Journal of Finance, Economics and Business
Vol. 3 No. 2, November 2024
https://risetekonomi.com/jurnal/index.php/feb

DIGITAL MARKETING AND PRODUCT BRANDING IN TOASTED BREAD MSMES PLAYERS

Harmiaty Bahar[1], Ikrar Muadsim[2], Muh. Husriadi[3]

[1] University of Halu Oleo, Kendari, Southeast Sulawesi, Indonesia
[2] University of Halu Oleo, Kendari, Southeast Sulawesi, Indonesia
[3] University of Halu Oleo, Kendari, Southeast Sulawesi, Indonesia

ABSTRACT

In the growing digital era rapidly, many MSMEs, including toast MSMEs in Kendari City, are facing challenges in implementing effective digital marketing strategies to build and strengthen their product branding. This study aims to analyze implementation digital marketing in increasing brand awareness and sales toasted bread MSMEs products in Kendari City. The method used is qualitative research with interviews in-depth study of MSME actors and data analysis through a thematic approach. The results of the study show that although MSME actors have utilized digital platforms such as social media and marketplaces, the challenges The main problem faced is the lack of understanding of effective digital marketing strategies and their limitations resources. Digital marketing is proven increase visibility brand and sales product, but still need more structured management. The implications of this research provide insight practical for MSMEs to optimize digital marketing strategies and provide recommendations policies to support the development of technology-based MSMEs.

Keywords: *Digital Marketing, Product Branding, Marketing Strategy.*

ARTICLE HISTORY:
Published Online: 30-11-2024

CORRESPONDING:
Name : Muh. Husriadi
E-mail: husriadiadi@gmail.com

E-ISSN: 2988-1234
DOI : 10.59827/jfeb.v3i2.191
PUBLISHER:
Laboratorium Riset Ekonomi

INTRODUCTION

In the era of globalization and digital transformation, digital marketing has become one of the... important elements in supporting business competitiveness in various sectors, including business micro, small and medium enterprises (MSMEs) (Husriadi et al., 2024; Sharabati et al., 2024). In Indonesia, MSMEs play a role significant as a driver of the local economy with a contribution big on product domestic gross (GDP) and absorption power Work (Nursini, 2020). Kendari City, as one of the cities with dynamic economic growth, showing potential big for the development of MSMEs, especially in the sector culinary like the toast industry. However, the competition is getting tougher strict demands innovation in marketing strategies, where digital marketing offers solution strategic to improve visibility products and expand market (Husriadi & Nurjanah, 2024; Pascucci et al., 2023) reach.

For toast MSMEs actors in Kendari City, the implementation of digital marketing can help build strong product branding, so that capable interesting attention consumers in the middle market competition. Although digital marketing has proven to be an effective tool in reaching wider audience, many MSME players still depend on method marketing traditional (Husriadi et al., n.d.; Xavier et al., 2024). This approach is often limited in scope geographical local and underprivileged following the increasingly dynamic market competitive (Asmussen, 2009).

This condition is exacerbated by the lack of understanding regarding appropriate digital marketing strategies and their implementation to build product branding in a way effective (Cioppi et al., 2023; Husriadi & Kartika, 2024). As a result, MSMEs in the sector culinary, such as toast, difficulty utilise the potential of digital media to increase their competitiveness in a wider market (Maulana, 2024).

This challenge shows existence need urgency to explore relevant and applicable digital marketing strategies for local MSMEs. In addition, some Most research on MSMEs focuses on the sector which is general, while study specifically in the food industry, such as toast, is still very limited. In fact, this sector has potential big to develop, especially through a digital marketing approach (Dasaraju & Tambunan,

2023). This creates need urgency to investigate how digital marketing can be implemented in a way effective to support the sustainability of small MSMEs.

This study aims to identify the role of digital marketing in building and improving the branding of toasted bread MSME products in Kendari City. In addition, this study also analyzes the most effective digital marketing strategies, especially in the context of the food industry. Therefore, this study offers a new approach by exploring in a way specifically how toast MSMEs in Kendari City can utilize digital marketing to strengthen their product branding. Focusing on this sector contributes unique, considering similar studies Still seldom done at the level local. By adapting digital marketing strategies to local needs. specifically for local MSMEs, the justification for this research lies in its relevance in providing a contribution practical for marketing strategy development digital based that can be implemented directly by MSMEs. In addition, this research also enriches literature academics in the field of digital marketing and branding, especially in the context of MSMEs in certain areas such as Kendari City.

The results of this study are expected to support government policies that focus on the development of technology-based MSMEs to improve competitiveness and business sustainability in Indonesia.

LITERATURE REVIEW

A. Digital Marketing

Digital Marketing emphasizes the importance of utilizing digital technology to create, communicate, and deliver value to customers. According to (Koob, 2021), digital marketing allows businesses to reach a wider audience at a lower cost through platforms such as social media, websites, and marketplaces. In the context of MSMEs, digital marketing provides opportunities for business actors to compete with large companies by utilizing strategies such as content marketing, digital advertising, and search engine optimization.

B. Branding Theory

Branding Theory highlights the important role of branding strategies in building emotional relationships with consumers and creating brand loyalty. According to (Rossiter, 2014) explains that the main elements of branding involve building strong brand awareness and brand equity through consistent and relevant communication. In this study, toast MSME actors in Kendari City used social media to increase their brand visibility, supporting the finding that digital platforms are effective in building trust and product appeal (Husriadi et al., 2024)

RESEARCH METHOD

This study uses a qualitative approach with a descriptive design. descriptive exploratory to dig understanding deep about implementation of digital marketing in strengthening the branding of toasted bread MSMEs products in Kendari City. Research Procedure The research process begins with the identification of relevant toasted bread MSMEs actors as research subjects. After that, it was carried out observation beginning to understand the marketing context in which it is applied. Interviews in-depth and analysis of documents related to digital marketing strategies is a step main role in data collection.

Data Collection Techniques Data collected through semi- structured interviews with MSME actors and experts digital marketing, observation of practices marketing, as well as social media documentation and materials digital promotion. Data Analysis Techniques analyzed use thematic analysis method, including stage data transcription, coding, identification theme main, and interpretation results. This approach is used to reveal patterns, relationships, and insights in-depth regarding digital marketing and branding strategies.

RESULT AND DISCUSSION

5.1 Platforms Used

The results of the study show that toast MSMEs actors in Kendari City generally utilize various digital platforms to support their marketing strategy, with social media as an option main. Platforms like Instagram, Facebook, and WhatsApp are used to reach wider audience and build interaction directly with consumers.

Instagram, in particular, is considered effective because attractive visuals can show quality toasted bread products in a way direct, interesting interest candidate buyers. In addition, several MSME actors have also started exploring the use of marketplaces such as Tokopedia and Shopee to expand market reach, especially in terms of sale product online. Although thus, their experiences in using this platform vary widely.

Some MSMEs feel difficulty in making consistent and engaging content, while others face constraint technical in account management or installation advertisement paid. This is in line with research (Dwivedi et al., n.d.-a)that the use of social media and marketplaces as channels marketing has increased visibility and sales MSMEs products in general significant.

However, this study also revealed that many MSME actors have not utilized fully the potential of this platform. The actors are still limited to the use of the platform passive, without perform data analysis or optimize Features available advertisements. The results of this study emphasize the need further training for MSMEs to improve their understanding of the use of digital platforms effective and efficient.

5.2 Digital Marketing Strategy

The results of the study show that toast MSMEs actors in Kendari City implement a number of types of digital marketing strategies to increase visibility and sales their products. The most common strategy applied covers promotion through offer discounts or bundling packages that are shared through social media. The content used is more focused on visuals, such as product photos and videos, which show quality and uniqueness of toast.

This strategy aims to attract attention consumer through an evocative image taste and provide easy information digested. Some actors also rely on advertisement paid on platforms like Instagram and Facebook, which allows them to reach a wider and more segmented audience. Type The most effective content for branding and sales is authentic and thought-provoking content. emotions, such as testimonials customers and the story behind the manufacturing process product.

This is in line with research(Achiam et al., 2022) that the content depicts uniqueness and quality product through an engaging visual narrative can increase engagement and conversion.

In addition, the use of short videos that show the process of making toast and interactions with customers proven effective in building loyalty brand. However, even though this strategy has been implemented, it is still Many MSMEs have not optimized digital analytics to measure effectiveness their campaign.

5.3 Impact In Increasing Sale Product

The results of the study show that the implementation of effective digital marketing strategies impact significant in improving sale MSMEs toast products in Kendari City. Use of social media for product promotion and branding proven increase visibility brand and attract more customers.

Platforms like Instagram and Facebook provide the opportunity for MSME actors to reach wider audience, both in terms of local and regional. Engaging visual content, including photos products and video testimonials customer, success create interest buy higher and push purchases. In addition, promotional strategies such as discounts and special offers special through social media to increase frequency purchase and strengthen loyalty customers.

This is in line with research (Dwivedi et al., n.d.-b)that MSMEs that are active in digital marketing, especially those utilizing social media and e-commerce platforms, experience an increase significant sale. This study also highlights that advertising paid on digital platforms can generate higher conversions, with a more targeted audience.

Although thus, this finding also shows that the success digital marketing in improving sales is highly dependent on consistent content management and well-planned marketing strategies, which remains a challenge. for several MSME actors.

5.4 Challenges in Implementation Digital Marketing

The results of the study showed that one of the challenge the main thing is the lack of understanding about digital marketing concept and methods take advantage of it in a way effective. Many MSME actors are still depend on method marketing traditional and have limitations in terms of resources and expertise to manage campaign digital marketing.

Apart from that, there is a lack of understanding of data analysis and use of tools digital analytics is a constraint in measuring the effectiveness of their marketing strategies. This is in line with research (Nurul Khaerani, n.d.)that MSMEs in non-metro areas such as Kendari City often face difficulty in accessing adequate training and resources to develop their digital skills.

The study also noted that although digital marketing has potential to improve visibility and sales, many MSMEs have difficulty in choosing the right platform and creating relevant content for their target audience. Another challenge faced is the limited budget for advertising paid, which hinders potential maximum from digital marketing. This indicates the need further interventions to provide stronger training and support for MSMEs in overcoming this challenge.

CONCLUSION AND SUGGESTION

The conclusion of this study shows that the implementation of digital marketing has had a positive impact on increasing visibility and sales toasted bread MSMEs products in Kendari City. The use of social media platforms such as Instagram and Facebook allow MSMEs players to reach wider audience and strengthen their product branding.

However, the challenge significant challenges faced include limitations understanding of digital marketing, shortcomings resources, and difficulties in managing digital campaign in effective. The advice for MSMEs actors is that they continue to increase understanding of digital marketing strategies and utilizing them tool analytics to measure effectiveness campaign. T

he government and related institutions need to provide training and support technical to improve digital skills of MSMEs. In addition, MSMEs are advised to

continue innovate in manufacturing relevant and interesting content use maintaining competitiveness in an increasingly digital market.

REFERENCE

Achiam, M., Kupper, F., & Roche, J. (2022). Inclusion, reflection and co-creation: Responsible science communication across the globe. *Journal of Science Communication*, *21*(4), 1–7. https://doi.org/10.22323/2.21040501

Asmussen, C. G. (2009). Local, regional, or global? Quantifying MNE geographic scope. *Journal of International Business Studies*, *40*(7), 1192–1205. https://doi.org/10.1057/jibs.2008.85

Cioppi, M., Curina, I., Francioni, B., & Savelli, E. (2023). Digital transformation and marketing: a systematic and thematic literature review. *Italian Journal of Marketing*. https://doi.org/10.1007/s43039-023-00067-2

Dasaraju, H., & Tambunan, T. T. H. (2023). Introduction: Role of MSMEs in Achieving SDGs—Perspectives from Emerging Economies. In H. Dasaraju & T. T. H. Tambunan (Eds.), *Role of Micro, Small and Medium Enterprises in Achieving SDGs: Perspectives from Emerging Economies* (pp. 1–16). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-4829-1_1

Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (n.d.-a). *Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review*. https://doi.org/10.1007/s10796-021-10106-y/Published

Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (n.d.-b). *Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review*. https://doi.org/10.1007/s10796-021-10106-y/Published

Husriadi, M., Ode, L., Musawir, A., Darwin, A., & Muslimin, K. (2024). ADOPTION OF DIGITAL MARKETING IN BUSINESS DEVELOPMENT EFFORTS : IMPACT AND CHALLENGES FOR MICRO, SMALL AND MEDIUM ENTERPRISES. *International Journal of Society Reviews (INJOSER)*, *2*(6).

Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. In *PLoS ONE* (Vol. 16, Issue 4 April). Public Library of Science. https://doi.org/10.1371/journal.pone.0249457

Maulana, F. R. (2024). From Traditional to Digital: Exploring the Online Marketing Transformation of Culinary Micro, Small, and Medium Enterprises (MSMEs) in Karawang Indonesia. *Open Access Indonesia Journal of Social Sciences*, *7*(5), 1773–1788. https://doi.org/10.37275/oaijss.v7i5.269

Nursini, N. (2020). Micro, small, and medium enterprises (MSMEs) and poverty reduction: empirical evidence from Indonesia. *Development Studies Research*, *7*(1), 153–166. https://doi.org/10.1080/21665095.2020.1823238

Nurul Khaerani, S. (n.d.). *THE USE OF DIGITAL MARKETING AND ITS IMPACT ON INCREASING MSME SALES*.

Pascucci, F., Savelli, E., & Gistri, G. (2023). How digital technologies reshape marketing: evidence from a qualitative investigation. *Italian Journal of Marketing*. https://doi.org/10.1007/s43039-023-00063-6

Rossiter, J. R. (2014). 'Branding' explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, *21*(7), 533–540. https://doi.org/10.1057/bm.2014.33

Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations. *Sustainability (Switzerland)*, *16*(19). https://doi.org/10.3390/su16198667

Xavier, B., Vanitha, A., & George, A. (2024). A Conceptual Model for the Adoption of Digital Marketing by Micro, Small, and Medium Enterprises. In S. K. Sharma, Y.

K. Dwivedi, B. Metri, B. Lal, & A. Elbanna (Eds.), *Transfer, Diffusion and Adoption of Next-Generation Digital Technologies* (pp. 410–420). Springer Nature Switzerland.