

Optimizing Marketing Strategies Through Digital Marketing on MSME Products in the Culinary Sector in Tanggulangin District, Sidoarjo Regency

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Abstract. The purpose of this study is to identify best practices for digital marketing of food products of micro, small, and medium enterprises (MSMEs) in Tanggulangin District, Sidoarjo Regency. The methodology used in this research is qualitative. In this study, five MSMEs in the culinary sector of Tanggulangin sub-district were surveyed—the owners of Warung Pring Bali and Warung Candi Ubud as well as Omah Kidul culinary, lesehan sawah in Kedungbanteng (LTS), and rujak cingur Tanggulangin. The research took place in these sectors. Results from interviews and focus groups were triangulated in the data analysis. Based on the findings, MSME owners in the food industry really need to master digital marketing if they want to maximize or improve their competitiveness while facing business problems. A number of micro, small and medium enterprises (MSMEs) have improved their digital marketing strategies by making good use of social media, while others still have not done so. In order for micro, small and medium enterprises (MSMEs), especially those engaged in catering services, to grow rapidly, cooperation and coordination between various parties are needed. In addition, MSME activists in Tanggulangin Subdistrict have their own obstacles due to the fierce competition in the food service sector.

Keywords: Culinary MSMEs, Digital Marketing, Marketing strategy

1 Introduction

Indonesia's economy relies heavily on micro, small, and medium-sized enterprises (MSMEs). Small and medium-sized enterprises (SMEs) are critical to the economy as they employ almost all Americans (about 97%) and account for more than 60% of GDP[1]. Despite facing constraints including a lack of resources (money, technology, and markets), Indonesia's micro, small, and medium-sized enterprises (MSMEs) have grown rapidly in recent years[2]. One of the main drivers of MSME growth in Indonesia today is digitalization[3]. Many micro, small, and medium enterprises (MSMEs) have started offering their goods and services online as a result of the widespread availability of the internet and various other types of information technology. In recent years, digital payment applications, social media, and e-commerce have emerged as powerful instruments to expand the consumer base and increase revenue. Through various initiatives such as digital training, online platforms, and incentives for businesses, the government also supports the digitalization of MSMEs [3][4].

The widespread use of the internet and the emergence of 4.0 technologies have had a profound impact on sales. From the exchange of digital information to the application of marketing, sales and customer service techniques used by businesses. As the internet has encouraged many companies to conduct digital transactions, this has had an impact on MSMEs, or micro, small, and medium enterprises [5]. One of the pillars that underpins a country's economy is the network of micro, small, and medium-sized enterprises (MSMEs), which enable those with lower levels of education and training to make a living and find employment[6]. The COVID-19 pandemic is damaging small and medium-sized businesses (MSMEs) as buyer demand decreases, and direct sales are no longer possible[7]. MSME companies need to adapt to technologies such as *e-commerce* platforms in the new normal era. Small and medium-sized businesses (MSMEs) are focusing on business competition in the digital era to change their sales strategies, where the use of technology, especially in the area of transactions, becomes part of an easier transaction process[8]. The government should encourage MSMEs to increase their sales because if their sales strategies do not keep up with developments in the digital era, MSMEs will not be able to compete in sales.[9]

However, problems still persist; many micro, small and medium enterprises (MSMEs) still struggle to use new technologies as their employees lack proper training and education in digital literacy. MSMEs must

continue to innovate and improve the quality of their products in order to withstand the increasingly fierce competition from domestic and global corporate players. Therefore, to build an environment that promotes the long-term expansion of MSMEs, public and private enterprises must work together. [As such, MSMEs in Indonesia cover a wide range of fields that value innovation and creativity. The national economy relies heavily on micro, small, and medium enterprises (MSMEs) due to their high labor absorption and large contribution to GDP. Small and medium-sized enterprises (MSMEs) usually run the following types of businesses:

1) Culinary: The most popular cross-sector for MSMEs is regional food and beverages consisting of food stalls, cafes, and regional specialty foods and beverages. it is possible find many thriving MSME business owners with different types of food products, including snacks, heavy meals, or famous coffee drinks. 2) Handicrafts: Some cultural beliefs and traditions are utilized and marketed by many MSMEs in the handicraft industry. They can make batik, wickerwork, carvings, jewelry, jewellery and other ornaments, colorful toys, and others. Handcrafted items are of very high quality and are often in high demand in international markets. 3) Fashion and Accessories: Many existing MSMEs operate in the fashion and accessories business, products include clothing, shoes, bags, jewelry and others.

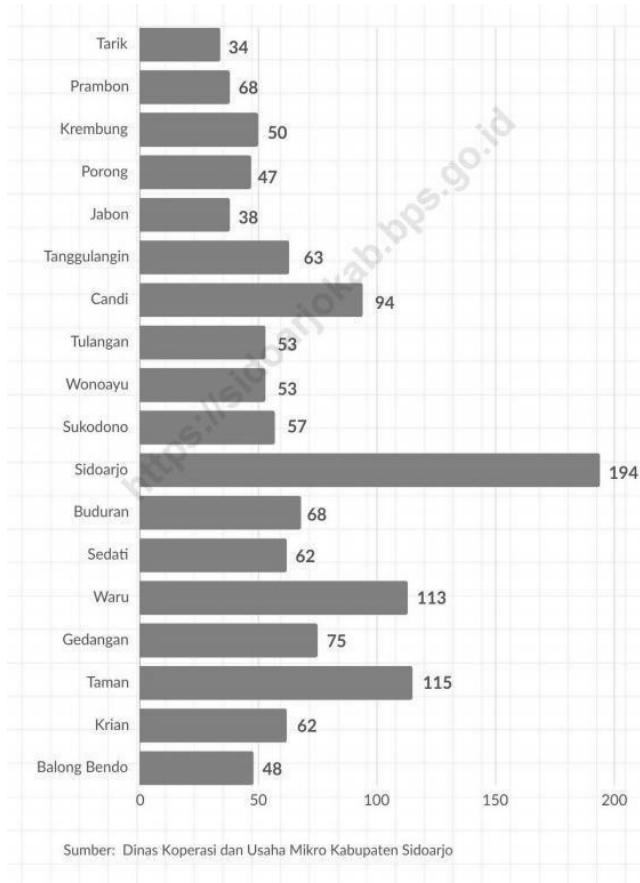
Micro, small, and medium enterprises (MSMEs) can boost economic development in various ways:1) Encouraging Business Development and Innovation Innovative and superior products and services business competitiveness will increase due to the good performance of MSMEs, which can change productivity levels and markets, which ultimately impacts economic growth; 2) Direct Positive Impact on Tax Revenue: If MSMEs are operating well, it is likely that they will contribute to tax revenue; 3) As we know, increasing the ratio of well-performing MSMEs can result in more sustainable employment opportunities. As MSMEs achieve higher performance levels, businesses will expand, leading to greater demand for labor. The increase in disposable income due to the expansion of employment opportunities will lead to a surge in demand for certain products. As a result, those products will be more productive, which is good for the economy[11][12]

Micro, small and medium enterprises (MSMEs) in Tanggulangin sub-district, Sidoarjo district, are well known. Economic activities in the sub-district are diverse, ranging from leather handicrafts, snack food production, to other home industries. MSMEs in Tanggulangin are not only the backbone of the local economy, but also contribute significantly to the overall economy of Sidoarjo Regency[13]. Around sixty million micro, small and medium enterprises (MSMEs) are domiciled in Indonesia. Digital marketing is a powerful tool for small and medium-sized enterprises (SMEs), yet only 8% of these businesses actually utilize online platforms. From this, it can be seen that MSMEs that use the internet are only a few of the total existing MSMEs, so that actions are needed to be taken so that MSMEs can take advantage of online or internet platforms to market their products and can improve and develop MSMEs in Indonesia, especially in Tanggulangin District.[14].

With an area of 3,228.52 hectares (ha) and a population of 86,089, Kecamatan Tanggulangin is a prime location for a variety of businesses due to its large area and dense population. The sub-district has 18 separate villages. This is supported by the statement. [15] The 1970s marked the beginning of the development of SME businesses in Indonesia. A number of cities, including Magetan, Garut, Madiun, and Sidoarjo-Tanggulangin, became the center of the leather industry between 1975 and 1990. The number of factories also increased in that period, from around 200 to 500. With the continued growth of the economic sector in Tanggulangin Sub-district starting from 1975 and opening up opportunities for MSMEs that continue to advance, but with the many opportunities for increased opportunities for MSME growth, problems will arise, one of which is in the field of product/service marketing [16].

One of the most prominent businesses in Tanggulangin is the leather handicraft industry, particularly the manufacture of bags and wallets. Leather products from Tanggulangin are widely recognized, both in the domestic and international markets, for their high quality and competitive prices. The leather craftsmen here are usually the second or third generation to continue the family business, so the skills and techniques for making leather products are inherited and continue to develop over time [11].

There are many small and medium-sized enterprises in the food industry in Tanggulangin, in addition to the leather goods industry. One example of a product category in high demand is snacks, including chips, cakes and other classic treats. Small and medium-sized enterprises (SMEs) in the foodservice industry often use local ingredients, which boosts the economy of farmers and suppliers of those ingredients. Small and medium-sized enterprises (SMEs) in Tanggulangin are expanding their reach and becoming more competitive thanks to funding and initiatives from the local government and training programs [17].



Sumber: Dinas Koperasi dan Usaha Mikro Kabupaten Sidoarjo

Figure 1. Small and Medium Size Enterprise

Statistics from the Sidoarjo District Cooperative and Microenterprise Office show that 63 small and medium-sized enterprises (SMEs) call Tanggulangin Sub-district, Sidoarjo home. These businesses provide everything from food and beverages to on-trend clothing and accessories. Overall, Instagram, TikTok and Facebook play a role in product promotion for SMEs in Tanggulangin Sub-district, Sidoarjo. However, the local population's lack of knowledge about computers means these media cannot reach their full potential as tools for advertising goods in the modern digital era. Information relating to the selection of images, movies, and the creation of designs or templates is not good enough. In addition, some MSME players still only rely on word of mouth to market their wares. Products in this category are often those sold in grocery stores and distributed to customers by those retailers [13].

However, there are a number of obstacles that MSMEs in Tanggulangin must overcome, such as intense market competition, lack of funding, and limited technological resources in order for MSMEs. For these enterprises to thrive and progress, they need support from various sources, such as the public and commercial sectors and financial institutions. With this support, Tanggulangin's micro, small and medium enterprises (MSMEs) will be able to continue to grow and make a greater contribution to the economy, both locally and nationally [18].

Every small and medium-sized enterprise (SME) needs a marketing plan. The marketing strategy of an organization is a blueprint for the future, created taking into account the wishes and requirements of its target market. [Marketing strategy often includes market segmentation. Separating a market into parts defined by common demographic, psychographic, or behavioral traits is known as market segmentation. Businesses can increase the relevance and appeal of their goods and services by studying various market segments and then catering to those groups specifically. With the help of social media, businesses can reach their target audience more easily and quickly, which is great for customers as it allows them to complete transactions more quickly and easily[20].

With the use of digital marketing, businesses can reach more customers and enter new markets that were previously inaccessible due to physical distance, poor communication, or other factors. Findings from research [21] say increased sales for micro, small, and medium enterprises (MSMEs) can be facilitated by digital marketing. Especially in the culinary field with various problem solving that is expected in the midst of branding the District which is identical to the Bag and luggage Industry. For this reason, optimizing marketing strategies through digital marketing is an important step for MSME products in Tanggulangin District, Sidoarjo

Regency. As the center of the creative industry that is famous for its products in handicrafts, culinary, fashion and accessories, Tanggulangin has great potential to develop markets through digital platforms. Small and medium enterprises (SMEs) can expand their customer base, increase product recognition, and increase revenue through digital marketing [17].

As the number of internet users continues to increase, more and more companies in Indonesia are switching from using traditional systems to digital systems. For MSMEs to survive, the use of technology in marketing is crucial. The positive impact on increasing MSME profits can be felt through the implementation of online marketing strategies. Utilizing digital marketing is a suitable opportunity to keep up with the times.[5] People in the digital era are encouraged to develop their knowledge and understanding regarding the use of advertising through Facebook Ads. They can use Google Trends to keep up to date with current events or the Keyword Tool to learn more about the company being promoted. [22] In terms of reaching the target demographic, this is a tremendous success. Failure to understand the Digital Marketing Mindset that centers on the object of the advertised business can hinder the effective implementation of Social Digital Marketing. In the realm of digital marketing, there are five perspectives that businesses can adopt: goals, plans, goods, research, and company funding. Here are five steps that businesses can take to learn how to build a stronger brand: more recognition, more loyalty, and more authority [23].

Social media platforms are online services that facilitate the production and sharing of user-generated content (UGC)[1]. According to [21] Users can more easily share information with each other through social media. This means that any company can benefit from participating in social media marketing. Social media, by an alternative definition, is a network of online platforms that facilitate user-generated content creation, communication, and information sharing[24]

Since social media platforms can be accessed through desktop computers and mobile phones, users will never be restricted by their access time or location. This opens up opportunities for marketers to deliver marketing messages at any time and from any location. Based on the research findings, the researchers classified the causes or factors that drive marketers to use social media as a means of communication. The following is an explanation of the risks[61].

a) Interaction with Customers, People use social media platforms primarily to engage in interpersonal communication. This opens the door for businesses to connect with customers on a personal level through social media. Combine that with the fact that social media platforms now allow for two-way contact. When consumers do more than just buy from a company when they actively participate in shaping the future of the company through their ideas and input this is called customer engagement. It all starts with reading messages, then moves on to two-way conversations, participation, and online recommendation making. Companies are expected to communicate with their audience on social media in a way that is friendly, entertaining, transparent, understanding and encouraging. Guys and Tsai, in [61] explain the concept of customer engagement, where consumers are unavoidably directly take part in the company's marketing message. People can talk to each other and a potential audience of millions on social media; marketing that spreads from person to person. The benefit of social media over more conventional forms of advertising is the potential for viral marketing campaigns. As stated by Wigstrom and Wigmo (2015) in [61] Internet word of mouth (WOM) is a medium intended for the dissemination of promotional materials in viral marketing campaigns. Social media has replaced certain websites as the primary means of disseminating content including articles, videos and images. Fosdik and Hutton in [61] Viral marketing differs fundamentally from online word of mouth marketing in that it primarily aims to spread marketing messages that reflect a brand, rather than simply impressions or opinions about product or business. Ads that are educational, entertaining, on-brand and peer-influenced are likely to elicit a positive response from social media users. Taylor et al.[61] addition, this study investigated factors namely, concerns about privacy violations and intrusiveness that may have an adverse impact on consumers' views of social media advertising. The term buzz marketing refers to a type of word-of-mouth marketing that utilizes people's personal experiences with a brand or company to spread the word among other social media users[61]. Additionally, the report divides buzz marketing into two categories: buzzer to consumer and consumer to consumer. A buzzer is someone who represents a company or is appointed to do so by another party. Sharing personal experiences with other users is a common motivation for consumers to join social media (Hutton and Fosdick in [61] Users are those who seek online advice, while influencers are those who provide online recommendations based on their own experience with a product. Since social media users tend to follow the advice of people they respect, marketers can use opinion leaders to reach their target audience through marketing communications; c) marketers have little control over the marketing communications they execute on social media. Factors such as social influence, product engagement, interpersonal connectedness, and attitudes towards online word-of-mouth are what motivate social media users to contribute to online word-of-mouth Akrimi and Khemakem in [61] However, although communication on the internet has the potential to be a powerful marketing communication tool, it also has dangers that marketers should be aware of, such as unfavorable recommendations made by the target audience. Since bad news spreads further and faster than good news, it can damage the image of a company or brand. The whole point of social media is to encourage better

interaction among users, who in turn influence each other. When people connect with each other, they form a network known as social media. As a result of people talking to each other and sharing knowledge, or in the case of social media marketing: If believe Wang and Yu, and in [62] Brand loyalty and customer behavior can be shaped by word-of-mouth recommendations from friends and acquaintances. Influencers or opinion leaders are social media users whose advice is often or reliably followed by other users of the platform; d) Conversely, opinion leaders may see a decrease in their social capital if they rely on extrinsic incentives. Therefore, influential people should draw inspiration from both internal and external sources. Online Gathering Place, Kraut and Resnick define an online community as a place where people can interact with each other in a digital environment for the purpose of sharing ideas, information, learning, entertainment or simply hanging out. Another example of an online community is a brand community on social media. Social media-based brand communities are groups of consumers who share a common interest or preference for a particular brand (*Luo et al. 2015*).

Small and medium-sized enterprises (SMEs) can achieve success by advertising their products on social media. From instant messaging to social networking sites, there are tons of social media tools that allow users to connect, communicate and interact with each other. With the main goal of building community engagement or involvement, these applications are designed to initiate and disseminate online information about users' experiences of consuming goods or brands. [25]. These resources can help micro, small, and medium enterprises (MSMEs) find a winning marketing plan, and one such strategy is using internet marketing or social media [26]. Small and medium-sized enterprises (SMEs) in Indonesia have better economic prospects, which is one of the many benefits of more internet users utilizing social media. [27] Various digital marketing activations play an important role in boosting the sales of a particular brand or item among today's consumers. To reach customers in different parts of the world, micro, small and medium enterprises (MSMEs) are increasingly turning to digital marketing strategies. This is because more people are using the internet and other digital media, such as social networks, websites, search engines, and so on. [28]

The tendency of consumers today is to buy online, therefore marketing goods using the internet and technological means can increase product sales. As a result, this can open up new avenues for company promotion, both online and offline. One of the many benefits of internet marketing is its ability to reach a wider audience; as a result, online marketing, sometimes called digital marketing, is gaining more and more attention from the public. [5] Whether a business is in the industrial or service sector, the development of a marketing strategy is crucial to maintaining a competitive advantage. [29] With the existence of capable digital marketing, it is hoped that it can attract the attention of the wider community around the culinary recommendations and potential in Tanggulangin District.

This can be said that digital marketing can be done in various ways, namely through online channels, websites, e-mail, databases, digital TV, social media etc. So online marketing can use various ways that can reach consumers who cannot be reached by offline or conventional marketing. So online marketing can use various ways that can reach consumers who cannot be reached by offline or conventional marketing. With the use of digital marketing, businesses can reach more customers and enter new markets that were previously inaccessible due to physical distance, poor communication, or other factors. [31]

The term marketing digitization refers to the integration of ICT (information and communication technology) into traditional marketing strategies through the creation and distribution of digital assets such as websites, social media, and online platforms. [Digital marketing also refers to the method of promoting products using technology as a medium. Communicating with consumers will be easier through technology, because the rapid advancement of technology makes it easier.] [33] Digital Marketing is a concept that utilizes wide-reaching platforms such as radio, television, and the internet to provide informative graphics about marketed products. The ability to reach a wider audience at any time and from any location makes digital marketing a great tool for micro, small, and medium enterprises (MSMEs). When compared to advertising goods only through conventional business premises, the quality of internet marketing is much higher. Furthermore, digital marketing can do more than just increase sales and profits for MSMEs.

As a means of ensuring a business's digital marketing plan is appropriate, [5] careful consideration is required before deciding to use it as a corporate strategy. When choosing a digital marketing strategy, there are two main categories of companies to consider: Online clients and new clients are the two main categories of consumers when it comes to their nature and potential. When consumers are looking for or buying products and services provided by digital technologies, digital marketing methods are the way out. And vice versa: digital marketing tactics are unnecessary if consumers are not going to adopt digital technologies. Even if consumers are not currently making purchases, they will probably become future customers. However, finding the right product, service, and brand attributes to use in digital marketing is still the long-term goal of digital marketing. Digital marketing has two schools of thought: those who believe that there is no need for anything special to sell products and services, and others who believe that digital marketing can help sell products and services through online consumer interaction. The promotion of goods and services using the World Wide Web is known as digital marketing, e-marketing, online marketing, web marketing, or . Especially in the culinary field, which is

very volatile in its development, MSME owners must be adaptive in promoting their products on digital platforms as mentioned above.

1), engaging and interactive materials; 2), companies rely on interactive content to drive engagement; 3), effectively educate potential customers; and finally, digital marketing strategies for MSMEs using social media contain these four things 4) The use of mobile marketing can be influenced by the information and reliability of the material. [34] This shows the importance of digital marketing as a marketing strategy for MSME players so that MSMEs can develop and become a basic pillar for the local and national economy. Some of the efforts that can be taken to optimize this can be done through utilizing customer engagement, viral marketing, KOL and many more.

Digital marketing is essential for use in marketing and sales. Thanks to this technological development leading to a more diverse business trend is what is called the digital marketing trend.[35] The term digital marketing refers to an approach to advertising goods and services that utilizes the internet and other forms of electronic media. To achieve marketing goals including increasing product recognition, reaching new audiences, increasing revenue, and forging deeper relationships with customers, digital marketers use various strategies and tools. [27]

The research according to [9][21][36] states: The use of digital marketing in the form of technology utilization is very important because it can provide knowledge to MSME players regarding the ways and stages of expanding consumer networks through the use of social media in marketing their products so as to increase the competitive advantage for MSMEs. Meanwhile, as conveyed by Mr. Sugiarto, S.Si., M. [8][21][24][37] said that digital marketing has a significant impact on product marketing because it has the potential to increase sales and increase sales.

Profitability for entrepreneurs who run micro, small and medium enterprises (MSMEs). In this regard, MSMEs in Tanggulangin Sub-district, Sidoarjo Regency, can utilize digital marketing and social media to help grow their businesses. By implementing the right digital marketing strategy, MSMEs in Tanggulangin District can increase visibility and brand awareness, reach potential customers in Sidoarjo and surrounding areas, and increase sales.

In this study, we look at how Tanggulangin Sub-district, Sidoarjo Regency, uses digital marketing to support its culinary tourism. The ideas and advantages of digital marketing are presented in this paper, the role of social media in optimizing marketing strategies through digital marketing for local products/services by conducting socialization and training for MSMEs in Tanggulangin District. There are significant differences between past and current research in terms of variables, objects, and research locations used from previous research. The field that will be reviewed further is on the aspect of optimizing culinary digital marketing in Tanggulangin District.

2 Research Methods

The purpose of this qualitative research is to examine how culinary MSMEs in Tanggulangin Sub-district, Sidoarjo Regency, have benefited from optimizing digital marketing strategies. The researcher claims that this approach uses qualitative techniques. [38] Researchers using a qualitative approach emphasize meaning through the use of instruments, data collection procedures, and qualitative analysis in a scientific (experimental) situation. To better understand and investigate the in-depth knowledge of experiences, perspectives, and practices related to the implementation of digital marketing in the context of culinary MSMEs, qualitative research methodology is used.

Primary data used in this study came from in-depth interviews, participant observation, and focus group discussions. [Data collection was conducted with the managers of culinary MSMEs in Tanggulangin Sub-district, as well as related parties who play a role (government and stakeholders) in the implementation of digital marketing. In addition, direct observation was also conducted to gain an understanding of how digital marketing is implemented in the daily activities of these culinary MSMEs. The data collected will then be analyzed descriptively. Descriptive analysis will be conducted by organizing, summarizing and describing the findings that emerge from interviews, observations and FGDs. This will provide a clear picture of how culinary MSMEs in Tanggulangin Sub-district utilize digital marketing, the challenges faced, the benefits obtained, and the efforts that have been made to increase marketing effectiveness and efficiency through digital marketing [36]. Key informants of this research are the owners or managers of Warung Pring Bali, Warung candi ubud, omah kidul culinary, lesehan tambak sawah kedungbanteng (LTS), and rujak cingur tanggulangin. The data analysis technique uses triangulation of the results of interviews and discussions.

3 Results and Discussion

Research related to efforts to find out marketing optimization through digital marketing in MSMEs in Tanggulangin District has been carried out well. From the results of observations, interviews and discussions, it shows that culinary MSMEs in Tanggulangin District already know about digital marketing, but the level of

utilization is still very diverse. Most of them only advertise on social media platforms. Some of the results of interviews and discussions conducted by researchers are one quote from the culinary MSME informant who said that I already have an Instagram account, but I am confused about what to post. This shows that while awareness of digital marketing is quite high, the lack of knowledge about the right strategies and tools is the most crucial obstacle.

Other informants said that most of the new users of social media lack knowledge about digital marketing, limited resources (time, money), and increasingly fierce competition. I would love to create a website, but I am confused about where to start and the cost is expensive. This shows that lack of digital literacy and limited resources are the main obstacles for MSMEs to develop effective digital marketing strategies.

On the other hand, one informant expressed his hope for more intensive training on digital marketing, assistance in creating websites and content, and support in promoting products online, for example from the village hall or sub-district on a regular basis. I need easy-to-understand training on how to create ads on Facebook. Yesterday's discussion was also very useful done. This shows that MSMEs still need comprehensive support, ranging from training to assistance in implementing digital marketing strategies from various parties. Not only from the aspect of expectations or existing realities, one informant explained that the urgency of government support in the form of training, facilitation of internet access, and cooperation with e-commerce platforms. The government should organize digital marketing training that is free and easily accessible. Or at the very least, young people around the village who are influencers or have a lot of social media followers can help us. Now visitor testimonials are also very important. This is interpreted as the importance of the role of the government and stakeholders closest to MSMEs in encouraging the adoption of digital marketing among MSMEs.

The results of observations and interviews as well as discussions conducted show that there is a lack of utilization of digital marketing through social media, content publication, and branding on social media so that researchers provide alternative solutions for digital promotion or marketing assistance on social media due to the massive impact of digital information dissemination. Moreover, each MSME that is an informant in this study has its own power of attraction.

3.1 Warung Candi Ubud Candi Tanggulangin

The optimization of social media stalls at Candi Candi Ubud on its Instagram account @candicandiubudreal has an impact on the presence of consumers among young people. Researchers also had opportunity to chat and discuss with Candi Candi Ubud for the results of this Instagram social media optimization. Warung Candi Candi Ubud is one of the iconic culinary places of Tanggulangin District because it carries a quite interesting theme, namely a combination of traditional, modern, and cool nuances mixed with an urban atmosphere because it is adjacent to the railroad tracks in the direction of Tanggulangin. Interestingly, this culinary place also provides floating boat spots and fish ponds as well as an entertainment stage for visitors. Moreover, there is a touch of Javanese-Balinese nuances that add to the comfort of this place. A few years ago this place was also very busy due to viral marketing on various social media such as Youtube, Facebook and Instagram.



Figure 2. Warung Candi Ubud Candi Tanggulangin

3.2 Warung Pring Bali

A culinary place that is no less hits in the neighborhood of Tanggulangin District is Pring Bali. This place is located close to Kludan Village Hall which carries the concept of Bali and has successfully established integrated cooperation with nearby stakeholders such as tourism bus agents who take visitors to tour bags and suitcases and collaborate on the consumption aspect towards Warung Pring Bali. Even though it carries the concept of Bali, this is actually an attraction in itself. Based on the results of the FGD and the results of talking or observation with the owner of Lesehan Pring Bali, the natural, traditional Balinese concept is a breath of fresh air for workers who, for example, are engaged in village or sub-district government who need a new concept of meeting or food that is different from usual. Tanggulangin has its own nuances, so there is no need to go to Bali

to experience it.

Lesehan Pring Bali has been quite adaptive in optimizing the potential of digital marketing by utilizing social media, especially Instagram. When viewed in terms of followers, for the aspect of culinary MSMEs with 3,421 followers (as of July 9, 2024) this is very good. Interactive and contemporary content shows that this lesehan already understands the target market, audience needs, and the suitability of the content created in accordance with the segmentation that has been determined.



Figure 3. Warung Pring Bali

3.3 Omah Kidul Culinary

This culinary place, although not even 5 years in operation, has been quite successful in developing its marketing and quality consistently. Located on the Surabaya Malang protocol road, it is considered quite strategic by providing a variety of traditional menus ranging from Soto Kudus to Bakmi Jogja. The architecture is also interesting because of the combination of old school houses and old school nuances but still urban blended into one. Moreover, social media activation from Instagram to the website has been done. Despite these efforts, it certainly has its own challenges.



Figure 4. Omah Kidul Culinary

3.4 Tambak Sawah Kedung Banteng Restaurant

Moving to the eastern side of Tanggulangin, Kedungbanteng Village has an interesting culinary spot for fishing and variety of traditional menus ranging from fish to chicken and family-friendly menus are available here. The social media is quite well managed and gaining various consumers. Providing promotions that match the moment is also a special attraction in the digital marketing of this UMKM.

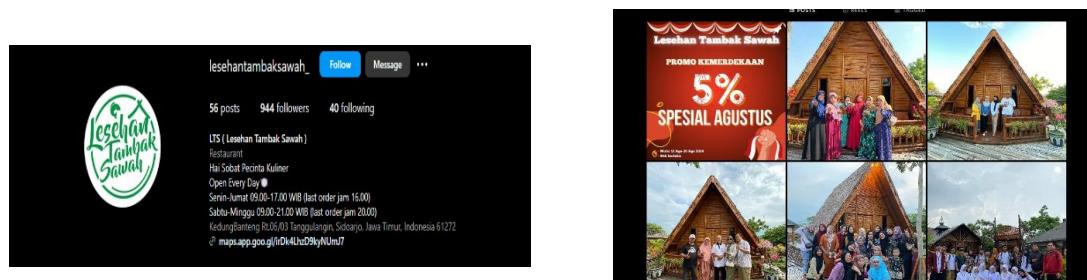


Figure 5. Tambak Sawah Kedung Banteng Restaurant

3.5 Tanggulangin Cingur Salad

This UMKM is quite legendary. Located in Kedensari Village, which is the west side of Tanggulangin, it provides a distinctive taste of rujak cingur. The power of word of mouth is also very visible. The role of Key Opinion Leaders and exposure to people or public figures such as Cak Imin, Master Chef Indonesia Winner, and

Mrs. Khofifah also add credibility to the taste of this cingur salad.

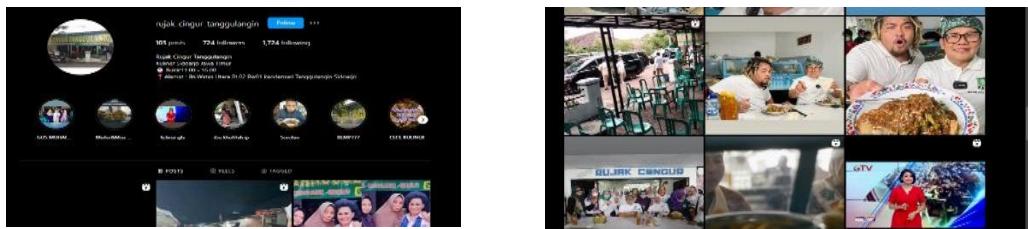


Figure 6. Tanggulangin Cingur Salad

Based on the results of interviews and FGDs, it shows that culinary MSMEs in Tanggulangin sub-district have great potential to utilize digital marketing in developing their businesses. The five MSMEs have also followed the directions and recommendations of the FGD discussions through activating and optimizing their respective social media. In the food industry, small and medium-sized enterprises (SMEs) can benefit from digital marketing as it helps them promote and sell their goods and services and open new markets that were previously inaccessible or limited by distance, time, or communication methods. One of the benefits of social media marketing is the convenience it provides to customers, who can complete transactions more quickly and easily. For MSMEs to survive, the use of technology in marketing is crucial. A positive impact on increasing MSME profits can be felt through the implementation of online marketing strategies. Utilizing digital marketing is a suitable opportunity to keep up with the times. People in the digital age are encouraged to develop their knowledge and understanding regarding the use of advertising through Facebook Ads. They can use Google Trends to keep up to date with current events or Keyword Tools to learn more about the company being promoted.

Online platforms that facilitate the production and sharing of user-generated content are known as social media platforms. Users can more easily share information with each other through social media. This means that any company can benefit from participating in social media marketing. Social media, by an alternative definition, is a network of online platforms that facilitate the creation of user-generated content, communication and dissemination of information. Thanks to the wide availability of mobile phones and smartphones, social media platforms are always at consumers' fingertips. This opens the door for marketers to carry out marketing messages at any time and from any location.

Especially on the Instagram social media platform. In addition, the informants said that digital marketing is also related to the word of mouth of consumers who have visited their culinary places. For example, through testimonials of the quality of food taste, the feel of the culinary house or the figures in it. For example, the characteristics of a restaurant with a certain or unusual concept so that it eventually goes viral and gets high attention from the public. Nonetheless, there are still other challenges to overcome, including lack of information, inadequate facilities and support from the surrounding community and key stakeholders. To overcome these obstacles, intensive training programs, facilitated access to technology, and closer cooperation between the government, businesses, and even academics are needed. For example, from campus graduates or those who have qualified abilities to share their insights related to digital marketing so as to provide an output that is a win-win solution for the progress of culinary MSMEs in Tanggulangin District.

4 Conclusion

Based on the findings, in order for culinary MSME owners to optimize or boost their competitiveness when facing business constraints, they need to master digital marketing methods. There are MSMEs that have optimized digital marketing strategies by utilizing social media well and some are still lacking. There is a need for integration and synergy of various stakeholders to support the sustainability of MSMEs, especially MSMEs in the culinary sector. Moreover, there are special challenges by culinary MSME activists in Tanggulangin District with increasingly fierce business competition.

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