

# Analysis of MSME Digital Marketing Strategy "kripik.t\_mpe" on Instagram

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## ABSTRACT

This research discusses digital marketing carried out by Kripik.t\_mpe MSMEs located in Kediri, East Java, considering the importance of using online marketing media today, cannot be maximized by MSME actors. How to create the right and quality content is rarely noticed by business owners so the impact has not been felt optimally either. This study used qualitative research methods. with researchers interviewing MSME owners directly, using data analysis methods by collecting data, reducing, and concluding data. The result of this study is that MSMEs Kripik.t\_mpe have run several ways to make their marketing content quality such as relevance, creativity, visual quality, storytelling, interaction, consistency, and authenticity. Although in some ways such as improving visual quality and consistency has not been carried out properly.

*Keywords: content; digital marketing strategy; instagram; quality.*

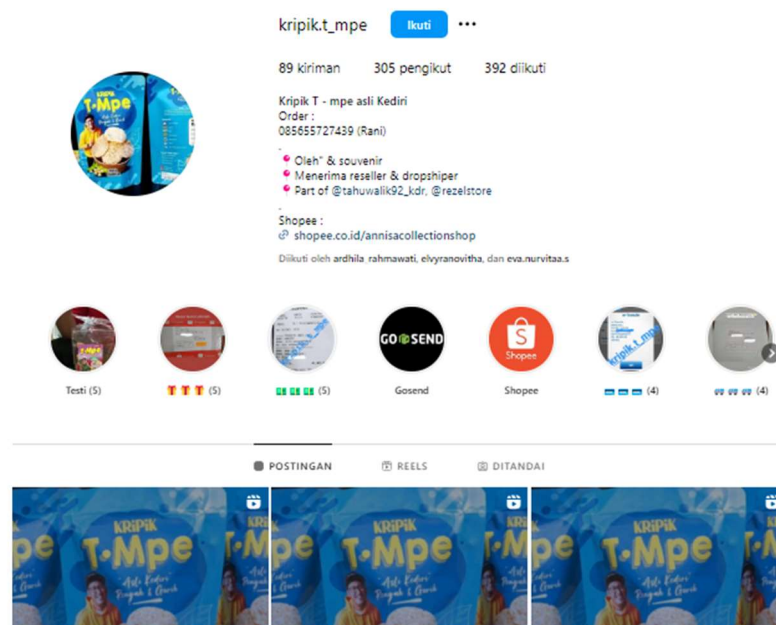
## 1. INTRODUCTION

Snack is one of the choices for Indonesian people to consume every day, traditional and modern snacks are widely circulated in Indonesia today. According to data from Mondelez International snacking in 2022, it was revealed that Indonesian people consume more light meals than heavy meals in their daily lives. There are 93% of them suggest that snacks or snacks are easier to enjoy when their activities are busy or working, even global data explains that as many as 72% of respondents choose snacks as a form of

self-esteem, while 62% of respondents asked explain that they feel happy when consuming snacks rather than heavy meals.

One of the snack options in Indonesia is processed tempeh which is used as a snack, there are already many MSMEs in Indonesia engaged in this business and still survive today. From MSMEs that do not have brand labels to those that have brands. One of them is the owner of kripik.t\_mpe snack MSMEs, they have been in this business since 2015 and still survive until now, have a production house in Kediri City, East Java, and the owner continues to develop product innovations in terms of taste variations to marketing techniques, it is done by the owner to continue to expand the market share of his products. Some of the things that are done are selling their products on the marketplace, working with artists to market their products, and making marketing on Instagram social media.

Instagram has become one of the promotional media by the owner since 2020, with the Instagram account @kripik.t\_mpe which has 89 posts with a total of 305 followers.



Picture 1. Instagram's home kripik.t\_mpe

This is not without reason for owners to use social media as one of the promotional media, because based on data from the Indonesian Internet Service Providers Association states that electronic network users in Indonesia reached 196.7 million users connected through internet media, with a penetration rate of 77.02%. So do not be surprised if business people today use social media as one of their choices for marketing. The shift in promotional media from offline to online has also been stated and now there is a change in consumer behavior patterns when they want to buy a product, people now prefer to find information through social media and buy products online. Further explained, when they want to buy a product and search for information on social media, they save more time in determining purchase decisions (Gani, 2020).

Seeing the importance of social media as one of the current promotional media for MSME owners in Indonesia, this study will discuss how Instagram social media promotion has been carried out by Kripik.t\_mpe so far.

## **2. LITERATURE REVIEW**

### **2.1. Marketing**

Marketing can be defined as an organizational function or tool for organizations to create, communicate, and deliver what they sell to customers (Febriyantoro & Arisandi, 2018). Now marketing can be divided into 2 types, namely conventional marketing, and online marketing. Conventional marketing is a type of marketing using direct methods such as brochures, billboards, direct marketing, etc., while online marketing is a type of marketing that uses technological media in the marketing process, such as social media. The two types of marketing have their own advantages and overtime. Depending on the needs of the business owner, but now business owners do online marketing to expand market share and increase sales turnover.

### **2.2. Digital Marketing**

One of the digital marketing methods that utilize electronic media or the internet is internet marketing (e-marketing). The Internet serves as a means for marketing processes that use electronic communication technologies. Digital marketing strategies play an important role in keeping up with the advancement of digital technology and designing plans to attract consumers, by blending electronic communication and traditional communication (Harahap et al., 2021). It is explained that some of the benefits of digital marketing are the speed of providing information to consumers, ease of evaluation of digital marketing, and wide market share (Wicaksana & Rachman, 2018).

Digital marketing is directly related to how to create content on social media. There are several ways creating content on social media can attract consumers: relevance, creativity, visual quality, storytelling, interaction, consistency, and authenticity (Haryanti et al., 2019).

## **3. RESEARCH METHOD**

This study uses a type of qualitative research by emphasizing direct data collection from respondents who will be interpreted by the author. The location of this study is in Kediri City, East Java with a research period of 4 months. The data sources used are primary data and secondary data, primary data is obtained from the interview process directly to respondents in this study, namely business owners, while secondary data is obtained from journal and book literature. In this study, respondents are direct business owners because the owners have direct information needed in this study. The data collection method used in this study is direct observation of business owners, besides that, there are direct interviews with respondents and documentation. The interview model conducted by the researcher is a direct interview with the owner, after the first interview a follow-up crosscheck is carried out. Data analysis used in this study is by collecting data, reducing data, and drawing conclusions.

## **4. RESULTS AND DISCUSSION**

### **4.1. Informant Background**

Every content in t.mpe MSMEs is uploaded through their Instagram, namely @Kripik.t\_mpe which started in 2020. The number of followers is 305 with 89 posts. This business was started in 2019 by the owner, located in the city of Kediri, East Java, and sells products in the form of processed tempe.

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## 4.2. Instagram Analytics

The quality of interesting content is one of the factors that can attract consumers to buy a product. Here are the criteria for quality content that can be applied to t.mpe MSME Instagram posts:

1. Relevance, according to the theory developed by content marketing not only has benefits for sellers but also for consumers. So, the relevance between the posts made and what is sold is important. Posts made on the @kripik.t\_mpe Instagram account have shown relevance, evidenced by posts that inform about their products regularly and informatively. Posts never go out of their goal to promote their tempe products (Saraswati & Hastasari, 2020).



Picture 2. Instagram post

2. Creativity, is one of the important elements in making posts on social media. Posts made by t.mpe MSMEs have also been fairly creative, by displaying video reels as their promotional material, besides that, they also make posts about the benefits of products for consumers and use consumer testimonials as an effort to increase consumer buying interest. This is in accordance with what was stated by those who explained that the element of creativity must be used by sellers to attract consumer buying interest, so it is not only about posts but must pay attention to how creative each post is. In addition to the content of the content, sellers must also pay attention to the captions written in each post. Interesting captions can also make consumers interested in finding more information about the products sold (Wicaksana & Rachman, 2018).
3. Visual quality, using good image and video quality can also be an important factor so that consumers are interested in the products sold. This is usually easily forgotten by sellers who feel they only see the content. The quality of images and videos uploaded on the @kripik.t\_mpe intagram is still low resolution which results in unclear images and audio. According to it, content creation on social media must also pay attention to the quality of images or videos, as well as pay attention to how the technique is taken (Ha et al., 2021).



Picture 3. Low-quality video from instagram post

4. Storytelling, content that is able to bring consumers to be interested in buying products is by storytelling. This technique is a way that uses stories to create posts, not only about the product but also how stories related to the product, posting in this way can attract consumers emotionally who may come up when consuming that product (Rachmah & Madiawati, 2022). In addition, it can also tell how the story behind the products sold. In the post made by @kripik.t\_mpe, it can be seen that 4 posts use storytelling techniques by telling how this product uses quality ingredients, and then there is also a post that tells the story behind the owner making tempe products. So according to the author what the owner did was appropriate.
5. Interaction, one way to make our social media quality and attract consumer interest is to build interaction with consumers, such as asking questions to consumers or involving consumers to review our products so that consumers feel involved in the development of our products. suggests that customer engagement can build closeness between consumers and sellers. Customer engagement will not be formed if the communication made by the seller is only one-way. Sellers also post their consumer testimonials to be used as a tool to build closeness, in the form of videos and written testimonials. This is in accordance with the theory put forward earlier that sellers must also form customer engagement to attract other consumers to buy our products (Widayati & Augustinah, 2019).
6. Consistency, in making posts on social media sellers must also pay attention to the consistency of posts. This consistency can be interpreted in a fixed template, regularly scheduled posts, or consistency in the form of tone of voice style in the video posted. In the current research, it is explained that consumers will be more interested in social media accounts that post consistently in terms of templates and tone of voice styles, consumers feel more comfortable when seeing similar and consistent posts on a social media account. In the posts made by @kripik.t\_mpe there has been no consistency. It can be seen that the posts made are still not similar in the template, some did not include captions in the post. This is a note submitted by researchers to owners to be able to pay attention to things that have not been consistent in posting on Instagram social media (Rumondang et al., 2020).
7. The authenticity of content, according to research conducted by explained that the authenticity of content is one of the things that must be considered when making posts on social media. Do not let our content result from imitating others. Briefly explained

to avoid this, content creators can create content that contains about production process activities, tells how the product packaging process, and makes original posts from consumers who send testimonials to their products. In terms of content authenticity, @kripik.t\_mpe has created content that matches the original, such as telling the product process, original testimonials from consumers or selected content creators (Fadhilah & Pratiwi, 2021).

## 5. CONCLUSION

Every MSME that uses social media, especially Instagram as their promotional media, should pay attention to important things in creating quality content. In this study, several important things can be a reference for sellers in making posts on social media, especially Instagram. Although many theories can be used in making Instagram posts attractive to consumers, back to what the needs are needed by MSMEs, this research is only limited to a few things that need to be considered in creating quality Instagram content as explained above. MSMEs Tempeh chips in this research object have done several things that according to researchers are important in creating quality Instagram content, although some things need to be improved such as content quality and consistency, but overall business owners have tried to create marketing content through Instagram well. In the next study, it can be analyzed about the effect of the use of Instagram media on @kripik.t\_mpe on consumer buying interest, in order to further summarize this research. The shortcomings in this study are time limits in carrying out research and variables that appear during future interviews can be used as variables to analyze their influence on consumer buying interest

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