

Culinary Development Strategy for Traditional Japanese Food (Moci) in Bengkulu City by Utilizing Digital Technology

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Abstract

Digital marketing strategy is a form of marketing that utilizes digital media. Several digital media that currently have the potential to be used as digital marketing media are social media. Some of the social media most widely used by Indonesian people are WhatsApp, Instagram, Facebook, TikTok and Telegram. Social media has been proven to play a big role in the world of product marketing. Therefore, researchers conduct research that aims to describe conditions related to the influence of digital marketing in increasing product sales. The object of research is the mochi cake business in Djapuan Mochi. In this research, researchers used descriptive methods to describe problems that were occurring at this time or that were ongoing at the time the research was conducted. The research instrument used was an interview sheet. The research results show that with a marketing strategy using digital media, you can market your product in Djapuan Mochi become broader and can reach more consumers. From the results of this research, it can be concluded that digital marketing can increase product sales in Djapuan Mochi.

A. Introduction

Micro, Small and Medium Enterprises (MSMEs) are part of the national economy which has principles of justice and has a view of independence, has great potential to improve prosperity, and balance progress and unity of the national economy (Anggraeni, 2022; Nasrida et al., 2023; Rezky, 2023). As of March 2021, the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) noted that there were 64.2 million MSMEs in Indonesia, and these MSMEs contributed 61.07% to Indonesia's Gross Domestic Product (GDP) which was worth IDR 8,573.89 trillion.

Digitalization for MSMEs needs to be developed because it can encourage growth and also expand the target market for MSMEs, especially in the current digital era. Digital marketing is one effort that has been proven to increase sales of a business, and also help reach a wider target market (Afrilia, 2018; Purnomo, 2021; Putra et al., 2021). To optimize digital marketing strategies, companies can use Search Engine Optimization (SEO), Pay per Click (PPC), Social Media, Online Video, Affiliates, and E-mail marketing. In digital marketing, there is something called digital promotion. Digital Promotion is a digital promotional activity that utilizes technological developments and social media to advertise or promote products or services. Digital Promotion has several benefits that can influence consumers' decisions to make repeat purchases in the future, including: expanding targets, saving costs, can be personalized, and is easy to use by all groups and types of businesses (Donoriyanto et al., 2023; Suhayati et al., 2022; Widiastuti et al.,

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2022). Repeat Purchases are purchasing activities that occur repeatedly or more than once. Buyers who make repeated purchases are called repeat customers. Regular customers can be categorized as consumers who have the potential to become Loyal Customers.

One of the business fields that many MSMEs are currently involved in is the food sector, especially traditional food. Traditional food is food that has been commonly eaten for several generations, consists of dishes that suit tastes, does not conflict with the religion or beliefs of the local community, and is made from food ingredients and spices that are available locally (Adiasih & Brahmana, 2017; Maflahah, 2012; Suhandi et al., 2020). Traditional food generally includes staple foods, side dishes, including vegetables which are always eaten with staple foods, and snacks or snacks, apart from fruit (Sukerti et al., 2016). Traditional food is divided into ordinary food and ceremonial food or special food that is eaten at certain times (Soh et al., 2021).

One of the traditional foods that is currently trending is mochi. In West Java Province, there is one city that has the potential for well-developed small and medium industries, namely Sukabumi City, which is one of the centers of the mochi cake industry. Sukabumi already has a well-known name in West Java for the production of original mochi cakes typical of creative small and medium industrial entrepreneurs in Sukabumi City. Mochi cake is not an original snack made in Sukabumi. Making mochi cakes is the result of the absorption of mochi in Japan during the colonial period in Sukabumi City. Even though mochi cakes originate from Japan, mochi cakes have become the most famous icon in Sukabumi City. In Japan, mochi cakes are made from sticky rice the size of a child's fist and are usually eaten during Japanese New Year celebrations. In Sukabumi, mochi cakes are usually filled with peanut dough and are relatively smaller in size so they are easier to eat in one bite.

In Bengkulu, there is one MSME that makes mochi as its product. The UMKM player named it with D'japuan Mochi. D'japuan Mochi is one of the MSMEs that utilizes advances in digital technology to increase sales. This business is a small business from home which was a side activity during college. Initially, D'japuan Mochi's mochi customers were only friends and relatives of MSME owners, so there was no significant increase in sales. The solution they have in mind is an initiative to create a strategy to increase sales by utilizing digital technology. Therefore, this article was created for describe conditions related to the influence of digital marketing in increasing sales of mochi cakes in D'japuan Mochi.

B. Methodology

This research aims to describe conditions related to the influence of digital marketing in increasing product sales. The object of research is the mochi cake business in D'japuan Mochi. The research instrument used was an interview sheet. In this research, the researcher used a descriptive method, which is used to describe problems that are currently occurring or that were ongoing at the time the research was conducted. The following are the characteristics of the Descriptive method as stated by Nasution 2003: 61, namely: a) Focus on solving current problems and what the real problems are. b) The collected data is first compiled, explained, then analyzed, therefore this method is often called the analytical method. Based on the opinions of these 2 characteristics, this research is intended to describe conditions related to the influence of digital marketing in increasing sales of mochi cakes.

The basis for researchers using the descriptive method is:

1. This research reveals how much influence digital currently has on D'Japuan Mochi sales.
2. This method can provide an overview of the digital relationship with the effectiveness of mochi cake sales. It makes it easier for researchers to process fathers because the fathers collected are homogeneous or the same.
3. This method can also collect data, organize data, and make data presentations and data can be concluded.

C. Results and Discussion

Marketing Strategy

The strategy used is digital marketing. A marketing strategy is something that must be prepared or designed to have a positive impact on a brand. Digital marketing strategy is a form of marketing that utilizes digital media. The digital media used also needs to be considered, because choosing the right digital media can enable us to reach a wider target audience and be more specific to the target audience we are aiming for. The marketing success of a product is not only assessed by how many consumers it manages to acquire, but also

how to retain these consumers. In marketing, it is known that after consumers make a purchasing decision, a process occurs which is called consumer satisfaction and dissatisfaction, which lies in the relationship between expectations and the achievements received from the product or service. If a product or service does not meet expectations, consumers will not make a repeat purchase. On the other hand, if a product or service exceeds consumer expectations, the consumer will feel satisfied and may make repeat purchases.

Several digital media that currently have the potential to be used as digital marketing media are social media. Currently, social media users in Indonesia reached 191 million people in January 2022. Some of the social media most used by Indonesian people are Whatsapp, Instagram, Facebook, TikTok and Telegram (Setiani et al., 2023).

In developing a digital marketing strategy, there are several aspects that must be considered, namely ease of finding the desired product or service, availability of promos for the product or service, attractive product marketing strategies, ability to identify target buyers, completeness of product-related information. or services, services to buyers, illustrations related to the products offered, as well as warranties and guarantees for these products or services.

Social media is a medium for socialization and interaction and attracts other people to view and visit links containing information about products and so on. So it is natural that its existence is used as the easiest and cheapest marketing media (low cost) by companies. This is what ultimately attracted the interest of small and medium enterprises (SMEs) to make social media a mainstay promotional media supported by a company website/blog that can display a complete company profile. It is not uncommon for business people to only have social media but still exist in competition.

Review of Business Activities

D'Japuan Mochi is a snack business that was only founded in 2023. Realizing that there are very few mochi sellers in the Bengkulu area, D'Japuan Mochi sees this as a business opportunity. Initially partners only accepted pre-orders from friends and family in their area. Before starting sales, Djapuan Mochi made samples of mochi cakes and asked 10 volunteers to taste the food. The testimonial percentage results will be presented below.

Table 1. Interval Testimonial Sample Djapuan Mochi

Name	Score					Result
	1	2	3	4	5	
Melany					✓	96%
Fina					✓	
Franklin					✓	
Nadia					✓	
Putri Rahmadini				✓		
Rina					✓	
Diva				✓		
Bella					✓	
Selendri					✓	
Hanni					✓	
VT (Very Tasty)						

Information:

0-20% : **VU (Very Unpalatable)**

21-40% : **NE (No Equal)**

41-60% : **PE (Pretty Tasty)**

61-80% : **Y (Yum)**

81-100% : **VT (Very Tasty)**

So, sellers try to create social media accounts that can be used as a place to promote products

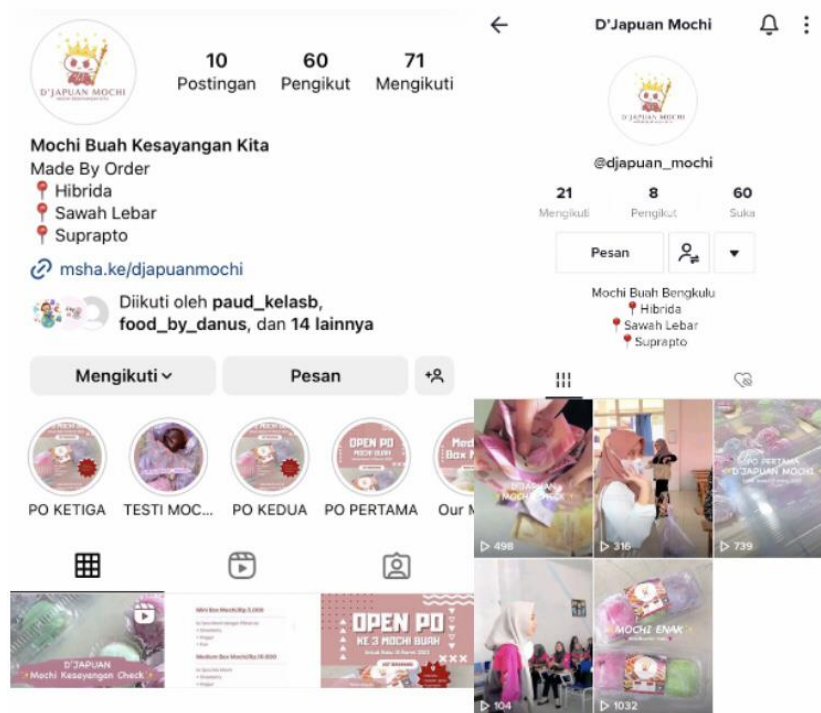


Figure 1. The Use of TikTok and Instagram as Digital Marketing Media

Application of Digital Media and Digital Marketing in D'Japuan Mochi Business

Three online media have been used since the beginning of this business, namely social media TikTok, WhatsApp, and Instagram. Until now, the three media Instagram, TikTok, and WhatsApp are still used as a medium of communication with consumers and marketing.



Figure 2. Use of Digital Media for Content Creation

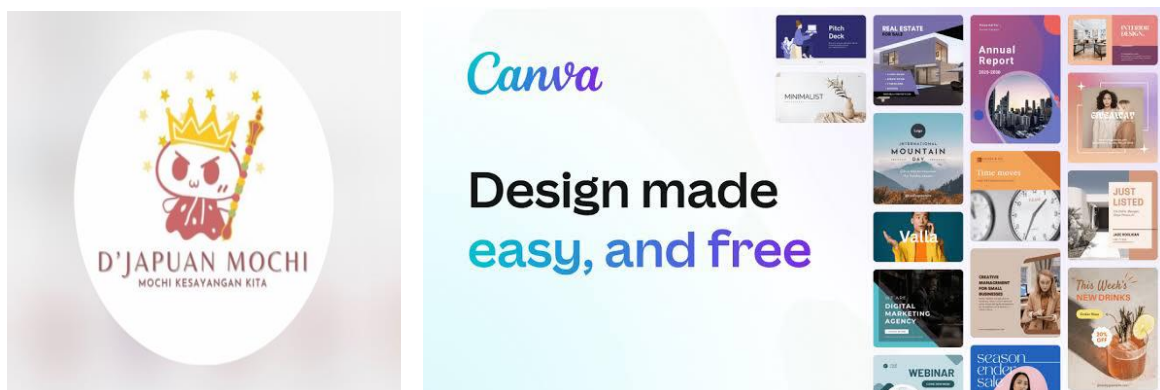


Figure 3. One of the Digital Applications Used for Making Logos, Stickers, and D'Japuan Mochi content

D'Japuan Mochi uses the Inbound Selling method to sell mochi cakes. Inbound marketing is a marketing method that focuses on earning, not buying, prospects' attention. You achieve this through social media and engaging educational content such as blogs, podcasts, e-books and educational papers. This type of content is interesting, useful, and most importantly, adds value to readers by providing solutions to their problems or suffering through education. These positive relationships build trust—making prospects more likely to engage with you and your brand and purchase your products.

Inbound sales works closely with marketing techniques to find prequalified leads who are interested in the product. D'Has access to a lot of information online so potential consumers can research and understand the product before even interacting with the seller. If a potential customer begins to engage, the customer may have already researched the product and understood its value before the salesperson speaks with them.

This increases the chances of a sale once the seller provides additional details about the product features because the seller believes the customer knows about the product.

Digital is very helpful from starting a business to selling D'Japuan Mochi.

- 1) Packaging.
Digital helps in logo and sticker design. Logos and stickers help enhance the appearance of the packaging. D'Japuan Mochi uses simple packaging made from transparent plastic to reduce production costs and attract buyers because they can see directly the shape of the mochi in clear packaging.
- 2) Marketing.
Digital is very helpful in increasing sales of D'Japuan Mochi. Marketing using websites and social media makes it easier for potential buyers to find and connect directly with sellers even though they have long distance vulnerabilities. Apart from that, buyers can find out the form qualifications, packaging, price and previous customer testimonials via D'Japuan Mochi social media.

Proof that digital helps increase sales is based on sales data from D'Japuan Mochi,

Table 2. The Percentage of Increase in Djapuan Mochi Customers After Using Social Media Utilization Marketing Strategies

Day	Scope of Friends and Closest People	Unfamiliar scope	Percentage of New Buyers
Day 1	13	5	27,78%
Day 2	10	8	44,44%
Day 3	10	10	100%

At the start of the promotion via social media, D'Japuan Mochi got 5 new buyers who didn't know the seller at all. Customers found D'Japuan Mochi social media and were interested in seeing the products being marketed. On the second day, D'Japuan Mochi had 8 new buyers who also found D'Japuan Mochi through social media. On day 3, 10 buyers also found D'Japuan Mochi through social media. There is an increase in everyday marketing being done on social media. Buyer 1 started to arrive along with others who at first I didn't know and don't know D'Japuan Mochi.

D. Conclusion

From the research above, it can be concluded that Djapuan Mochi MSMEs started their business after seeing the opportunity that in Bengkulu City there were still very few Mochi Cake sellers. In the sales sector, Djapuan Mochi took the initiative to start utilizing digital as a strategy to increase sales of its products. With a digital media strategy, product marketing becomes broader and can reach more consumers. It's not just about digital marketing, it also helps in perfecting products to make them look more attractive through design applications, producing attractive logos and stickers so that the packaging doesn't look boring.

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