

## **MARKETING OPTIMIZATION IN AN EFFORT TO DEVELOP A CHICKEN MEATBALL STALL BUSINESS THROUGH A DIGITAL MARKETING APPROACH**

**Aulia**

Faculty of Economics and business, Makassar State University

Correspondensi author email: [azhura71124@gmail.com](mailto:azhura71124@gmail.com)

**Agus Syam**

Faculty of Economics and business, Makassar State University

[agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id)

**Asmayanti**

Faculty of Economics and business, Makassar State University

[asmayanti@unm.ac.id](mailto:asmayanti@unm.ac.id)

### **Abstract**

This research aims to identify the optimal marketing strategy in an effort to develop the Warung Bakso Ayam business using digital marketing. Digital marketing is a modern marketing approach that utilizes digital technology and the internet as the main communication channels. This research uses a qualitative research method with a descriptive approach and employs data collection techniques consisting of Observation, Interviews, and Documentation. The results of this study indicate that the Chicken Meatball Shop business, based on SWOT analysis, shows a favorable situation with the recommended SO Strategy including the optimization of Facebook and WhatsApp features, team training for the utilization of digital features, and integration with platforms such as Instagram, TikTok, and e-commerce. This strategy is expected to expand market reach and support business development to the fullest.

**Keywords:** Digital marketing, Facebook, WhatsApp, SWOT, Business Development.

## INTRODUCTION

In the era of industrialization 4.0, many micro, small, and medium enterprises (MSMEs) provide practical and tangible products, especially in the culinary industry. Culinary businesses have immense popularity among the general public because food is not only a basic necessity but also has the potential to generate significant profits. The culinary industry is currently experiencing exponential growth, resulting in the emergence of many companies, each with its own unique quality and features. Therefore, entrepreneurs in the culinary field must have superior strategies to compete effectively in this rapidly growing market.

The rapid development of digital technology and the emergence of the internet as a technological tool that facilitates quick access to information. The lifestyle of society today tends to be more dependent on technology due to the ease of access to information. Various trends and adaptations that influence the way consumers seek information, shop, and interact with brands. Rapid technological changes affecting consumer behavior, which increasingly shifts to digital platforms, are the result of technological advancements.

fast digital and widespread internet access. Consumers now more frequently use digital platforms to search for information.

In Indonesia, the culinary industry is categorized as one of the 16 subsectors of the creative industry. This special subsector focuses on the creation and promotion of unique regional cuisine throughout the country. With the increasing number of culinary entrepreneurs and confidence in the great business prospects, driven by consumer trends and effective promotional media, the culinary industry is experiencing an extraordinary surge in growth, paving the way for the emergence of new business players. This sector is considered very promising due to its direct involvement in meeting the basic needs of living beings. In the current culinary industry, we often encounter many types of unique foods, new culinary places, and diverse culinary trends, which have rapidly increased consumer interest (Chakti, 2019).

UMKM (Micro, Small, and Medium Enterprises) are productive businesses owned by individuals or business entities that meet the criteria. The criteria for MSMEs are distinguished individually, including micro enterprises, small enterprises, and medium enterprises. The definition of MSMEs is in accordance with Law No. 20 of 2008, which divides MSMEs into three categories based on their assets and turnover. UMKM play an important role in the structure of the Indonesian economy because they make a significant contribution to economic growth in Indonesia (Rintan Saragih, 2019).

UMKM Warung Bakso Ayam is a small business operating in the culinary field by selling chicken meat processed into meatballs. The UMKM Warung Bakso Ayam was established in Kaburu Village in 2021 and continues to operate to this day. The owner of this Warung Bakso Ayam business is Junami (47) and it is located in Dusun Kaburu Timur, Desa Kaburu, Kecamatan Bontomanai, Kab. Kep. Selayar, South Sulawesi. The price per serving of Chicken Meatballs is set at an affordable price starting from Rp. 5,000. The UMKM Warung Bakso Ayam is managed by Mrs. Junami and her husband, along with their children. The UMKM Warung Bakso Ayam operates every day from 9:00 AM to 10:00 PM, except on certain days, such as Maulid Nabi, Idul Fitri, and Idul Adha, as well as family events.

Optimization of marketing in an effort to develop the Warung Bakso Ayam business through a digital marketing approach has become a highly relevant and important topic in an increasingly advanced technological era. In recent years, research has been conducted to enhance the awareness and capabilities of food stall entrepreneurs, including chicken meatball stalls, in using digital marketing strategies to increase sales and attract consumers to support business development.

By utilizing digital marketing, entrepreneurs can be ready to compete in the era of globalization. This will make it easier for consumers to find their needs and information, as well as to add new consumer targets. Digital marketing provides opportunities for entrepreneurs to enhance visibility and reach of their business through online platforms. With the presence of digital marketing, business operators can utilize various strategies such as social media, advertising (Rintan Saragih, 2019), and search engine optimization to reach potential consumers worldwide. In addition, digital marketing also allows entrepreneurs to collect data and analyze consumer behavior, enabling them to optimize their marketing strategies. Thus, digital marketing has become one of the keys to success in competing in the era of globalization.

The Warung Bakso Ayam business has social media accounts, namely WhatsApp and Facebook, but in marketing and promoting the product, they use the word-of-mouth method where the chicken meatballs are promoted to family and neighbors. However, this method is considered not to attract much consumer interest, resulting in few customers coming to make purchases because the information does not reach consumers outside the area. Additionally, visitors often get lost because there are no signs or directions to the Warung Bakso Ayam location, as the business owner has not utilized digitalization to create a location map on the internet due to being unfamiliar with the importance of promotions that can be done through social media. In this study, Facebook and Whatsapp social media are considered optimal for business development because the majority of the community uses Facebook and Whatsapp, and these social media platforms are perceived by the community to have features that are easy to understand.

Business development is an activity aimed at improving the quality and quantity of production from economic activities, as well as increasing current and future job opportunities. Business development can be carried out by developing marketing strategies, which can be done by increasing market awareness, improving service quality, and introducing new marketing strategies that meet market needs.

Digital marketing is a marketing strategy aimed at increasing product awareness among consumers and influencing potential buyers to use the company's products and services through social media platforms. The rapid growth in digital marketing can be leveraged to expand the business by implementing sales promotion activities (Lady et al., 2023). The rapid advancement in digital marketing can be leveraged to expand businesses through sales promotion strategies. Currently, many social media platforms have become new alternatives for launching marketing actions or promoting a product or service, such as Facebook, Whatsapp, Instagram, Twitter, Tiktok, Youtube, and others (Communication, n.d.).

Facebook is one of the most optimal social media platforms for digital marketing, with over 2.9 billion active users each month. Facebook is a powerful social media platform for promoting businesses and individuals. It offers many advantages, such as wide reach, precise targeting, and strong analytics.

WhatsApp is an application that allows users to share images, videos, audio, files, and make video and voice calls for free (Andamisari, 2021). WhatsApp can create catalogs to display products and services, connect with customers, making it easy to use features to automate, sort, and respond to messages quickly.

In helping the Warung Bakso Ayam business to grow more than before, the researcher wants to conduct a marketing optimization study in an effort to develop the Warung Bakso Ayam business through a digital marketing approach.

## **RESEARCH METHOD**

The type of research uses qualitative research. Qualitative research is a research method based on postpositive philosophy, aimed at examining the natural conditions of objects, with the researcher as the key instrument. Data source sampling is conducted purposively, data collection techniques are carried out in combination, data analysis is inductive and qualitative in nature, and qualitative research results emphasize the meaning of generalization (Sugiyono, 2014). In a qualitative research process, aspects that are subjective perspectives are more emphasized, and theoretical foundations are utilized by researchers as guides, so that the research process aligns with the facts encountered in the field during the study.

Meanwhile, the nature of the research to be conducted by the researcher is descriptive qualitative. The descriptive method means describing the research activities conducted on a specific object clearly and systematically. In this study, the descriptive meaning referred to is a research that describes how effective digital marketing strategies can optimize marketing efforts in developing the Warung Bakso Ayam business.

The focus of the research is an important element in a thesis or research because it provides clear direction and boundaries on what will be studied. By establishing a specific research focus, researchers can ensure that the study is relevant, directed, and capable of producing meaningful findings.

This research focuses on how optimal Facebook and WhatsApp digital marketing strategies can be used for marketing optimization in developing the Warung Bakso Ayam business using the SWOT analysis model.

This research aims to identify the strengths, weaknesses, opportunities, and threats faced by Warung Bakso Ayam in using Facebook and WhatsApp features as digital marketing media, as well as to formulate strategies for optimization based on these findings.

One characteristic of qualitative research is that the researcher acts as both the instrument and the data collector. Instruments other than humans (such as interview guidelines, observation guidelines, and so on) can also be used, but their function is limited

as a support to the researcher's role as the key instrument. Therefore, in qualitative research, the presence of the researcher is absolute, because the researcher must interact with both human and non-human environments present in the research field. His presence in the field of research must be explained, whether his presence is known or unknown to the research subjects.

The data analysis technique used by the researchers in this study is the qualitative descriptive analysis technique. Qualitative descriptive analysis technique is a method for analyzing qualitative data in a systematic way to provide a detailed picture of the phenomenon being studied. The aim is to understand and deeply describe the experiences, perspectives, and context of the research subjects. In the research that focuses on effective strategies used in optimizing the marketing of chicken meatball stalls through the digital marketing approaches of Facebook and Whatsapp using the SWOT analysis method. In this study, the data found were entered into the IFAS and EFAS matrices, and the results of these matrices were included in the SWOT diagram to determine which quadrant the strategies could be used in. The results of the SWOT diagram were used as a basis for formulating the SWOT matrix.

## **RESULT AND DISCUSSION**

In this section, the researcher presents ideas or responses based on the findings obtained in the field and relates them to existing theories.

From the research results, it has been stated that the marketing of the chicken meatball stall business has been optimal because it is able to respond to the weaknesses of the chicken meatball stall business itself.

Based on the analysis results of the IFAS and EFAS matrices mapped on the SWOT quadrant matrix, the strategy that can be used for the chicken meatball stall business is the SO (Strength-Opportunities) strategy, namely:

### **1. Optimizing the Use of Facebook and WhatsApp to Increase Marketing Reach (S1-O1).**

In line with Fadillah's statement that the use of social media such as Facebook and WhatsApp has proven effective in increasing marketing reach by utilizing features such as group, marketplace, and paid advertisements on Facebook can reach new audiences, the use of broadcast features, status, and WhatsApp Business to enhance direct interaction with consumers (Fadhilah et al., 2023)

### **2. Providing Education to the Team or Users about Feature Utilization, such as conducting training on the use of key features on Facebook and WhatsApp (S2,S3-O2).**

Providing training on the use of key features on Facebook (Facebook Pages, Facebook Ads, Facebook Marketplace, Facebook Insights, Facebook Groups, Live Streaming (Facebook Live), Shopping Tab and Catalog, Event Creation) and WhatsApp (WhatsApp Business, Auto Reply, Product Catalog, Broadcast Messages, Quick Replies, WhatsApp Web/Desktop, Labeling Contacts, Message Statistics) is very important to

enhance marketing effectiveness. A study published in the Journal of Welfare emphasizes that product updates and marketing strategies are continuously carried out through WhatsApp status, highlighting the importance of a deep understanding of the platform's features (Febriandini et al., n.d.).

**3. Integrate Facebook and WhatsApp with other platforms, such as Instagram, TikTok, or local e-commerce, to expand marketing reach (S2,S3-O3).**

The integration between various social media platforms can significantly expand marketing reach. In line with Amalia's statement

Putri in the journal "The Role of TikTok Social Media as a Platform for Business Development in the Digital Era" mentions that TikTok's role in the social media ecosystem is integrated with other platforms such as Instagram and Facebook, providing greater marketing opportunities for businesses through cross-promotion and content sharing between platforms. Additionally, WhatsApp Business can be integrated with other social media platforms like Instagram, allowing businesses to manage messages from both platforms in one place (Amalia Putri Sangadji et al., 2024).

## **CONCLUSION**

Based on the research results aimed at determining the optimal marketing strategy in an effort to develop the Bakso Ayam Warung business through a digital marketing approach, a conclusion can be drawn that could be fundamental to this research. If we look at the results and the elaboration of the analysis discussion that has been presented in its entirety, it can be concluded that based on the SWOT quadrant calculation results, the Ayam Bakso Warung business is in Quadrant I. This position indicates a favorable situation; Warung Bakso Ayam has opportunities and strengths, allowing it to take advantage of the existing opportunities. The recommended strategy is to support an aggressive strategy, meaning the business is in a stable condition, making it very possible to continue marketing and sales activities, expand development, and achieve maximum progress.

Based on the analysis results of the EFAS matrix and the IFAS matrix mapped onto the SWOT quadrant position matrix, the alternative strategy that can be used for the chicken meatball stall business is the SO (Strengths-Opportunities) strategy, which is:

- a. Optimizing the Use of Facebook and WhatsApp Features to Enhance Marketing.
- b. Providing Education to the Team or Users about Feature Utilization, such as conducting training on the use of key features on Facebook and WhatsApp.
- c. Integrate Facebook and WhatsApp with other platforms, such as Instagram, TikTok, or local e-commerce, to expand marketing reach.

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