



Application of Digital-Based Marketing Strategies in Snack Businesses to Improve Student Entrepreneurship Spirit

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Abstract

The increasingly sophisticated development of technology causes marketing trends to continue to grow, where marketing shifts from conventional to the digital world. Digital marketing provides many conveniences ranging from offering products, wider marketing reach and lower marketing costs. This study aims to determine the application of digital-based marketing strategies in snack businesses to improve the entrepreneurial spirit of students. The research method used is qualitative descriptive. Data sources were obtained from interviews with informants, as well as questionnaires and observations. The results showed that the application of digital-based marketing strategies in snack businesses can increase sales three times more than direct marketing and is considered very attractive with a percentage of 60% with the coupon method and sales products that are marketed have received a good response with a percentage of 80%.

Keywords: *Basreng, Digital Marketing, Entrepreneurship, Marketing Strategy, Snacks*

A. Introduction

Along with the increasingly sophisticated development of technology and the internet world, *marketing* trends continue to grow. People who used to use conventional *marketing* began to switch until finally spreading their wings to the digital world. *Digital Marketing* is one of the marketing media that is currently in great demand by the global to support various activities carried out. They gradually began to leave the traditional marketing model to switch to modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done at any time and can be global. With the large number of chat-based media users and increasing day by day, it opens opportunities for SMEs to develop their market in the grip of phones [1].

Marketing strategy is a form of plan that is unraveled in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing including strategies to face competition, product strategies, pricing strategies, place strategies and promotional strategies [2].

Marketing strategy according to Badri Sutrisno is the main approach that will be used by business units in achieving the targets that have been set in advance in which there are main decisions regarding the target market, product placement in the market, marketing mix and the level of marketing costs needed [3].

Marketing strategy according to [4] suggests that, Marketing strategy is a plan to maximize opportunities to achieve targeted business through the management of factors that can be controlled by the company, such as fishery product design, cost control, and market knowledge.

1. Market Segmentation

a. By Geography

To achieve these goals, there are orders, promotions and other sales efforts that lead to certain localizations that can be classified as capital areas, provinces, districts, villages, suburbs, cold regions, hot areas

b. By Demographic

In this case the market is divided into variables of gender, age, number of family members, income, position, education, religion, ethnicity and so on

c. Psychological Based

In this case the market is sorted by group into social classes, lifestyles, personalities

d. Based on Behavior Segmentation

Segment based by grouping people based on specific personalities, values, or lifestyles

2. Marketing Budget

The strategy of determining the amount of funds for marketing greatly affects the success of marketing

In global, if funds increase for marketing activities, the number of sales increases. But, the amount of increased funds for marketing activities, will not automatically increase the number of sales [5].

3. Timing

By maintaining a fixed time, the company will get multiple benefits, in addition to mater benefits, as well as benefits in the form of experience.

4. Marketing Mix

Marketing mix is a strategy of marketing activities, in order to find the maximum combination so that it brings the satisfying results. There are 4 components included in this marketing mix activity known as the 4ps, which are as follows:

a) Product

b) Price

c) Place/Distribution

d) Promotion [6].

Digital marketing strategy is a strategy in order to maintain the continuity of each business. The form of business can be in the form of services, trade, industry or a combination. A maximum result using a marketing strategy is not necessarily realized. There are two objectives that must be involved, including the recognition and strengthening of the product brand image. Promotional content suggestions as a digital strategy must be planned and made attractively and distributed so as to encourage people in the digital world to become consumers or vice versa. By applying the AIDA model (Attention, Interest, Desire and Action) partners are easier to create content compositions on social media and other media [7].

Digital marketing is defined as the use of technology to assist in marketing activities that aim to increase consumer awareness by adapting to consumer needs [8].

Digital Marketing is a marketing that is done through the internet or online media. By spending low costs, marketing can give satisfactory results. Digital marketing strategies also have the aim of increasing visibility, ease of access to customers and prospects, as well as the level of exposure. Another added value of this marketing strategy is its ease of use.

Digital marketing is a term that covers marketing both for products and services using digital technology, in general using the internet, mobile phones, display advertisements and other digital media. There are several digital marketing strategies according to experts and digital marketing actors, namely: SEO (Search Engine Optimization), Social media marketing, Content marketing, Utilizing influencers, Email marketing, Paid advertising (PPC), Viral content, Active in the community, Affiliate marketing, Utilizing podcasts [9].

According to research, the entrepreneurial activity of Indonesian people is still relatively low. Entrepreneurship activity translates as active in starting a new business and is expressed in terms of the total percent of the population actively working [10]. The lower the entrepreneurship activity index of a country has an impact on high unemployment. Based on survey data, the high unemployment rate is found in college graduates. The educated unemployment data states that the higher a person's education, the lower his independence and entrepreneurial spirit. Because most of the College graduates are more dominant as job seekers than creating jobs. This is because the learning system in various universities is generally still focused on the accuracy of graduation and the speed of getting a job. As a result, the lack of producers of readiness to create jobs or entrepreneurial spirit [11].

The entrepreneurial spirit in a person is characterized by a person's commitment to be independent, achieve something desired, avoid dependence on others in order to be more productive in developing their potential. The spirit of entrepreneurship can be formed starting from the family and academic environment. Family environment such as, parents motivate their children to do small things that can support entrepreneurial activities. While the educational environment is a place to gain knowledge and a place to apply knowledge to train their entrepreneurial spirit. The entrepreneurial spirit of students is formed with the aim of changing the mindset of students, so that after becoming undergraduates, they can already plan to form a business or

create their own jobs and not focus on job seekers. Therefore, students should be theoretically equipped with business opportunities that can be developed based on local and national potential [12]. Digital marketing strategies are considered capable of increasing the spirit of entrepreneurship among young people such as students. Students are required to have an entrepreneurial spirit

The many conveniences in digital marketing strategies make students start to be interested in jumping into the world of digital marketing. Various businesses began to be engaged by students, one of which was in the snack business. Snacks are foods consumed for interlude in between eating the main menu. One of them is basreng, basreng is currently being favored by some people because it is delicious, savory and spicy so it is very suitable as a snack when relaxing [13].

Snacks are food products that are much favored by the community, both children and adults. The craze for snacks is so high based on the nature of the product that is in accordance with the current times, which is practical and can be consumed immediately. According to Muchtadi, Hariyadi, and Basuki (1998), snacks are defined as foods consumed in the times between the three main meals of the day. Based on this definition, various types of snacks appear, both in the form, how to process, and how to serve [14].

Basreng is one of the snacks made from processed fish balls that are thinly sliced and then fried. Basreng can also be served with a sprinkling of spicy spices with orange leaves or original. In addition to spicy variants, there are also other flavors including barbequiu, sambal balado, sweet corn and so on depending on taste. As millennials, we must make familiar food innovations into unique foods that usually attract consumers to [15].

The previous research relevant to this research was Gita Sagita's research [16] with the research title, "Application of Digital Marketing as a Marketing Strategy for Bakmi Tando 07" with the subject in the research being the general public while in the research being carried out the subject is students.

Seeing that this basreng business is much loved by the community, so we are interested in carrying out this business. And carry out marketing strategies that can make buyers interested. Therefore, we will develop a marketing strategy which in addition to attracting consumer purchasing power but also can increase the spirit of entrepreneurship among students in the snack business. So the title that we will raise in this scientific paper is **"Application of Digital-Based Marketing Strategies in Snack Business to Improve Student Entrepreneurship Spirit"**.

B. Research Methods

In this research using qualitative descriptive method, qualitative method is an approach to explore and understand an event that occurs. Qualitative research by utilizing description data, namely written words based on the actor or object observed. The type of research used is a case study which is examining a case in the community in-depth to understand the circumstances and interactions that occur. In this study, the data collection used was a method of observation and literature study. Observation is the collection of data on the object studied, namely on the sale of basreng carried out by students. Literature study is the collection of data by studying, observing, and analyzing books, files, documents related to a research problem.

C. Results and Discussion

The results obtained through the case study of basreng snack sales carried out are as follows.

1. Create a design in the form of a pamphlet to post on Instagram: the pamphlet contains some information related to basreng such as "BASRENG SPICY" Which means the basreng has a spicy taste. then said "EXTRA PEDAS DAUN JERUK", The sentence informs that in addition to the spicy taste there is also the taste of orange leaves found in basreng. Then there is also a whatsapp number and also an Instagram username, namely BASRENGYUK.ID.



Figure 1. Logo and Pamphlet Basrengyuk.id

2. Conduct a literature study: Articles related to digital marketing on snack sales are collected then take the essence of the articles.

Digital promotion by utilizing social media, Instagram, whatsapp or other platforms can make it easier for students who sell snacks to attract consumers and can interact directly through chat.

Sellers use social media to provide information and communicate with consumers and social media that is generally often used by sellers is Instagram and whatsapp which are effective enough to provide information about products and direct interaction with consumers so as to provide trust and foster a positive image to consumers.

The advantages of digital marketing strategies are as follows.

- a. Target consumers can be set according to demographics, regions, and more
 - b. Results are obtained faster so that manufacturers can correct the actions taken
 - c. Much cheaper cost
 - d. Wider reach
 - e. Accessed anytime and anywhere without any time limit
 - f. Can measure the results of promotions by looking at the number of visitors or the number of consumers
- Instagram as one of the platforms that is often used by people in Indonesia is also a business medium for some business people, especially sellers for product promotion.

Reasons snack sellers can use Instagram to promote products are:

1. Instagram can expand consumer reach
2. Promotion through Instagram can generate consumer trust due to various comments from other users who know the benefits of the product

With various advantages such as not requiring costs and energy in conveying information to consumers, and the process of delivering information to consumers in a short time. Writing, even photos and videos can be disseminated easily and easily. Promotion carried out through social media is an online promotion. For this reason, it is necessary to understand technology for business people in the process of product promotion can reach quite widely, including high food sellers who really need technological assistance so that their products can be known in the community.

Digital marketing is the use of internet networks by utilizing technology that creates two-way communication between consumers and business people. Digital marketing can facilitate the promotion of sales products, one of which is in the use of social media. By utilizing social media can streamline costs to promote products and have a wide marketing reach. Digital marketing is a marketing activity for product promotion better known to the public, especially potential consumers and can influence potential consumers to buy and consume marketed products.

Basrengyuk is one of the snack businesses that markets its products through digital marketing so that it becomes a product that is able to have competitiveness with other basreng products.

The digital marketing strategies used by students to sell basreng snacks so that the promotions carried out are in accordance with the objectives as follows:

- a. Online Marketing through Instagram

Digital marketing is a marketing strategy by utilizing the internet as a medium. Marketing activities by focusing consumer attention through social media, websites, and so on. This can provide many advantages, namely convenience and ease of access, a wider range of products, affordable, and long-term marketing. Instagram as an advertising medium is considered effective because of its unlimited

reach and efficient cost. In the marketing strategy for sales basreng has been done with online marketing through Instagram and get the following results:

Table 1. Sales Results with Direct Marketing and Online Marketing

Basreng Sales with Direct Marketing		Basreng Sales with Online Marketing	
Number Sold	Profit (Rp)	Number Sold	Profit (Rp)
4	8.000	12	24.000

Based on the number of products sold, it can be said that using digital marketing strategies through online marketing can increase sales three times than direct marketing.

b. Attractive Promo

In promoting products must be made as attractive as possible so that consumers can be interested in buying products. "Promo" is one way that can be offered to consumers as a step to promote products. The promos offered can be in the form of discounts, gift coupons, cashback, or other promos. In this basreng sale, namely using coupons, if consumers buy one basreng in the first purchase, consumers will get 1 coupon, then when the second purchase is a consumer, consumers will get a 2nd coupon, then when the third sale then consumers will get a 3rd coupon. If 3 coupons have been collected, consumers are entitled to exchange the coupons to the seller and get 1 pcs basreng. Digital marketing strategies using attractive promos get the following responses:

Table 2. Marketing Strategies with Coupon Promos

Information	Respond	Percentage
Very interesting	6	60 %
Pull	4	40 %
Less Attractive	-	
Unattractive	-	
Sum	10	100%

Based on the response above, it can be said that digital marketing strategies with a coupon system are very attractive with a percentage of 60% and attractive with a percentage of 40%.

a. Basreng Products

Basreng is one of the snacks made from processed fish balls that are thinly sliced and then fried. Basreng can also be served with a sprinkling of spicy spices. Basreng sellers currently serve basreng with varying levels of spiciness. Basreng is a snack business that can be reached by students. In improving marketing strategies, the products sold must be feasible and get a good response from consumers. Based on the results of a questionnaire conducted on 10 students, the following results were obtained:

Table 3. Results of Responses to Basreng Products

Information	Respond	Percentage
Very Tasty	2	20 %
Delicious	8	80 %
Less tasty	-	
Unpalatable	-	
Very unpalatable		
Sum	10	100%

Based on this response, basreng products from BASRENGYUK.ID are basreng that has a good taste with a percentage of 80% and very good by 20%.

This marketing strategy is in accordance with research by Saifuddin [17] which states that digital marketing is one of the effective strategies to attract consumers. This is because the benefits obtained

are not only limited to a place to promote products and the completeness of the information obtained, but also allow for more interactive dissemination of information

D. Conclusion

A well-done digital marketing strategy will result in product promotion that is able to increase sales turnover. Based on the results of questionnaires and observations, the application of digital marketing strategies can be applied to the sale of snack business products such as basreng to increase the spirit of entrepreneurship among students. With the results of the study shows that the application of digital-based marketing strategies in snack businesses can increase basreng sales three times more than direct marketing and is considered very attractive with a percentage of 60% with the coupon method and basreng products that are marketed have received a good response with a percentage of 80%.

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