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## **Optimizing the Digital Marketing Strategy of Nasi Krawu MSMEs in Increasing Competitiveness and Sales Turnover in the Digital Era**

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### **Abstract**

**Research aim :** This study aims to analyze the digital marketing strategies implemented by Nasi Krawu MSMEs in increasing competitiveness and sales turnover, as well as identifying relevant digital marketing optimization strategies in the digital era.

**Design/Method/Approach :** This research uses a qualitative descriptive approach. Data was collected through in-depth interviews with Nasi Krawu MSME owners, employees, and consumers, as well as direct observation of digital marketing activities carried out. The analysis was carried out thematically with triangulation of approaches to ensure the validity of the data.

**Research Findings :** The study found that digital marketing strategies through social media such as Facebook and WhatsApp, as well as messaging platforms such as GrabFood and GoFood, are effective in increasing product visibility and appeal. The implementation of creative content such as promotional videos and special discounts also contributes to increased customer loyalty and turnover sales. However, the limitations of digital knowledge and product durability are significant challenges.

**Theoretical contribution/originality:** this study enriches the literature on digital marketing in the traditional culinary MSME sector, with the emphasis on the importance of technology adaptation in the face of market competition in the digital era.

**Practitioner/Policy Implications:** This study provides practical guidance for MSMEs to optimize digital marketing strategies and recommends increasing digital literacy for small business actors. The government and related institutions are also expected to provide training and infrastructure support to support the transformation of digital MSMEs.

**Research limitations :** This research is limited to one research object, namely Nasi Krawu MSMEs, so the results cannot be generalized to other sectors. Further research can include different types of MSMEs to understand the broader pattern of digital marketing implementation.

**Keywords :** Digital marketing optimization, MSMEs, Competitiveness, Sales Turnover

## 1. Introduction

The era of globalization has had an impact on the acceleration of the development of digital technology more rapidly. Thus significantly changing the way of doing business, creating opportunities as well as challenges for Micro, Small, and Medium Enterprises (MSMEs) [1]. In this digital era, MSMEs are required to adapt quickly in optimizing their marketing strategies to remain competitive in the midst of dynamic market changes [2]. For traditional culinary businesses such as nasi krawu, innovative marketing strategies are needed to expand market reach and increase sales turnover.

Rapid digital transformation has changed consumer behavior patterns in searching for and buying products. Nowadays, consumers tend to look for information about products online and prefer efficient and fast transaction methods. This makes MSMEs must be able to utilize digital technology in their marketing strategies to be able to compete. The use of digital technology in the marketing strategy of traditional food MSMEs can significantly increase product visibility and expand market share [3]. They said that with digital technology, MSME actors can promote their products with a wider reach and more effectively than conventional methods.

In addition, social media is one of the main platforms used for digital marketing. Found that the use of social media such as Instagram, Facebook, and WhatsApp has a major contribution in boosting sales of MSME products [4]. They noted that social media allows MSMEs to interact directly with consumers and provide a more personalized and interactive shopping experience. Optimizing social media-based digital marketing not only increases sales but also strengthens the relationship between business actors and customers.

MSMEs must be able to adapt quickly. This adaptation includes the application of digital technology in daily business operations. In adapting to this digital technology, Nasi Krawu MSMEs carry out sales promotions through social media applications, namely *WhatsApp* and *Facebook*, with sales results increasing but still not in accordance with the sales target. Nasi Krawu MSMEs continue to make developments, especially in the field of marketing to keep up with the development of the digital world which includes other social media such as *Instagram* and *Tiktok*. For the *marketplace* itself, Nasi Krawu MSMEs will put their products on Tokopedia and Shopee. The development carried out by Nasi Krawu MSMEs to market products will continue until next year so that competitiveness and sales turnover continue to increase to keep up with the current digital era.

However, there are still many MSMEs that face various obstacles in the implementation of digital marketing strategies. One of the main obstacles faced is the limited knowledge and human resources who have expertise in the field of digital marketing. The lack of digital literacy among MSME actors is a major obstacle in implementing digital marketing strategies optimally [5]. MSME actors often have difficulty understanding digital trends and marketing technology that continue to develop, so they tend to use traditional marketing methods that are more familiar even though they are not as effective as digital marketing.

Furthermore, The importance of a structured and systematic approach in optimizing

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digital marketing strategies for MSMEs [6]. They highlighted that in order to compete effectively, MSMEs need to develop a marketing strategy that includes market analysis, target audience selection, and the preparation of content that is interesting and relevant to consumers. Without a structured approach, the implementation of digital marketing strategies is often only sporadic and unplanned, so that the results are not optimal in increasing competitiveness and turnover.

This research aims to find an applicable digital marketing optimization strategy for Nasi Krawu MSMEs in an effort to increase competitiveness and sales turnover. Digital marketing has great potential in introducing products more widely and increasing MSME brand awareness, which in turn is expected to increase consumer loyalty and sales. Therefore, this study will explore various digital marketing approaches that can be applied by Nasi Krawu MSME actors, both through social media and e-commerce platforms.

Furthermore, in the context of Nasi Krawu MSMEs, an effective digital marketing strategy can include the use of attractive visual content, the use of local influencers, and the management of reviews from customers to improve their online reputation. In research on the digital marketing strategy of culinary tourism MSMEs, found that authentic and quality visual content is able to attract the attention of potential consumers more effectively [7]. By using attractive and relevant images or videos, MSME products can look more attractive in the eyes of consumers and have their own appeal compared to competitors.

Previous research has also shown the importance of collaboration between MSME actors and the government in supporting digital transformation. Noted that the role of the government is very important in providing training, providing access to technology, and developing digital infrastructure that supports the development of MSMEs [8]. This collaboration is very relevant, especially for Nasi Krawu MSMEs who may not have the capacity to carry out digital marketing strategies independently.

Strengthening digital marketing strategies can also be done through e-commerce. The use of e-commerce platforms can help MSMEs expand their market reach beyond the region, even to a national scale [9]. For Nasi Krawu MSMEs, the existence of e-commerce can provide convenience in managing product orders and delivery, so that it can increase customer satisfaction. E-commerce platforms also allow businesses to obtain customer data that is useful in developing more effective and targeted marketing strategies.

This research is expected to make a practical contribution to traditional culinary MSME actors, especially Nasi Krawu, in understanding the importance of digital transformation in marketing strategies. In addition, the findings of this study are expected to provide applicable recommendations for MSMEs in optimizing their digital marketing strategies, both in terms of increasing competitiveness and sales turnover growth. By utilizing digital marketing optimally, Nasi Krawu MSMEs can be more competitive and highly competitive in the midst of increasingly fierce market competition. This research focuses on finding applicable and optimal digital marketing strategies to increase competitiveness and turnover.

### **1.1. Statement of Problem**

1. What is the digital marketing strategy implemented by Nasi Krawu MSMEs in increasing business competitiveness?
2. How do Nasi Krawu MSMEs optimize their digital marketing strategies to increase sales turnover?
3. What is the right digital marketing optimization strategy to increase the competitiveness of Nasi Krawu MSMEs in the digital era?

### **1.2 Research Objectives**

1. Analyze the digital marketing strategies implemented by Nasi Krawu MSMEs to increase business competitiveness.
2. Identify ways carried out by Nasi Krawu MSMEs to optimize digital marketing strategies in increasing turnover sales.
3. Determine the right digital marketing optimization strategy to increase the competitiveness of Nasi Krawu MSMEs in the digital era.

## **2. Method**

This research is included in the category of descriptive research with a qualitative approach. Qualitative research is a research method based on the philosophy of postpositivism, used to research on the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulation (combined) manner, data analysis is indicative or qualitative, and the results of qualitative research emphasize meaning rather than generalization. This research is to analyze the optimization of digital marketing strategies in increasing competitiveness and sales turnover in the digital era.

The selection of informants in qualitative research is a very important aspect. Therefore, it is very important to choose an informant according to the following criteria:

a. Relevance

The informants selected in this study must be informants who are related to or understand the problems in this study, if appropriate, then it is said to be *relevant*. The informants taken are owners and consumers in Nasi Krawu MSMEs.

b. Recommendation

Here the informant is obtained on the basis of recommendations from trusted people in the Nasi Krawu MSME business. In this study, the informants were selected based on recommendations from Nasi Krawu MSME owners.

c. Rapport

It must be ascertained whether the researcher can get closer to the informant or not, with the aim that the researcher can obtain information related to related data about Nasi Krawu MSMEs in more depth.

d. Readiness

Researchers must ensure that the selected informants are really ready to be interviewed. At this stage, the researcher must ensure when the informant can be interviewed, whether

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during the day/morning/night without interfering with their activities, so that the researcher can be free and get all the necessary information.

e. Reassurance

The informants who were taken really spoke according to the existing truth. At the time of the interview, the researcher must be closer to the informant, so that the interview runs smoothly and the informant will provide information openly without any coercion at all.

Activities in qualitative data analysis are carried out interactively and take place continuously until the end of the data so that the data is saturated. The description of the components in the data analysis is as follows:

a. Data Collection

In qualitative research, the data is collected by conducting observations, in-depth interviews, and documentation, or a combination of all three (triangulation).

b. Data Reduction

Reducing data means summarizing, selecting and sorting out the main things, focusing on the things that are important, looking for themes and patterns.

c. Data Presentation

In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like.

d. Verification

The conclusions drawn from the collected data need to be verified continuously during the research so that the data obtained is guaranteed to be valid and objective, so that the final conclusion can be accounted for. Qualitative data analysis is an effort to analyze data that continues, repeatedly, and continuously, so that there is an interrelationship between data reduction activities, data presentation, and conclusion drawn. The conclusion drawn now is that there are still shortcomings, so there needs to be additional. Additional data is also analyzed through a series of data reduction activities, so that its validity and objectivity are guaranteed.

The validity of data in qualitative research can be obtained through triangulation. Triangulation is a data validity check technique that utilizes something else to check and compare the data. This study uses source triangulation, to test the credibility of a data is carried out by checking data that has been obtained from various data sources such as the results of interviews with Owners/Owners and Consumers in Nasi Krawu MSMEs.

### **3. Results and Discussion**

#### **Digital Marketing Strategy Implemented By Nasi Krawu MSMEs In Increasing Business Competitiveness**

The digital marketing strategy implemented by Nasi Krawu MSMEs, through a consumer approach to promote products or services by utilizing digital channels, such as social media (whatsapp and facebook) to maximize the success of digital marketing. Based on the results of interviews that have been conducted with several informants, the following information was

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obtained:

1. How did you first decide to market your products digitally?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Due to the competition in an era where everything is digital, and many consumers are starting to turn to digital platforms to find information about food, especially through social media, messaging applications, or Google searches, we are the same when the covid pandemic accelerates digitalization. Because many food businesses are adapting by utilizing delivery services and promotions through social media due to the decrease in direct visits."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"We decided to market digitally because many people are now looking for food more often through social media and online platforms, so this is an opportunity to reach more customers."

2. What digital platforms are you currently using to market Nasi Krawu products?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Just whatsapp, with Facebook tok."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"Right now, we're using Facebook and WhatsApp."

3. What are your reasons for choosing the platform?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Because it is simpler and easier to use and social media, Iku Zinc is very popular and effective for digital marketing, especially for MSMEs, including this Nasi Krawu tear food business."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"We chose the platform because it is easy to use, has many users, and is effective for promotion and direct sales."

4. So far, how much influence has social media had in attracting new customers to your business?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"It's huge because of its wider reach, wide reach, ability to target consumers specifically, and direct interaction iso ngono, iso social media makes zinc marketing tools effective for various types of businesses, including MSMEs."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"So far, social media has helped us attract new customers, especially from outside the region who didn't know about our products before, thanks to the promotions and reviews that are spread there."

## Optimize Digital Marketing Strategies To Increase Sales Turnover

With a combination of engaging content, strategic promotions, and regular analysis of marketing results, MSMEs can significantly increase visibility, expand reach, and optimize

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revenue. Based on the results of interviews that have been conducted with several informants, the following information was obtained:

1. What are some of the obstacles you face in managing digital marketing?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"The distance of mas, mergo allows enthusiasts from far away/outside the region. While our products do not last too long, that's why we are still looking for ways and solutions to this problem."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"The obstacles we usually face are limited time to create content regularly, lack of understanding of platform algorithms, and advertising costs that are sometimes quite expensive."

2. How do you overcome competition on digital platforms?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"More often make new flyers so that people don't get tired of seeing monotonous flyers."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"To compete, we focus on product quality, provide the best service, and regularly create interesting content that shows the uniqueness of our nasi krawu, such as the story of the manufacturing process and customer testimonials."

## **Digital Marketing Strategies Are Implemented To Increase Competitiveness In The Digital Era**

With the right digital marketing strategy, Nasi Krawu MSMEs can increase their competitiveness in the digital era. Focusing on creative content, promoting through digital platforms, and building close relationships with customers will help businesses survive and thrive in the market competition. Based on the results of interviews that have been conducted with several informants, the following information was obtained:

1. How are digital marketing strategies implemented to increase competitiveness in the digital era?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Optimization of social media, such as routinely making promotional videos depicting the deliciousness of Nasi Krawu kro using the Grab application with Gojek mas, because most consumers are lazy to immediately pick up the location of the mas mas"."

2. Has there been a significant increase in sales turnover since implementing a digital marketing strategy?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Of course yes mas, mergo yo did a strategy that didn't say it earlier, mas."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"Yes, since using digital marketing, our sales turnover has increased significantly, especially from customers outside the region who know our products through social media."

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3. How much does the number of customers who come through digital marketing change compared to conventional marketing?

The informant of the Nasi Krawu MSME Owner in the interview explained that:

"Approximately almost 85% mas, quite high."

Meanwhile, Nasi Krawu MSME Employees in an interview explained that:

"Customers come through digital marketing much more than conventional marketing, because the reach is wider in a shorter time."

The results of the researcher's interviews with consumers who are buying at Nasi Krawu MSMEs The digital marketing strategy implemented by MSMEs is very good and good to attract consumers to buy nasi krawu, which will have an impact on increasing turnover and winning business competition with optimal promotion. This can be seen in the results of the interview as follows:

1. What do you think can make nasi krawu marketing more interesting on social media?

Consumer Informant I in the interview explained that:

"In my opinion, marketing will be more interesting if there are short videos about the process of making nasi krawu, customer testimonials, and interesting promos such as discounts or savings packages."

Consumer Informant II in the interview explained that:

"From the results of interesting pictures that make people interested in buying"

Consumer Informant III in the interview explained that:

"Photo contests, giveaways, or videos of the process of making nasi krawu can attract attention"

Consumer Informant IV in the interview explained that:

"On social media, we can easily read and understand the offers provided by nasi krawu sellers compared to just putting up banners on the side of the road, besides that good reviews from other buyers are more convincing, so we are also interested in buying."

2. Do you feel like the existence of digital promotions (e.g. discounts or special packages) influences your decision to buy?

Consumer Informant I in the interview explained that:

"Yes, promotions such as discounts or special packages greatly influence my decision to buy, especially if it looks more economical and attractive."

Consumer Informant II in the interview explained that:

"Not really, in my opinion, personally"

Consumer Informant III in the interview explained that:

"Very influential, especially discounts or special packages."

Consumer Informant IV in the interview explained that:

"Of course, because with the Discount or special package, we feel helped by the low cost so that we can save expenses."

3. What differentiates nasi krawu compared to other competitors in digital marketing?

Consumer Informant I in the interview explained that:

"This nasi krawu is different because it often posts appetizing food photos and there are regular special promos."

Consumer Informant II in the interview explained that:

"This krawuu rice has characteristics that are different from other culinary. One of them is with banana leaf wrappers that can make people interested in buying"

Consumer Informant III in the interview explained that:

"Unique flavors and special presentation, as well as creative and interactive promotion"

Consumer Informant IV in the interview explained that:

"Focus more on offers that maintain good taste and quality so that it becomes its own attraction".

**Table 1. Results of Interviews with Nasi Krawu MSME Informants about the Digital Marketing Strategy Implemented by Nasi Krawu MSMEs in Increasing Business Competitiveness**

Report	Description	Essence
Owner	The strategy is to build a unique brand identity, utilize social media and hold promotions and discounts on the Grabfood and Gofood applications. Many consumers are starting to turn to digital platforms to find information about food, especially through social media, messaging apps, or Google searches, just as we did when the covid pandemic accelerated digitalization.	Strategy with the means of social media, promotion and brand image
Employee	Marketing digitally because many people are now more often looking for food through social media and online platforms.	Focusing on digital marketing through social media and online platforms.
Consumers I, II, III, and IV	<ol style="list-style-type: none"> <li>1. Have seen the promotion of nasi krawu on Facebook</li> <li>2. Often see nasi krawu promotions on Facebook, usually in the form of interesting food photos</li> <li>3. What catches my eye are usually appetizing food images, price promos, and positive reviews from other customers</li> <li>4. I have bought via message on Facebook, and my experience is satisfying that the</li> </ol>	Some consumers have seen promotions carried out by Nasi Krawu MSMEs and used delivery applications to order Nasi Krawu MSME products

Report	Description	Essence
	food comes quickly, is still warm, and tastes good	

Based on table 1, Nasi Krawu MSMEs can apply digital technology appropriately to increase business competitiveness by expanding market reach, strengthening relationships with customers, and creating a more modern and efficient online and offline shopping experience.

**Table 2. Results of Nasi Krawu MSME Informant Interviews on Optimizing Digital Marketing Strategies to Increase Sales Turnover**

Report	Description	Essence
Owner	Build a strong brand identity to create a deep impression on customers. Leverage social media for creative and interactive promotions and collaborate with Grabfood and Gofood. But there are still obstacles such as a long enough distance to allow expired products. MSMEs often make new flyers so that people don't get tired of seeing monotonous flyers.	Creating a strong brand by collaborating with Grabfood and Gofood with product constraints that easily go stale, but MSMEs often use new flyers so that consumers do not get bored
Employee	The obstacles faced are limited time to routinely create content, lack of understanding of the platform's algorithm, and advertising costs that are sometimes quite expensive and for competition, focusing on product quality, providing the best service, and regularly creating interesting content that shows the uniqueness of our nasi krawu, such as the story of the creation process and customer testimonials.	Constraints experienced by time constraints and lack of production costs
Consumers I, II, III, and IV	<ol style="list-style-type: none"> <li>1. In my opinion, marketing will be more interesting if there are short videos about the process of making nasi krawu, customer testimonials, and attractive promos such as discounts or savings packages</li> <li>2. On social media, we can easily read and understand the offers provided by nasi krawu sellers compared to just putting up banners on the side of the road, besides that good reviews from other buyers are more convincing, so we are also interested in buying</li> </ol>	Some consumers are interested in promotions through social media in the form of short videos and cool product photos, and also consumers prefer to order food through GrabFood, GoFood rather than coming directly due to price discounts.

Report	Description	Essence
	<ol style="list-style-type: none"> <li>3. I often use GrabFood, GoFood, Facebook, and Instagram to search for or buy food</li> <li>4. Promotions such as discounts or special packages greatly influence my decision to buy, especially if they look more economical and attractive</li> </ol>	

Based on table 2, Nasi Krawu MSMEs by optimizing this digital marketing strategy, businesses can increase visibility, attract more customers, and ultimately boost sales turnover. The success of this strategy depends on consistent execution and data utilization to continuously refine marketing approaches.

**Table 3. Results of Interviews with Nasi Krawu MSME Informants About Digital Marketing Strategies Applied to Increase Competitiveness in the Digital Era**

Report	Description	Essence
Owner	Mass social media optimization, such as routinely making promotional videos depicting the deliciousness of Nasi Krawu and utilizing the Grab application with Gojek, is because most consumers prefer to order online. With this strategy, revenue increased by approximately almost 85%.	By using a digital marketing strategy, Nasi Krawu product sales increased.
Employee	Since using digital marketing, sales turnover has increased significantly, especially from customers outside the region who know our products through social media and customers who come through digital marketing are much more than conventional marketing, because the reach is wider in a shorter time.	By utilizing digital marketing, the increase is increasing rapidly
Consumers I, II, III, and IV	<ol style="list-style-type: none"> <li>1. This nasi krawu is different because it often posts appetizing photos of food and there are regular special promos</li> <li>2. This krawuu rice has a distinctive feature that is different from other culinary. One of them is with banana leaf wrappers that can make people interested in buying</li> <li>3. The digital marketing services we use are Instagram, WhatsApp, Facebook, as well as delivery applications such as GrabFood and GoFood</li> </ol>	Some consumers often use online orders because they are interested in seeing photos and videos on Instagram, WhatsApp, Facebook, as well as GrabFood and GoFood. And there are attractive promos.

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4. Features such as discount promos, customer reviews, and ease of ordering through the app are very interesting and made me choose to

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Circulating table 3, Nasi Krawu MSMEs by implementing this strategy, businesses can increase competitiveness, build a strong brand, and remain relevant in the digital era. The key to success lies in consistency, innovation, and the use of technology to create added value for customers.

## **Discussion**

In this sub-chapter, it will be explained about digital marketing strategies in increasing competitiveness and sales turnover with the current condition of Nasi Krawu MSMEs. Thus, this explanation can give rise to the development of a new digital marketing strategy. The following are the results of the discussion:

### **Digital Marketing Strategy Implemented By Nasi Krawu MSMEs In Increasing Business Competitiveness**

From the results of interviews by owners, employees, and consumers in the implementation of marketing strategies in increasing business competitiveness, on the owner's side, they focus on improving brand image, product attractiveness, and customer loyalty. Strategies such as building a unique brand identity, for example creating attractive and memorable logos, colors, and packaging designs, continuing to use social media, for example making videos of the process of making nasi krawu and interesting photos of nasi krawu. Similarly, we will also hold promotions and discounts on the Grabfood and Gofood applications, and we also usually hold promos for the first customer or "buy 1 get 1 free" promos on certain days. We must keep up with the times, because the competition of the era where everything is digital, and many consumers are starting to turn to digital platforms to find information about food, especially through social media, messaging applications, or Google search, the same as when the covid pandemic accelerated digitalization. Social media is the main goal, because it is simpler and easier to use and social media is very popular and effective for digital marketing, especially for MSMEs including food businesses such as Nasi Krawu. Social media has a huge impact, because of its wide reach, ability to target consumers specifically, and direct interaction, social media can be used as an effective marketing tool for MSMEs.

Meanwhile, on the employee side, we decided to market digitally because many people are now looking for food more often through social media and online platforms, so this is an opportunity to reach more customers and we chose the platform because it is easy to use, has many users, and is effective for promotion and direct sales. So far, social media has helped us a lot to attract new customers, especially from outside the area who didn't know about our products before, thanks to the promotions and reviews spread there.

For consumers, some consumers think that it is helped by the strategy implemented by

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Nasi Krawu MSMEs, because consumers have no difficulty finding this processed rice. It's easier, more affordable, and has a lot of promotion through social media.

### **Nasi Krawu MSMEs Optimize Digital Marketing Strategies To Increase Sales Turnover**

From the results of interviews by owners, employees, and consumers in optimizing digital marketing strategies to increase sales turnover, on the other hand, owners can build a strong brand identity to create a deep impression on customers, and utilize social media for creative and interactive promotions. Not only that, it partners with messaging apps like Grabfood and Gofood. And finally, make digital advertisements to reach the target consumers of Nasi Krawu. But it has obstacles such as distance, because it allows its enthusiasts from far away/outside the region. while our products do not last too long. The way to overcome business competition is to make new flyers more often so that people don't get tired of seeing monotonous flyers.

On the employee side, the obstacles we usually face are limited time to routinely create content, lack of understanding of platform algorithms, and advertising costs that are sometimes quite expensive. For business competition, we focus on product quality, provide the best service, and regularly create interesting content that shows the uniqueness of our nasi krawu, such as the story of the manufacturing process and customer testimonials.

Meanwhile, on the consumer side, with this optimization, some consumers are quite benefited by the video content of making nasi krawu and the photos taken are also quite interesting, so consumers do not hesitate to buy through the application or come directly to MSMEs and see the process directly.

### **The Right Digital Marketing Optimization Strategy To Increase The Competitiveness Of Nasi Krawu MSMEs In The Digital Era**

From the results of interviews by owners, employees, and consumers in the implementation of marketing strategies to increase competitiveness in the digital era, on the owner's side, they optimize social media, such as routinely making promotional videos depicting the deliciousness of Nasi Krawu and utilizing delivery applications such as Grab and Gojek, because most consumers are lazy to take them directly to MSME locations. With the implementation of such a strategy, it will have an impact on sales turnover which will increase by approximately 85% which will also increase the competitiveness of the Nasi Krawu MSME business.

Meanwhile, on the employee side, since using a digital marketing strategy, our sales turnover has increased significantly, especially from customers outside the region who know our products through social media and customers who come through digital marketing are much more than conventional marketing, because the reach is wider in a shorter time.

On the consumer side, the impact felt is that some consumers are very satisfied with the strategy that has been implemented by Nasi Krawu MSMEs, and for service is also fast and responsive, if this strategy continues to be implemented and improved, it will increase sales turnover and competitiveness for Nasi Krawu MSMEs.

#### 4. Conclusion

This study found that the digital marketing strategy implemented by Nasi Krawu MSMEs is able to increase competitiveness and sales turnover. The strategy includes optimizing the use of social media such as Facebook and WhatsApp, creating interesting content, and utilizing delivery platforms such as GrabFood and GoFood. The results of the study show that adaptation to the digital era has a positive impact in expanding market reach and attracting more customers, especially from outside the region.

This research makes important contributions, both scientifically and practically. From an academic point of view, this study enriches the literature on the application of digital marketing to MSMEs, especially in the traditional culinary sector. Practically, this study offers concrete guidance for MSMEs to increase their competitiveness through structured and data-driven digital marketing strategies. The novelty of this research lies in its focus on the digitalization of traditional culinary MSME marketing, which has been underrepresented in the literature.

However, this research has limitations, especially in the scope of informants which is still limited to one type of MSME, namely Nasi Krawu. In addition, technical obstacles such as lack of insight into social media algorithms and high advertising costs are challenges for MSME actors. Further research is recommended to involve more variety of MSMEs and explore collaboration between MSMEs and the government or the private sector in overcoming digitalization constraints.

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