

OPTIMIZING CUSTOMER ENGAGEMENT: EMPLOYING TRIANGULATION METHODOLOGY TO IMPROVE SOCIAL MEDIA CONTENT STRATEGY FOR MSME

Optimizing Customer Engagement: Penggunaan Metodologi Triangulasi untuk Pengembangan Strategi Konten Media Sosial UMKM

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Abstract

The internet offers great potential for the development of micro, small, and medium enterprises (MSMEs) in Indonesia. Nisa Kitchen, an MSME in Batam City specializing in making brownies, utilizes digital marketing and social media to grow their business. This is a qualitative research study aimed at exploring the effect of engaging social media marketing content on customer engagement, with a focus on Nisa Kitchen. In this study, researchers use methodological triangulation to gather data from various sources and perspectives. This technique allows for the validation of findings by combining different research approaches such as content analysis, interviews, and observations, thereby producing a deeper and more accurate understanding of the topic under investigation. In addition to the owner, the primary participants in this study are customers who have made purchases from Nisa Kitchen and are above 17 years old. The study aims to gain a comprehensive understanding of the implications for Nisa Kitchen. One of the challenges faced by MSMEs is a lack of understanding of technology and social media. This study emphasizes its unique contribution to the literature by presenting new insights and a comprehensive approach to enhancing customer engagement through attractive marketing content on social media. The study proposes solutions by creating useful and engaging content using Canva, Linktree, and WhatsApp Business to simplify customer access to Nisa Kitchen. The research findings indicate positive changes in social media insight data (engagement) and customer interviews.

Keywords: Marketing Strategy; Digital Marketing; Social Media Marketing; Msmes; Customer Engagemen

Abstrak

Internet menawarkan potensi besar untuk pengembangan usaha mikro, kecil, dan menengah (UMKM) di Indonesia. Nisa Kitchen, sebuah UMKM di Kota Batam yang mengkhususkan diri dalam pembuatan brownies, memanfaatkan pemasaran digital dan media sosial untuk mengembangkan bisnis mereka. Ini adalah studi penelitian kualitatif yang bertujuan untuk mengeksplorasi efek konten pemasaran media sosial yang menarik dalam meningkatkan keterlibatan pelanggan, dengan fokus pada Nisa Kitchen. Dalam penelitian ini, peneliti menggunakan triangulasi metodologi untuk mengumpulkan data dari berbagai sumber dan perspektif. Teknik ini memungkinkan validasi temuan melalui penggabungan berbagai pendekatan penelitian, seperti analisis konten, wawancara, dan observasi, sehingga menghasilkan pemahaman yang lebih mendalam dan akurat tentang topik yang diteliti. Selain pemilik, partisipan utama dalam penelitian ini adalah pelanggan yang pernah melakukan pembelian terhadap produk Nisa Kitchen dan berusia di atas 17 tahun. Penelitian ini bertujuan untuk memperoleh pemahaman yang komprehensif tentang implikasi bagi Nisa Kitchen. Salah satu tantangan yang dihadapi UMKM adalah kurangnya pemahaman tentang teknologi dan media sosial. Studi ini menekankan kontribusi uniknya terhadap literatur dengan menyajikan wawasan baru dan pendekatan komprehensif untuk meningkatkan keterlibatan pelanggan melalui konten pemasaran yang menarik di media sosial. Studi ini mengusulkan solusi dengan menciptakan konten yang berguna dan menarik menggunakan Canva, Linktree, dan WhatsApp Business untuk menyederhanakan akses pelanggan ke Nisa Kitchen. Hasil penelitian menunjukkan perubahan positif dalam peningkatan data wawasan media sosial (keterlibatan) dan wawancara pelanggan.

Kata Kunci: Strategi Pemasaran; Pemasaran Digital; Pemasaran Media Sosial; UMKM; Keterlibatan Pelanggan

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the important sectors that support Indonesia's economic growth (Daud et al., 2022). Based on a report presented by the Ministry of Cooperatives and SMEs of the Republic of Indonesia, it shows that the number of MSMEs in 2019 reached 65.47 million businesses, or around 99.9% of the total businesses in Indonesia (Sari, 2023). With this high number, MSMEs have the capacity to contribute greatly to the development of Indonesia. This is proven by the fact that MSMEs can contribute to Indonesia's Gross Domestic Product (GDP) by as much as 60.69% and can create employment opportunities for more people with an employment rate of 96.9% (Sari, 2023).

Very fast and dynamic business developments require business actors, especially MSMEs, to be able to adapt quickly. Technological advances can help or even worsen the situation of MSMEs, so skills in marketing products must be improved. Business actors who successfully respond to technological advances will be able to maintain market share, expand business networks, and remain competitive with competitors (Wijaya et al., 2023). On the other hand, MSME actors who fail to adapt must experience various obstacles.

One of the obstacles faced by MSMEs is the lack of access to information and difficulties in marketing products (Wijaya et al., 2023). In the growing digital era, the internet can be a solution for MSMEs in overcoming these obstacles. Based on data presented by Statista in 2023, Indonesia ranks 4th with the largest number of internet users in the world, with a total of 212.9 million users (Statista, 2023). The development of the number of internet users in Indonesia is triggered by improved infrastructure and easy access to gadgets. In this context, MSMEs can utilize information technology to develop their market (Nur Arafah et al., 2022).

The increase in internet users is also in line with the increase in social media usage. Based on the data obtained, WhatsApp, Instagram, and Facebook occupy the top 3 positions as the most frequently used social media platforms in Indonesia (Kemp, 2022). This shows that social media has a big role in the development of MSME businesses in Indonesia. MSMEs can utilize social media as one of the marketing media (Umami & Darma, 2021). The functionalities provided by social media platforms can aid in establishing a brand's identity (Parahiyanti & Prasasti, 2021). Instagram and Facebook allow MSMEs to create their business accounts and promote their products through posts and advertisements. In addition, through WhatsApp, MSMEs can connect directly with potential customers so that both can maintain a good relationship for future business development.

Based on the description above, it can be concluded that the internet has great potential to help the development of MSME businesses in Indonesia. The advancements in information technology in Indonesia have influenced the attitudes of communities toward the adoption or acceptance of new products. This is because communities heavily rely on technology, particularly the internet, to access information and communicate with others. As a result of this behavior, companies have recognized the need to enhance their marketing strategies to attract and engage with customers (Bismo et al., 2019). In utilizing the internet to market products, MSMEs can utilize digital marketing as one of the marketing strategies. Digital marketing is the marketing of products or services using digital media such as websites, social media, email, and online advertising (Rantelembang et al., 2023). MSMEs can utilize social media and websites to build brand

awareness by promoting products and introducing the brand to potential customers (Bismo et al., 2019). In addition, digital marketing also makes it possible to reduce marketing costs because MSMEs can choose various types of digital campaigns, such as SEO and content marketing, which are more cost-effective than conventional marketing (Kaslam et al., 2023). Digital marketing can also help expand markets, increase sales, build closer relationships with customers, and understand customer needs and wants (Subagja & Oktober, 2023).

One of the MSMEs that needs digitalization is Nisa Kitchen. Nisa Kitchen is an MSME engaged in the culinary field, specifically selling brownie cakes in Batam City since 2020. The establishment of Nisa Kitchen was motivated by the need to find additional income to meet the needs of life during the pandemic. While running a business, Nisa Kitchen has made every effort to utilize social media and e-commerce as a form of adaptation to the current digitalization phenomenon. Some of the platforms that have been used include Instagram, Shopee, Go-food, Facebook, and WhatsApp Business. However, the use of all social media from Nisa Kitchen has not been optimal. The MSME owner admitted that her weaknesses in digital marketing are her lack of ability to take photos and edit videos and her lack of understanding of aesthetic elements. In addition, the lack of interaction with the audience and the infrequency of uploading photos/videos make the audience pay less attention to social media or marketplaces owned by MSMEs.

Many entrepreneurs use digital marketing because technology is growing and can attract customer attention in a friendly way and stimulate customer interest in the brand (Lady & Jusvenny, 2021). Previous research conducted by Karim et al., (2022) found that marketing through social media has a positive impact on business development, namely increasing sales volume or income, improving communication and service to customers, and expanding networks. Social media that is often used is Facebook and WhatsApp. Consider using social media is preferred because of the ease in sharing information and attracting attention from potential customers. This highlights the significant correlation between social media adoption and business outcomes, as evidenced by another studies, such as that of (AlSharji et al., 2018). The influence of the business environment may also impact the utilization of social media among small and medium-sized enterprises (SMEs) in the United Arab Emirates (UAE), with businesses more inclined to adopt social media strategies when they perceive competitors doing so. Utilizing digital marketing in company promotion will influence buying decisions (Hikmahwati & Sahla, 2022).

In comparison with previous similar studies, it is important to note that they lack a significant comparison between pre- and post-intervention design layouts and focus on optimizing only one or two social media platforms. Instead, this research aims to develop social media accounts that have a significant user base in Indonesia and simultaneously optimize overall customer engagement across multiple platforms.

Table 1. Previous Research

No	Author(s)	Title of Research	Location	Method	Result
1.	Karim et al., (2022)	<i>Peran Media Sosial dalam Pemasaran Produk UMKM Tinelo Putri di Desa Popalo Kabupaten Gorontalo Utara Kecamatan Anggrek</i>	Popalo Village, North Gorontalo District, Anggrek Sub-district	Descriptive qualitative research with data collection techniques using observation, interviews, and documentation	Social media plays a crucial role in marketing Tinelo Putri's MSME products. The use of social media platforms such as Facebook and WhatsApp have proven effective in enhancing brand awareness, reaching new customers, and increasing sales.
2.	Hikmahwati & Sahla, (2022)	Technological Capital Mediation on the Effect of Digital Marketing in Increasing MSMEs Sales in Batola Regenc	Barito Kuala Regency	This research employs a descriptive quantitative method, with a sample size of 93 micro, small, and medium enterprise (MSME) stakeholders from Barito Kuala Regency selected randomly. The analysis techniques applied include Path Analysis and the Sobel test to examine the intervening variables.	The higher the use of digital marketing in selling products/goods, the higher the increase in sales generated.
3.	Bambang & Abdur, (2019)	<i>Implementasi Pemasaran Digital Dalam Meningkatkan Pendapatan Pelaku Umkm Pamokolan Ciamis</i>	Pamokalan, West Java, Indonesia	Qualitative and quantitative analysis methods	Implementing digital technology for digital marketing aims to attract consumers, build MSME actors' preferences, promote brand awareness, maintain customer relationships, and ultimately increase sales and profits.

4.	Syukri & Sunrawali, (2022)	<i>Digital Marketing dalam Pengembangan Usaha Mikro, Kecil, dan Menengah</i>	Makassar, Indonesia	This research utilizes descriptive statistical methods, where analysis will be conducted for each question distributed to 54 MSMEs in the city of Makassar as respondents.	The findings suggest that digital marketing positively impacts the growth of MSMEs in Makassar City, notably in the food and beverage sector, contributing to employment opportunities despite operating informally and adapting to pandemic conditions with increased promotional efforts and discounts
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Source: Data Processed by Researchers, 2023

Therefore, this research will discuss "Development of Digital Marketing and Social Media Strategies for the Growth of Nisa Kitchen MSMEs". This research is expected to help Nisa Kitchen in expanding digital marketing and optimizing the use of social media and e-commerce so that products can be reached by the wider community and increase revenue figures.

Method

This research was conducted using qualitative research methods, which included a description of changes before and after the implementation of the solution. This research considers several important points related to the problem at hand to analyze each problem point and find appropriate and effective solutions for the MSME's owner concerned. The research will use triangulation to validate findings. Triangulation is a method used to ensure the accuracy of data by cross-checking or comparing it with external sources. Triangulation is divided into four techniques, which are methodological triangulation, investigator triangulation, theory triangulation, and data source triangulation (Noble & Heale, 2019). In this research, the researcher employs methodological triangulation.

In this study, three distinct approaches will be employed to comprehensively examine the effectiveness of social media marketing strategies for Nisa Kitchen, a micro, small, and medium enterprise (MSME) specializing in brownie production. Firstly, Social Media Content Analysis will be conducted to delve into the content posted on Nisa Kitchen's social media platforms and the interactions it generates with customers. This analysis aims to provide insights into the type of content that resonates most with the audience and facilitates meaningful engagement. Secondly, Interviews with MSME Owners and Customers will be carried out to gain firsthand perspectives on the challenges and successes of Nisa Kitchen's social media marketing strategies. By interviewing both the owners and customers, a comprehensive understanding of the dynamics involved in promoting the business through social media will be obtained. Lastly, Observation will be utilized to directly observe the social media activities of Nisa Kitchen and its MSME partners. This approach allows for real-time insights into the actual implementation of social media marketing strategies.

Table 2. Interview Guide

No	List of Questions
For Nisa Kitchen's Owner	
1	How's your experience using Facebook for your business?
2	Do you face any challenges using Instagram for promotion?
3	What specifically makes Instagram difficult for you to use for business?
4	How do you feel about the perception that Instagram users are typically younger and value high-quality visual content?
5	Do you have any specific strategies to overcome challenges in using Instagram for your business?
6	Why do you prefer Facebook over other platforms for your business?
7	How do you use Facebook's marketplace feature?
8	What challenges do you face in creating content for platforms besides Facebook?
9	How do you think understanding design could benefit your business on Instagram?
10	Do you have any strategies for dealing with the technological aspects of social media platforms?
For Nisa Kitchen's Customers	
1	How important is social media to you?
2	How do you utilize social media in your daily life?
3	What do you think of Nisa Kitchen's products?
4	How do you view Nisa Kitchen's use of social media?

Source: Data Processed by Researchers, 2023

The implementation of this research will be structured into three key stages. The first stage, Preparation, involves collecting data through observation and interviews, and designing the implementation plan based on the insights gathered. This preparatory phase is crucial for laying the groundwork for the subsequent implementation process. The second stage, Implementation, focuses on seeking approval for the design and executing the planned strategies. This phase involves putting the proposed social media marketing strategies into action and actively engaging with the target audience across various platforms. Finally, Evaluation entails the concurrent monitoring and analysis of the implementation's effects and weaknesses for improvement. Through continuous evaluation, adjustments can be made to enhance the effectiveness of the social media marketing strategies and ensure alignment with the objectives of Nisa Kitchen.

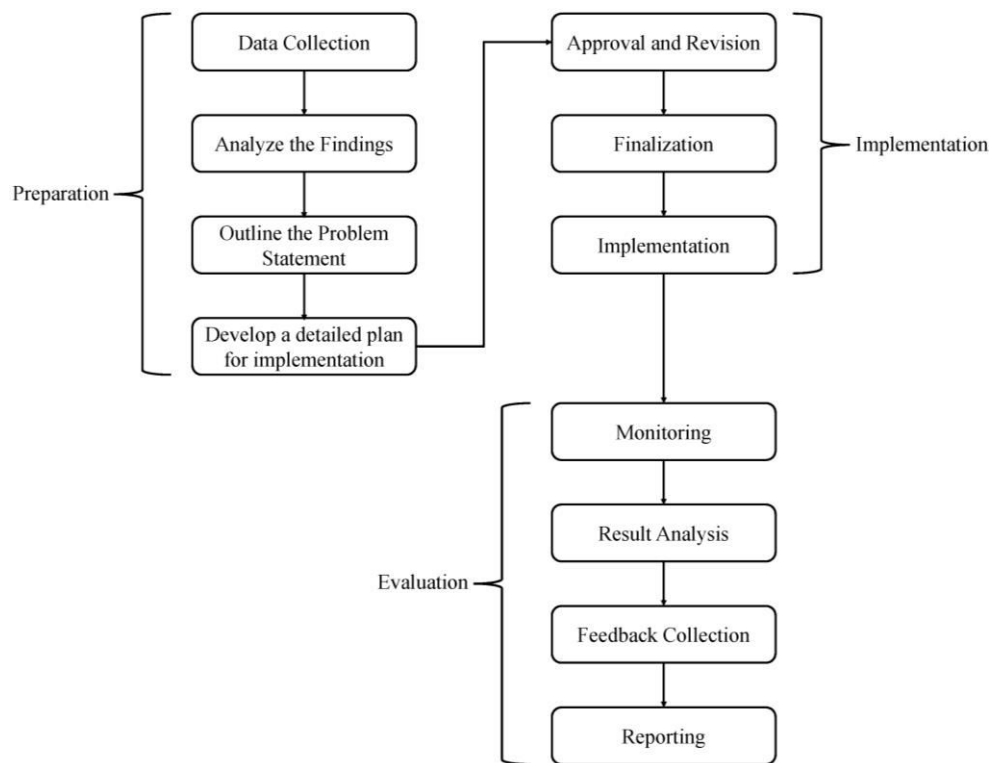


Figure 1. Implementation Stages
Source: Data Processed by Researchers, 2023

Results and Discussion

Problem Identification through Interview with the Owner of Nisa Kitchen

Since its establishment in 2020, Nisa Kitchen has used several social media and e-commerce platforms to market its products. During running the business, Nisa Kitchen has made every effort to utilize social media and e-commerce. Based on the results of the interview, the MSME owner explained that most of Nisa Kitchen's sales came from Facebook. This is because according to the MSME owner, Facebook is the easiest platform to operate, even for beginners. Nisa Kitchen also tends to be more active on Facebook, where Facebook can function as an easy-to-use platform and cost-free sales, both through forums and marketplaces.

"For Facebook, I don't think there are any problems. But for Instagram, yes, it's difficult. I'm clueless, I can only do so much. According to my mom, Instagram users are like you (young people). So, if you just immediately take a photo and post it, the results are not satisfactory." (Interview with Ms. Erna, the owner of Nisa Kitchen, Personal Communication, 9 March, 2023)

On the Go-food platform, the average number of orders in a day can only reach 2-4 orders. With this condition, it is very difficult for Nisa Kitchen to rely on Go-food alone, so Nisa Kitchen also utilizes Shopee, Whatsapp Business, Instagram, and Messenger as sales media to reach a wider community. Although the number of media used is quite large, the utilization is not optimal. Based on the interview with the owner, it was stated that one of the obstacles in doing digital marketing is the lack of ability to understand technology as well as expertise in taking photos, editing photos, and lack of understanding of aesthetics and design elements.

"I honestly don't understand technology. That's why I like using Facebook. On Facebook, you can post directly and there is a marketplace. On other platforms, you must be good at taking photos and videos. It must be aesthetic, and so on. Whereas my mom doesn't understand, especially about designs." (Interview with Ms. Erna, the owner of Nisa Kitchen, Personal Communication, 9 March, 2023)

Here's a look at the platform and e-commerce that Nisa Kitchen has been running since 2020. Figures 1 and 2 display the old appearance of Nisa Kitchen's Instagram, Facebook, Shopee, and Go-food profiles. From the images below, it can be observed that Nisa Kitchen has not fully utilized all the available features within these applications. The photography and photo selection seem to be random and unstructured. Nisa Kitchen has not established a specific concept or theme to highlight as its branding.

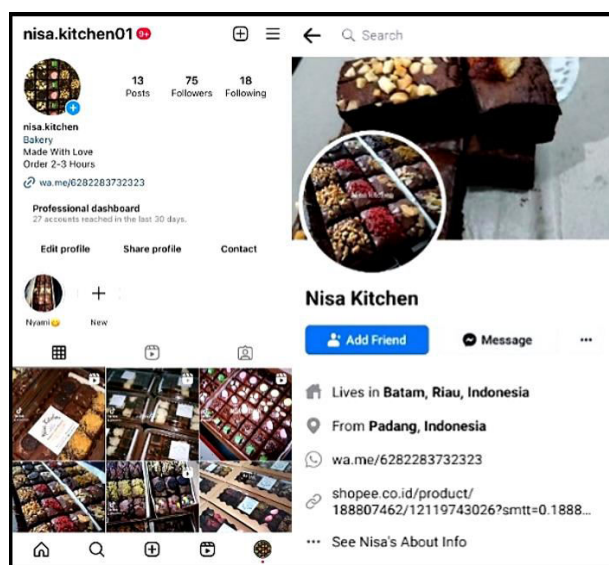


Figure 2. Previous Instagram and Facebook of Nisa Kitchen appearance
Source: Instagram “@nisa.kitchen01” & Facebook “Nisa Kitchen”

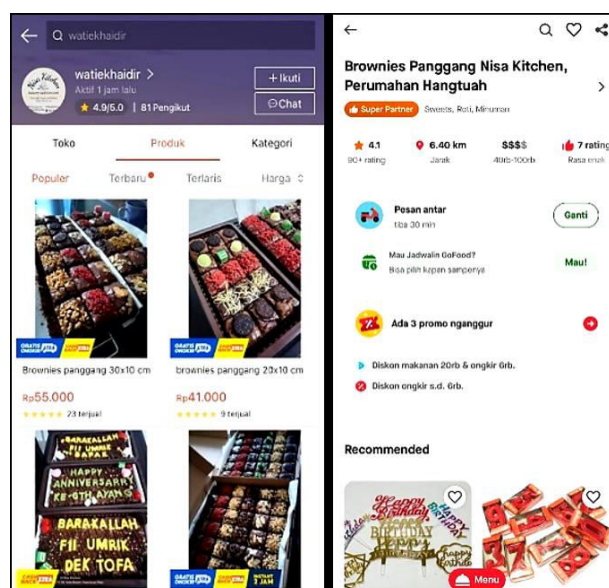


Figure 3. Shopee dan Go-food Display of Nisa Kitchen
Source: Nisa Kitchen's Shopee Food & Nisa Kitchen's GoFood

Obtaining Information through Interviews with Nisa Kitchen Customers

Based on the problems faced by MSMEs, the researcher surveyed several people who are customers of MSME Nisa Kitchen. This interview was conducted to obtain information so that Nisa Kitchen can develop a strategy that suits its target consumers. Based on the results of interviews with 10 people, all interviewees recognized that social media is important for daily life. Almost all interviewees also admitted that they often look for information related to sellers on social media before finally deciding to make a purchase. Therefore, Nisa Kitchen needs to pay attention to its performance in using social media and e-commerce. This is in line with the implementation conducted by Sasongko et al., (2021).

"I can't live without social media. The problem is the average update from social life and the environment around us comes from social media. I also often look for seller information on social media, especially when holidays or friends' birthdays are approaching." (Interview with Vira, Personal Communication, 9 March, 2023)

"In my opinion, social media is really important. All information, whether daily life or work, is already through social media. I also often stalk sellers on social media, especially on Instagram." (Interview with Stephanie, Personal Communication, 9 March, 2023)

"Social media is very important, especially for finding information, communication, and consideration in making decisions to buy products. Through social media, I can also find updated products, such as food, clothing, and so on. " (Peter Macnico, Personal Communication, 9 March, 2023)

Through these interviews, it was concluded that all interviewees were satisfied with the quality of the products offered by Nisa Kitchen. However, one of the reasons why Nisa Kitchen's growth has been hampered is that it is not active enough on social media. 7 out of 10 interviewees admitted that the product photos displayed on Nisa Kitchen's social media were not attractive enough to attract buyers' attention. One of the interviewees said that, if she wants to buy a product, she will usually look at the feeds first, then assess whether it is active or not. According to him, active social media increases their trust in these MSMEs. This is also in line with the implementation conducted by Syaifullah et al., (2021).

"I am satisfied with Nisa Kitchen's products. I was also interested from the start because they sell brownies and when I tried it, the taste was satisfying. I am willing to tell my colleagues about Nisa Kitchen." (Interview with Leni, Personal Communication, 10 March, 2023)

"It's tasty, but the social media interface is not attractive. I also know Nisa Kitchen better from Facebook than other social media." (Interview with Dini, Personal Communication, 10 March, 2023)

"Usually, I will visit the page first, whether the social media is always active. If it's active, then it looks more convincing. For me, Nisa Kitchen's social media is not interesting, the feeds are boring, and nothing's new. However, I will still spread the word about Nisa Kitchen, because the cakes are delicious and affordable." (Interview with Veronika, Personal Communication, 11 March, 2023)

Implement Strategy and Content Updated

Based on the results of the interviews that have been carried out, it can be concluded that social media is a very important thing and is no longer separated from humans. Therefore, Nisa

Kitchen needs to build brand awareness in the minds of consumers. Nisa Kitchen has its own identity on the product in the form of a logo on the outside and inside of the packaging as its brand identity. In the logo shown in Figure 3 below, Nisa Kitchen has also put its social media addresses so that it is easy for potential customers to find more information about Nisa Kitchen.



Figure 4. Nisa Kitchen's Logo

The execution team also took more conceptualized product photos that can highlight the products. These photos were then transformed into more appealing designs that contain relevant information, making it easier for customers to understand and familiarize themselves with the products offered by Nisa Kitchen. This can be seen in Figures 4 and 5 below.



Figure 5. New Photos of Nisa Kitchen Brownies



Figure 6. Nisa Kitchen Brownies Menu Design Size and Price

The following is a plan for developing a digital marketing strategy for each media used by Nisa Kitchen MSMEs:

Message Presentation Strategy

The message can be conveyed consistently by Nisa Kitchen that this MSME provides brownies made from quality ingredients, rich in chocolate, and consists of various topping choices so that consumers can adjust it to their individual preferences. This can be shown by the visuals of the brownies and their texture in Figure 6.



Figure 7. Photos of Brownies showing texture

Visual Messaging

The identity is created by giving a neat, simple, and warm impression. This is displayed using a color palette and tone in the form of dark brown, light brown, sand color, and white color. The photos that will be displayed are a collection of brownie photos, ranging from textures, topping variants, sizes, and so on. Overall, the design style used is modern and clean, as well as a minimalist and cozy visual style. With the consistency of the colors displayed, it is expected to become the hallmark of Nisa Kitchen. Each piece of content contains more general information; therefore, it can be used for different social media platforms.

Script Writing

The slogan or tagline used by Nisa Kitchen since it was first established in 2020 is *"Delectable Dessert and Bakery Made with Love"*. Through this slogan, Nisa Kitchen wants to convey that Nisa Kitchen provides brownies made with love so that customers who buy can feel the same sense of happiness and warmth. In addition, the writer also composes interesting sentences and captions that are tailored to the content to attract the attention of potential customers and adds WhatsApp features, such as auto reply and order format, Instagram bio structure, captions for Nisa Kitchen posts and stories.

Technical Briefing

The techniques used in designing promotional media are photography and design through Canva Application. The execution team created designs that include an introductory brochure, an Eid promotion brochure, and a more elegant menu list. These designs can be seen in Figure 7.



Figure 8. Introductory e-Brochure, Eid Promo e-Brochure, and Topping Selection e-Menu

Social Media

Interviews with Nisa Kitchen customers highlight the significant role of social media in their lives, particularly in obtaining information about sellers, products, and services. Social media platforms offer convenience and comfort, allowing customers to explore seller profiles, read reviews, and stay updated on promotions. However, observations reveal that Nisa Kitchen has not fully capitalized on its social media presence. Platforms receive infrequent updates, indicating a lack of proactive engagement, particularly on Facebook, which is preferred for sales. There's room for improvement in interaction, visual content, and feature utilization, attributed to resource constraints and limited digital proficiency. To address these deficiencies, the researcher plans to optimize Nisa Kitchen's social media presence. This involves aligning visual messages, improving aesthetics, designing online menus and promotions, utilizing link trees, and optimizing social media features. These efforts aim to enhance customer interest and interaction, ultimately improving Nisa Kitchen's online presence and customer engagement.

The interview with the owner of Nisa Kitchen reveals a reliance on Facebook for product marketing, primarily utilizing community features. However, the infrequent updates and casual approach to photo uploads result in unappealing content. Observations confirm more frequent updates on Facebook compared to other platforms, yet the lack of informative content and unattractive imagery fail to establish Nisa Kitchen as a compelling brownie seller.

As a solution, the researcher proposes transitioning Nisa Kitchen's presence to a dedicated Facebook page. This strategic move aims to reach a broader customer base and utilize Facebook's seller features more effectively. By leveraging powerful advertising tools, insights, and analytics, Nisa Kitchen can engage in meaningful conversations, respond to inquiries, and address concerns efficiently. Moreover, the enhanced Facebook page will feature more appealing imagery, information, and videos, further boosting Nisa Kitchen's online presence and customer engagement.

Interview findings indicate that Instagram is a favored platform among Nisa Kitchen's customers, appreciated for its visually appealing format and ease of discovering and purchasing products. However, observations reveal that Nisa Kitchen's Instagram account was underutilized prior to intervention, with infrequent posts due to the owner's limited time and unfamiliarity with design applications, particularly as an older individual. To address this, the researcher introduced the use of the Canva app to design Instagram content, focusing on menu details, promotions, and visually engaging imagery. Consistent updates, including stories and reels, were implemented over the last three months, resulting in a significant increase in exposure and engagement. The enhanced

Instagram strategy contributed to a growth in followers, reach, and interaction with Nisa Kitchen's audience, demonstrating the effectiveness of captivating and consistent uploads in maximizing Instagram's potential for business growth.

Other Supported Applications

Interviews reveal that many customers prefer using online food delivery apps to order from Nisa Kitchen due to discounted delivery fees, convenience in providing addresses, and overall effectiveness. However, observations show room for improvement as Nisa Kitchen receives only a few daily orders and lacks updates on its online delivery platform. Despite this, online delivery greatly benefits customers by saving time and money, offering flexibility, enhanced safety measures, and access to customer reviews and recommendations.

Nisa Kitchen currently relies solely on marketplace platforms and lacks its own website. Recognizing the potential for further development, the researcher proposes creating a website using WIX to enhance Nisa Kitchen's visibility and reach. The website will feature simple content including menu photos, prices, information about Nisa Kitchen, and pickup location details, making it easily understandable for customers.

While Nisa Kitchen utilizes WhatsApp Business for communication, interviews reveal underutilization of its features such as auto-reply and order formatting. To maximize its effectiveness, the researcher implements an order format and automatic reply system for new customers and provides training on using label features to organize contacts efficiently.

Interviews with Mrs. Erma highlight her unfamiliarity with email marketing but her willingness to learn for business development. Mailchimp emerges as a user-friendly platform with a free subscription option suitable for small businesses. The process involves collecting emails from potential customers, importing them into Mailchimp, and easily blasting emails to inform recipients about relevant content.

Targets Achieved after Implementation

Based on observations in the professional Instagram dashboard, the total number of accounts reached 696 people with an increase of 494% in the last 1 month. Nisa Kitchen also gained 20 new followers. This data can be seen in Figure 8 below.

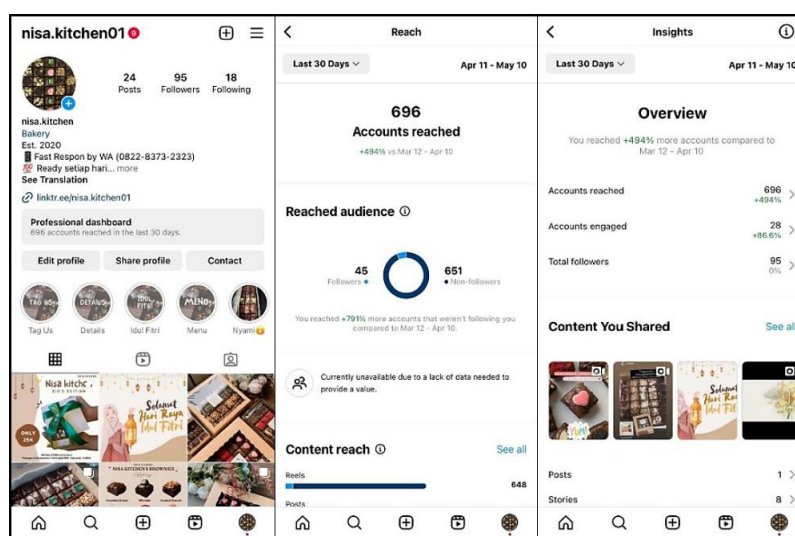


Figure 9. Nisa Kitchen Account Followers Addition, insights, and reach

In addition, the implementation team also found interesting facts on Instagram, namely that Instagram reels can reach more people than regular posts. This can be seen in Nisa Kitchen's professional Instagram dashboard which shows that in 1 month, one video reel from Nisa Kitchen has been watched 719 times and managed to reach up to 592 people. This data can be seen in Figure 9.

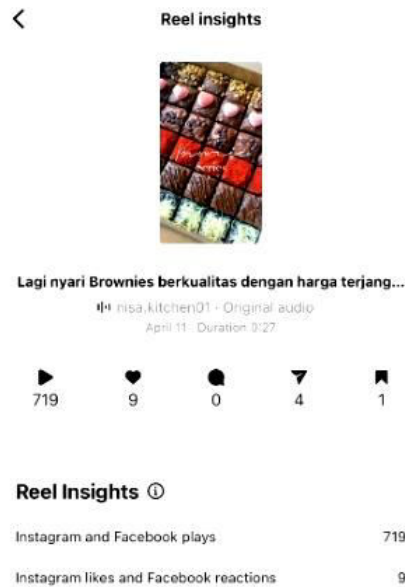


Figure 10. Reels Insight

In addition, the execution team also conducted a final interview with customers regarding the assessment of the social media usage development. Based on the below interview results, the role of social media and digital marketing is crucial in attracting consumer interest, which is align with the increased insights and reach from data acquired through the professional Instagram dashboard. This improvement ultimately leads to purchasing intention and decisions. This is align with the findings from AL-AZZAM & AL-Mizeed, (2021) and Nawaz & Kaldeen, (2020) which illustrated that consumer purchasing decisions are significantly influenced by digital marketing strategies, such as social media marketing and mobile marketing.

"I really love the current development of Nisa Kitchen's Instagram! The updated design makes the Instagram page look fresh and more appealing. I'm also delighted with the addition of interesting reels videos. Moreover, the captions they create are quite engaging." (Interview with Vira, Personal Communication, 21 March, 2023)

"I see that Nisa Kitchen's Instagram has undergone interesting developments. The design changes provide a more modern look and make their main products stand out. The information presented in the design is concise yet useful. Having details about sizes, menus, topping options, and more makes it easy for me to find information about Nisa Kitchen itself." (Interview with Stephanie, Personal Communication, 21 March, 2023)

"The current development of Nisa Kitchen's Instagram is very intriguing and smart. The design changes bring a fresh and aesthetic appearance, creating an appealing page to explore. Additionally, the use of Linktree is highly beneficial as it makes it easier for me to find relevant information about Nisa Kitchen, especially contact details for further inquiries and purchases." (Interview with Peter, Personal Communication, 21 March, 2023)

Lastly, the execution team also reached out to the owner of Nisa Kitchen to conduct an evaluation and satisfaction assessment of the services and implementation that have been carried out. This evaluation is one of the indicators of success in the implementation that has been conducted. The results can be shown in Graphic 1.

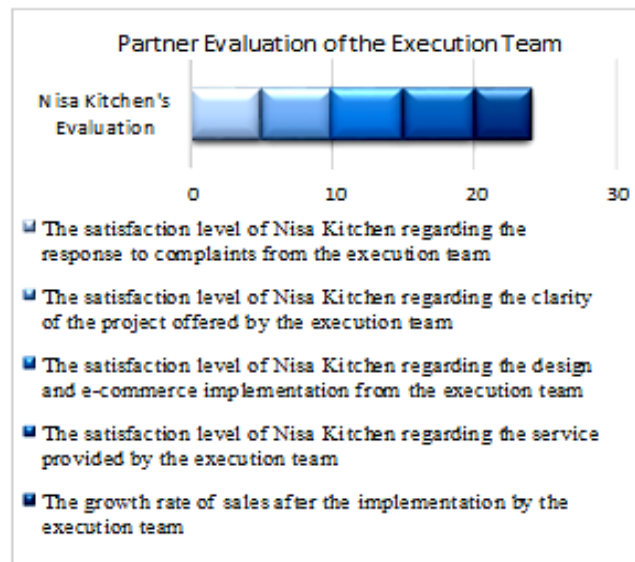


Figure 11. Results of Partner Assessment of the Team
Source: Data Processed by Researchers, 2023

Table 3. Triangulation Table

Study's Result	Interview	Observation	Interpretation
Social media	In an interview conducted with customers of Nisa Kitchen, almost all of them agreed that social media plays a crucial role in their lives, especially when it comes to finding information about sellers on various social media platforms. With the wide availability of social media platforms, customers can easily search for and access information about the products or services they require. Social media allows customers to explore seller profiles, read reviews and testimonials from previous customers, and stay updated with the latest promotions and special offers. As a result, social media provides convenience and comfort for customers in obtaining necessary information prior to making a purchase or transaction.	Based on the researcher's observation, it was noted that Nisa Kitchen has yet to fully leverage the potential of their social media presence. Several platforms receive infrequent updates, indicating a lack of proactive engagement. While Nisa Kitchen acknowledges a preference for utilizing Facebook for sales through its community feature, there remains room for improvement in terms of interaction, visual content, aesthetics, and optimizing the utilization of available features. These deficiencies can be attributed to constraints in human resources and a need for further understanding and proficiency in digital applications.	Based on the interview and observation findings, the researcher has decided to assist Nisa Kitchen in optimizing their social media presence. This will be accomplished by capturing photos that align with the intended visual message, selecting appropriate color schemes, designing menus and promotions available online, utilizing link trees, and optimizing features within WhatsApp Business. As a result, some customers have acknowledged an increased interest in the provided photos and a more interactive social media update.

Instagram	<p>Based on the interview findings, it can be concluded that Instagram is a popular social media platform among Nisa Kitchen's customers. They like its visually appealing format for discovering and buying products. The beautiful images and videos shared by businesses catch their attention and encourage exploration. The convenience of shoppable posts and easy checkout within the app adds to its appeal. Customers also appreciate the community aspect, engaging with brands, influencers, and getting personalized recommendations. Overall, Instagram is their preferred platform for product discovery and purchases.</p>	<p>Prior to implementation, Nisa Kitchen's Instagram account was not fully utilized. The last posts were in December 2022. The owner of Nisa Kitchen felt unable to effectively use Instagram due to limited time and lack of familiarity with design applications. As an older individual, the owner perceived Instagram as a platform that required appealing and aesthetic photos, which they felt they were not able to provide. Consequently, the Nisa Kitchen Instagram account rarely posted any content, both on the feed and in the stories. This led to a lack of attractiveness and interaction with followers on the Nisa Kitchen account.</p>	<p>The study found that Nisa Kitchen utilized the Canva app to design their Instagram content. The content encompassed details about their menu, sizes, topping choices, promotions, and more. Updates were made consistently on both the Instagram stories and feed over the last three months. Additionally, the researcher incorporated reels, resulting in a rapid and substantial increase in Instagram users' exposure. The insights from Nisa Kitchen's Instagram account demonstrated that captivating and consistent uploads contributed to a growth in Nisa Kitchen's followers, reach, and engagement with their audience.</p>
Facebook Page	<p>During the interview, it was revealed that the owner of Nisa Kitchen often utilizes Facebook as a platform to market their products, primarily through the available community features. However, it was noted that Nisa Kitchen infrequently updates information or sales-related content. In fact, the owner admitted that they typically take photos without much consideration and directly upload them.</p>	<p>Based on observations, it was found that Nisa Kitchen indeed updates more frequently on Facebook compared to other social media platforms. However, the provision of information and unappealing images has made potential buyers feel uncertain about Nisa Kitchen's products. Nisa Kitchen has yet to create an enticing impression as a brownie seller. Additionally, Nisa Kitchen has not utilized the available features optimally and tends to rely more on community and messenger features.</p>	<p>Therefore, the researcher decided to shift Nisa Kitchen's presence to a Facebook page to reach a larger potential customer base and utilize seller features more effectively. Through this Facebook page, Nisa Kitchen can take advantage of powerful advertising tools, insights and analytics, engage in conversations, respond to inquiries, address concerns, and much more. Additionally, in this implementation, the Nisa Kitchen Facebook page is enhanced with more appealing images, information, and videos.</p>

Online delivery	Based on the interviews, it was found that many customers of Nisa Kitchen prefer using online food delivery apps to order their meals. The reasons behind this preference include the availability of discounted delivery fees, the convenience of providing delivery addresses, and the overall effectiveness and efficiency of these platforms. Therefore, incorporating online delivery services can be a valuable strategy to reach a wider range of customers.	Based on the observation, the use of online delivery by Nisa Kitchen can still be further developed. This is evidenced by Nisa Kitchen's statement that they only receive 2-4 orders per day. Moreover, Nisa Kitchen has not made any updates to the photos and information on their online delivery platform.	Although some customers are located far from Nisa Kitchen, the availability of online delivery greatly facilitates their experience. It saves them time and money through promotional offers. Furthermore, it provides better flexibility and accessibility. Enhanced safety measures, customer reviews and recommendations, and other benefits also contribute to a more satisfying experience.
Website	After conducting interviews, it was found that Nisa Kitchen does not yet have its own website, but only selling on the marketplace.	Through the results of the interview, the researcher intends to create a website using WIX to help MSMEs Nisa Kitchen so can develop further. Having a website can help Nisa Kitchen be better known by people.	The author makes a website with simple content that can be understood by customers. The content of the website is in the form of photos of menus and prices, about nisa kitchen, and the pickup location of nisa kitchen.
Whatsapp Business	WhatsApp Business is a communication tool used by Nisa Kitchen to communicate with its customers, explained Ms. Erma. Because of its sufficient effectiveness	Based on the results of the interview, even though Nisa Kitchen has used WhatsApp Business, the existing features have not been fully utilized. For example, such as auto reply, order format, and others. To maximize it, it is necessary to act.	Researchers make an order format and automatic reply every time a new customer starts chatting with Nisa Kitchen. Furthermore, the author also teaches Mrs. Erma how to use one of the label features so she can sort her customers.
Mailchimp	In an interview conducted with Mrs. Erma, it was found that Mrs. Erma was still unfamiliar with email marketing. This had never been known before. However, to develop her business, Mrs. Erma is willing to learn and use it.	One of the email marketing that can be used is the mailchimp platform, where there is a free subscription that can be used for small businesses. The stages of its use which are not difficult and easy to understand make the user comfortable to use it.	The initial stage for doing email marketing is to collect emails from potential customers. Furthermore, import the emails into mailchimp. When blasting emails, only need to click on the list of emails that have been entered and the share content you want to inform the recipient.

Source: Data Processed by Researchers, 2023

Conclusion

The implementation of the digital marketing strategy using social media and e-commerce yielded several positive outcomes for Nisa Kitchen. The company successfully leveraged advanced social media features by presenting engaging content across their various platforms, significantly optimizing their marketing reach. Social media use, particularly video content and reels, allowed Nisa Kitchen to expand their digital presence and reach a wider audience. This, in turn, led to a strengthening of their brand awareness. Effective social media marketing content played a crucial role in building a recognizable brand identity among target customers. Furthermore, engaging content fostered closer relationships with customers, leading to increased customer loyalty and repeat purchases. By deploying visually appealing social media marketing content, Nisa Kitchen gained a competitive advantage, attracting a larger audience and potentially boosting customer conversions and sales.

Limitations and Recommendations

It is important to acknowledge the presence of certain limitations in this study, which are the research scope is limited to Batam area; therefore, the findings cannot be generalized to consumers in other regions. The research was conducted during a specific period, while the environment is constantly evolving. Hence, further research should be conducted in the future.

Considering the research findings, it is anticipated that future studies will have the potential to enhance promotional strategies through social media marketing. This can be achieved by adopting a comprehensive approach that includes perspectives from consumers, producers, and third parties such as influencers. Expanding the pool of informants and conducting in-depth discussions will contribute to a more extensive exploration of the topic.

Additional insights can be obtained, for example, through research conducted by Bambang & Abdur, (2019) on MSME actors in Ciamis, West Java. This research includes the design of MSME databases with entry forms for member data, business information, and product details, as well as the development of user interfaces for the MSME database application. Furthermore, this study also encompasses the implementation of web-based marketing information systems for MSME actors, involving the design of interfaces for website visitors and administrators, aimed at enhancing the visibility and accessibility of MSME products and providing engaging information to visitors. Thus, this research aims to facilitate MSME actors in leveraging digital technology to simplify and enhance the marketing of their products and services.

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