth, factors that influence sales include internal factors and external factors. Internal factors consist of: a decrease in sales promotions, a decrease in sales conditions, a decrease in the number of distribution channels, and a tightening of receivables. In addition, External Factors consist of: changes in government policy, natural disasters, changes in consumer patterns, the emergence of new competition, and the emergence of substitutes [3].

Difference study previously And articles written located on focus And depth analysis. On article previously entitled "Role Internal Digital Marketing Strategy Increase Turnover Hamed Kebab Sales" presents some general thoughts about social media that can influence sales. Meanwhile, the articles written bring great innovation in the promotional aspect. This article discusses more about content strategies that attract consumers, namely promotional video content, pamphlets, product photos. In other words, this article will help understand more about optimizing social media as a promotional suggestion to increase sales. Apart from that, it can strengthen market position, increase brand awareness, and build a loyal customer base, which in turn can have a long-term positive impact on the growth and success of these MSMEs.

By looking at the problems above, the aim of this writing is to explore how the UMKM Kebab Hamed in English Village utilizes social media to more actively promote the products they sell and their marketing through the use of social media to increase sales turnover. Generate company profits and achieve the potential to gain a larger market share by introducing the product to the wider community. It is hoped that this research will provide input for MSME business actors to simplify the marketing system for MSME products and be able to increase sales turnover in the era of internet development and the large number of similar business actors.

The author chose Kebab Hamed as the research object which is located on Jl. Dahlia No.3, Mangunrejo, Tulungrejo, Kec. Pare, Kediri Regency because there are several interesting aspects that will be researched, namely relatively high sales turnover, and digital marketing which is an intermediary for product marketing. These three factors can potentially influence the level of consumer purchasing decisions.

1.1. Statement of Problem

1. digital strategies be implemented as an effort to increase the sales turnover of Kebab Hamed MSMEs ?

2. What is digital strategy influential marketing towards increasing the sales turnover of Kebab Hamed MSMEs ?

1.2. Research Objectives

The aim of this research is to increase knowledge about digital marketing for MSMEs and how method increase turnover MSME sales.

2. Method

This research uses a qualitative research approach. The research data is primary data in the form of direct interviews with the owners of Kebab Hamed MSMEs, observations made at the Kebab Hamed MSME location in December, and documentation in the form of audio recordings.

The qualitative research data analysis technique was carried out using the reduction method. Data collection techniques used in this research included interviews, observation and documentation. In interview This researcher mean For analyze development turnover from MSME owners in the digital marketing era. After do observation And interview the researcher do guidance And help in useful digital marketing strategy increase turnover sale from Hamed's Kebab business in the village English.

3. Results and Discussion

Hamed Kebab is located at Jl. Dahlia No.3, Mangunrejo, Tulungrejo, Kec. Pare, Kediri Regency. The location is very strategic because it is on the side of the village road English. This business idea was born in the mind of the owner himself, named Miftahul Farid. To be precise, in 20 18 May, this business began to be built. Digital Marketing is part of a promotion that facilitates interactive or two-way interaction of information where users can participate and change the appearance and content of the information received at that time. The goal of digital marketing efforts is to promote a brand, build preference, and increase sales through various digital marketing techniques. Online business is a big opportunity. By utilizing these technological advances, it can help lower-middle-class businesses to compete. A good step to try to spread your wings in the business world.

The strategies to increase turnover implemented at Kebab Hamed include: 1. Choosing a strategic location for Kebab Hamed, located next to the main road. 2. The appearance of the store gives a modern impression. This store has a modern appearance to attract attention and provide comfort for customers. 3. Determining the price of Hamed kebabs. Set the price according to the quality of the goods offered [4].

Marketing is an activity carried out by economic actors to meet their needs, develop their business and generate profits. Currently, technology is developing rapidly over time and also has an impact on marketing. Thanks to internet technology, people can do many things without having to meet or interact directly with other people, such as online shopping which is currently popular [5]. Sales made by owner perpetrator business. This done online and offline but scope sale No wide or but only surroundings area village English matter This because their products sell No will last a long time because resilience products without use material preservative [6].

With the development of technology, the nature of interaction in marketing

communications has changed from face-to-face (traditional) to face-to-face (Internet marketing). This has led to an increase in the number of internet users and social media users in Indonesia, as well as an increase in interest in online shopping. Kebab Hamed's marketing strategy still combines offline and online. In online marketing through digital marketing strategies, Kebab Hamed uses social media such as Instagram, WhatsApp and Facebook as marketing tools. Kebab Hamed also has an admin. Admin is also one of the steps in your marketing strategy to monitor inventory in your shop. From this research, it can be seen that digital marketing has a significant influence on sales of Kebab Hamed. [7] Today, digital marketing is a trend-setting marketing strategy as consumers start purchasing products over the internet. Kebab Hamed previously tried to introduce its products through internet platforms, especially social media. However, the content feels monotonous and less than optimal. Therefore, it can be concluded that the challenge faced by this business is the lack of interesting and effective introductory and promotional content. Therefore, business owners need an attractive and effective digital marketing strategy for their products and businesses in order to optimize their marketing improvements. And this digital marketing makes it easy for Kebab Hamed to increase Kebab sales revenue.

The digital media channels are:

1. Search Engine Marketing (SEM)

Use online advertising on search engine results pages to help visitors find the marketer's product website. Place messages in search engines prompting users to click on your website when they enter certain keyword phrases. A website is your connection to the rest of the digital world and may be part The most important part of your overall digital marketing strategy is directing your online activity directly to potential consumers.

2. Interactive advertising

The use of online advertising such as banners and multimedia ads to achieve brand awareness and drive clickthrough (through clicks from the audience) to the target site.

3. Social media marketing

Social media marketing is an important category of digital marketing that engages and encourages customer communications on one's own website, or social presence such as Facebook or Instagram . Maintaining existing consumers and building mutually beneficial collaborations with them is one of the important elements of digital marketing activities .

As for dimensions from 7P digital marketing mix:

1. Product (Product): investigate possibility modify or expand product base For accommodate digital environment
2. Price (Price): focused on implications price market digital, as well as the determination model price And tactics determination price
3. Place (Place): inside matter digital marketing is a must think about consequence distribution
4. Promotion (promotion): the process of informing customer And holder interest other about product And company through use various material marketing
5. People (people): This refers on method Where worker company communicate with consumer And holder interest other during the communication process sales, as well before And after sale .

6. Proof physical (physical evidence): appearance fill products, as well How product That obtained And used, considered as sort of proof physique [8].

From the results of interviews conducted by researchers, UMKM Kebab Hamed targets consumers, namely all groups. Hamed Kebab MSMEs use Digital Marketing via social media. Social media as a successful marketing method in promoting products or services through internet marketing. It is important for entrepreneurs to take advantage of social media platforms which now have a big impact in increasing sales. The social media platforms used by MSME Kebab Hamed include:

1. Facebook Marketing

That is activity marketing with make use of Facebook. Objective Facebook marketing is:

- a. Each other connected, intertwined connection between seller And consumer very important in world business. In matter This, Facebook marketing can used by company For creating media that connects both of them so that happen effective interaction.
- b. Build credibility, credibility is ability For create confidence on customer. Besides sales, company Also must confirm good credibility so you can get it recognized as expert in his field.
- c. Selling, promoting goods merchandise can done with utilizing Facebook, where We can utilise features that have provided For open shop onlinedi Facebook fan page.
- d. Bring in visitors, destination from marketing on Facebook is direct Then cross to the MSME website that can increase activity business. Profit from use Facebook marketing compared with type promotion other is cost very promotional affordable, interaction direct moment promotion, targeted market targeting and ideal for strengthen credibility and branding).

2. Instagram Marketing

Instagram is application used to share photos and videos, so Lots starting user try online business with promote the product via Instagram. System on Instagram is become a follower of the account other users or have Instagram followers, so interaction between user Instagram can intertwined with give likes and leave comment on posted photo by other users. [9] So Instagram becomes strategic and effective in marketing products by sending photos, videos once, in an instant when the product design in the form of a photo is uploaded, people who have Instagram will know and see the product, and currently almost everyone has Instagram and is in great demand. by its users. [10] The social media marketing strategy carried out by UMKM Kebab Hamed that is:

- a. Posted the menu on Instagram and Facebook, storing customer reviews.
- b. Implementation of digital marketing carried out use order chat through Instagram and Facebook.
- c. Promotions carried out active post through home page or Instagram stories and Facebook.

Social media, especially Instagram, has an important role in implementing Kebab Hamed's marketing communications strategy. Social media is an ideal means of marketing products because it builds virtual social relationships, has wider connections and is easier to reach target markets than conventional marketing. Apart from that, Instagram also makes it easier to disseminate product information to the target market and the information obtained by the target market is always updated, as well as two-way communication so that the company will get feedback from other Instagram users. The features that Instagram has can

be used to increase sales activities [11].

3. Gofood

Go-Food is feature food delivery service like delivery order at a culinary. With use a smartphone and operate Go-Food feature inside GO-JEK application, Buyer Can order food from intertwining restaurant cooperation with GO-JEK. Food will ordered and delivered direct by GOJEK. Services This similar with order delivery service from restaurant. This matter very makes it easier para consumer For order food from MSMEs. activities performed by Kebab Hamed For maintain his business For develop And For get profit or desired benefits . On generally the profits obtained depends in a way direct nor No direct from sale. Contribution enhancement sale to profit Already clear. Increase sale Also useful in matter reduce overhead costs due cost still utilized For reach sale more large.Presence service message And between proven online food Can help businessman culinary increase his income [12]. One service the namely Go-Food from GO-JEK. Through service this, culinary small And intermediate capable increase the sales up to 3 times since join become Go-Food partners.

There is difference moment before And after using digital marking but No too significant Because on sale in a way direct Also walk with Good during Still Can give service message between with still distance affordable. Consumer Also more often do sale in a way direct Because factor place strategic business near with road main.

Use of digital marketing as strategy increase turnover sale very effective done Because very influential Because experience enhancement turnover sale as well as business can recognized by lots of customers. Benefit And impact positive obtained on the use of digital marketing, namely can add customers too recognized by public what is being sold by Kebab Hamed . Enhancement perceived sales by Kebab Hamed escape from Kebab Hamed 's efforts in guard And increase quality production And waiter they.

The strategies to increase turnover implemented at Kebab Hamed include:

1. Strategic location selection

Kebab Hamed is located next to the main road, precisely on Jl. Dahlia No. 3, Mangunrejo, Tulungrejo, Kec. Pare, Kediri Regency.

2. Yang Store Display Modern impression

This outlet has a modern appearance to attract attention and provide comfort for customers.

3. Pricing

Kebab Hamed sets prices according to the quality of the goods offered but can still compete with other sellers.

4. Holding Promotions

Various attractive promotions are also offered at Kebab Hamed.

4. Conclusion

Based on research conducted can concluded that Utilization of digital marketing as a promotional medium For building Hamed Kebab MSMEs so can be pulled conclusion that with implementation promotion use Instagram, Facebook, Go-Food are done by UMKM Kebab Hamed can influential on turnover sale. The use of digital marketing is very effective in following the latest trends so that it can reach a wider community and increase turnover sale.

Contributions made to Hamed Kebab MSMEs that is with give socialization like guide about strategy effective in promote products on Instagram, Facebook and Go-Food using digital marketing such as make videos and content To use optimize strategy promotion For increase turnover Hamed kebab sales.

Results study This there is limitations study that is lack of observation deep, so in study This Possible No capable dig into strategy details effective promotion. Study furthermore expected can find problem new And expand more variables Far Again.

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