



## **Application of Digital Marketing to MSMEs Bangka Dumpling Noodle Mr.Ong**

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### **Abstract**

*Ruko Botania in Batam Center is an area where the author's activities are carried out. It should be noted that MSMEs in Indonesia have a very important impact on the role of the economy, Mr.Ong's Bangka Pangsit Noodle MSME is a business engaged in the culinary food sector. This UMKM was opened in 2010 at Botania Garden. The concept of digital marketing originates from the internet and search engines on websites. Creating an Instagram account for the promotion of Mie Pangsit Ayam Bangka Mr.Ong in the form of a product photo that has been designed to include Instagram and a Whatsapp number, and a Facebook contact as well as a Google Maps link which will make it easier for consumers if they want to visit the place of business directly. the instastory feature is also used so that the account's followers can find out the latest info from Mie Pangsit Bangka Mr.Ong, namely @miepangsitbangka.mrong. The purpose of implementing digital marketing for Mr. Ong's Bangka Pangsit Noodle business is so that this business can be better known by the people of Batam. Apart from that, creating social media accounts is also free. Social media will make it easier to interact with customers.*

**Keywords:** Digital Marketing, MSMEs, Social Media

### **Introduction**

Ruko Botania in Batam Center is an area that is the location of the author's activities. It should be noted that MSMEs in Indonesia have an important impact on the role of the economy, MSMEs are one of the pillars of economic strength in a region (Gunawan et al., 2019). UMKM Mie Dumpling Bangka Mr.Ong is a business engaged in culinary food. The owner of the Bangka Dumpling Noodle business is named Men Chong and his wife. This MSME was opened in 2010 at Botania Garden. Currently, Mr.Ong's Bangka Chicken Dumpling Noodle business has been running for 13 (thirteen) years and opened 6 (six) other branches. The first location is in Botania Garden and 6 (six) other branches in the Batu Aji area. While the production location is in Buana Vista Housing. The business already has 14 employees. Employees who work here are divided into 2, namely Salespeople and Production Personnel.

Mr.Ong's Bangka Dumpling Noodle culinary business provides several menus such as ordinary dumpling noodles, wide noodles / pok, dumpling soup and meatball soup. Mr.Ong's Bangka Dumpling Noodle MSME is open from 6.00 WIB to 12.00 WIB, for a daily turnover of approximately Rp1,000,000 – Rp3,000,000. Mr.Ong's Bangka Dumpling Noodle business still does not utilize social media so that the customers obtained only include the community around the sales area, such as mothers who go to the market if they want to have breakfast. A good promotion strategy can help MSMEs in marketing their products. Therefore, the application of digital marketing promotion will be very useful if it can be applied to MSMEs Mie Dumpling Bangka Mr.Ong, it is hoped that the application of marketing promotion through digital marketing MSMEs can be known by all Batam people (Dwijayanti et al., 2023).



Figure 1 Location of MSMEs

Source : Documentation 2023

Over time, business promotion activities are not only carried out traditionally, but we can utilize social media as a means of promotion. Promotions that are carried out traditionally usually require more costs and energy to do it, currently if you want to do promotions it is very easy we can take advantage of social media such as Instagram and Whatsapp (Putra & Pane, 2023). Besides being easy to do promotion through social media does not take time and energy, we can post advertisements through social media accounts that are widely used by the public (Puspatriani et al., 2022). Instagram is one of the social media that is widely used by the public, therefore Instagram is one of the media that can be used as a business promotion communication tool on social media (Dharmanto & Rositasari, 2022).

Mr.Ong's Bangka Dumpling Noodle business has been running for quite a long time, but the owner only sells it traditionally and through Go-food. The owner stated that he lacked knowledge and information on how to use good digital marketing for marketing promotion strategies for Mr.Ong's Bangka Dumpling Noodle business. The owner feels that it would be a pity if Mr.Ong's Bangka Dumpling Noodle business is not promoted properly because he sees the strategic location of the business. With the background of the problems listed above, the author has a desire to help by providing solutions and assistance in the form of implementing digital marketing in the business (Saputra & Rangkuti, 2023).

The scope of this project includes designing promotions using digital marketing in the form of creating social media accounts such as Instagram and email. Instagram is one of the most widely used social media by Indonesians so that it can be an opportunity to get new consumers (Putra et al., 2022). Mailchimp is a webservice that is able to provide services for someone to send large amounts of email to email users. This web can be used for promotional tools that contain advertisements about products (Geralda & Kasih, 2020).

The purpose of implementing digital marketing for Mr.Ong's Bangka Dumpling Noodle business is so that this business can be better known by the people of Batam. In addition, creating social media accounts is also done for free. With social media, it will make it easier to interact with customers (Fahmi et al., 2022). Create a good business image so that consumers are interested in visiting and can increase sales turnover. The benefits of project design and implementation are: 1) For MSMEs (Bangka Mr.Ong Dumpling Noodle); With the implementation of digital marketing promotion through Instagram and Mailchimp, it is hoped that the owner of Bangka Dumpling Noodle Mr.Ong will gain knowledge about business promotion through digital marketing, and can facilitate business activities and be able to attract new consumers. For Authors; Through this community service project, the author can apply the knowledge gained to the community about product promotion through digital marketing. For readers; Increase insight or knowledge in designing and implementing promotional materials through digital marketing and can also be used as a reference if there is similar research in the future.

The target of the activity to be achieved is to attract new customers by promoting products through digital marketing (Watini et al., 2022). The first target in this activity is to educate partners on the importance of using social media in promoting products. Create an Instagram account, WA Business, Website, Linktree, Facebook Pages, and Business Email that will make it easier for partners to develop their products. The next target is to actively upload product photos on social media accounts so that customers can easily get information about what food menus have Bangka Mr.Ong Dumpling Noodles. Furthermore, create an email account as a means of other promotions such as Mailchimp which will contain product advertisements from Mr.Ong's Bangka Dumpling Noodle. This email advertisement will contain short and interesting messages so that those who receive emails are interested in buying food from these MSMEs.

## **Method**

Data collection techniques carried out in this activity project for MSMEs can be in the form of an observation and accompanied by recording an object.

## **Interview**

Interview is one of the processes in a study that is useful for obtaining valid information by meeting directly with sources (Hanadya et al., 2022). Therefore, in this project, the interview technique is used as one of the data collection methods to obtain

information from Mr.Ong's Bangka Dumpling Noodles and be able to find problems that exist in MSMEs. The list of questions asked by the author are (Umami and Darma 2021) :

**Table 1 List of Interview Questions for Bangka Dumpling Noodle Owner Mr.Ong**

No	Question
1.	Is the owner of Bangka Dumpling Noodles Mr.Ong willing to become a partner for MSMEs to be assisted in the Digital Marketing process?
2.	When was the establishment of Mr.Ong's Bangka Dumpling Noodle business?
3.	What problems is being faced by Mr.Ong's Bangka Dumpling Noodle business?
4.	What menus does Mr.Ong Bangka Dumpling Noodle sell?
5.	Is Mr.Ong's Bangka Dumpling Noodle business available on the Marketplace?

Source : Author (2023)

### Documentation

In this activity, the author uses documentation as a way to collect data in the form of photos or videos. Documentation in the form of photos or videos is useful for evidence to interested parties. In addition, the author collects documentation in the form of product photos sold as Instagram content material or Mailchimp ads that are useful for attracting attention from customers (Sudaryat et al., 2022). The external design process of Mr.Ong's Bangka Dumpling Noodle business consists of several parts as below:

#### 1. Interview of Bangka Dumpling Noodle Business Owner Mr.Ong

In the first stage, the author conducts interviews with business owners or business owners to submit whether the business can be used as a target activity, the interview includes questions that have been prepared.

#### 2. Business Location and Product Documentation

The second stage, the author takes documentation in the form of photos or videos that will be collected as activity material.

#### 3. Collecting Interview and Documentation Data

In the third stage, the author collects the results of interviews and documentation of Mr.Ong's Bangka Dumpling Noodle business and assesses the system that applies to this business.

#### 4. Problem Formulation

The fourth stage, after conducting an assessment, the author can find what problems are being faced by Mr.Ong's Bangka Dumpling Noodle business, and analyze the right solution to overcome these problems.

#### 5. System Design

The fifth stage, after conducting an analysis to overcome the problem, the author will design the right system to help Mr.Ong's Bangka Dumpling Noodle business.

#### 6. System Implementation

The sixth stage, in this section the author will implement the system that has been designed before.

#### 7. Feedback

After planning, the author will get feedback from Bangka Dumpling Noodle business actor, Mr.Ong.

#### 8. Conduct Evaluation After Implementation

Due to the implementation of the system and the feedback process from business actors to the author, the author will evaluate the system design that has been done before.

### Results and Discussion

Digital marketing has become one of the ways used almost all over the world to market products or services to consumers. Digital marketing has the aim of attracting customers and making it easier for consumers to interact with brands through digital media, in the design of the output in this activity is carried out after conservation, research and documentation. The author designs a promotional strategy using digital marketing as follows:

#### Instagram Post

Instagram is one application that can be used as a promotional media tool (Fiona et al., 2022). There are many features on Instagram such as Instagram business, of course this application is very useful for writers in designing promotional strategies. The creation of an Instagram account aims to promote Mr.Ong's Bangka Chicken Dumpling Noodle business in the form of photos and videos of products that have been designed by including various other social media that will make it easier for consumers, the instastory feature can also be used so that followers of the account can find out the latest information from Mr.Ong's Bangka Dumpling Noodle, namely @miepangsitbangka.mrong.



#### Google Maps

Google Maps is also one of the advantages in digital marketing of Mr. Ong's Bangka Dumpling Noodle MSMEs because it makes it easier for consumers to find out the location of each branch of the MSME. MSMEs have been applied to use Google Maps as a digital platform, which can provide information, such as:

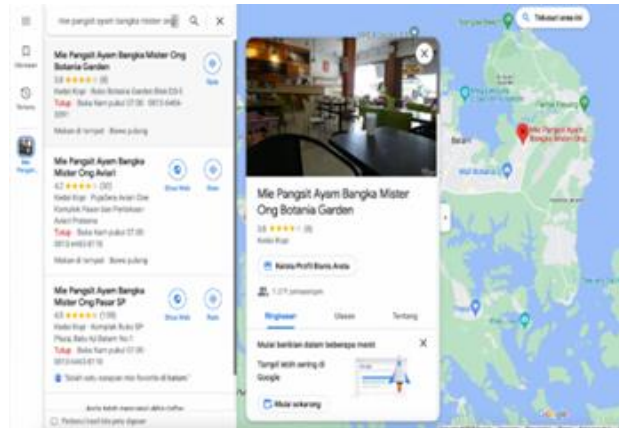
- a. MSME operating hours
- b. Phone Number
- c. User Reviews for Food
- d. Address MSME



e. Photos of MSME food and restaurants

The use of Google Maps can help MSMEs in increasing their visibility, which will have an impact on increasing the number of visits and also income.

- a. Link Google Maps Mr.Ong Botania: <https://goo.gl/maps/XMiJnLmq9f4iyv3k7>
- b. Link Google Maps Mr.Ong Pasar SP: <https://goo.gl/maps/BMTeTegNFpojK9cm8>
- c. Link Google Maps Mr.Ong Aviari: <https://goo.gl/maps/Fjy6dQUiAbh9C2zG8>
- d. Link Google Maps Mr.Ong Tunas Regency: <https://goo.gl/maps/jpfZ6quFHwor8W1T6>



**Go – food**

Go – Food is a digital application that was released in 2015 that makes it easier for consumers and increases potential customers of an MSME which becomes an application for buying and selling food that can be done anywhere. MSME Mie Dumpling Bangka Mr. Ong has also used Go-food is a food delivery service similar to restaurant delivery. Customers can order food or drinks from GO-JEK partner restaurants using their mobile phones and the Go-food function in the GO-JEK app. Customers can read information about MSMEs in the GO-JEK application, such as food menus, food prices, business locations, food pictures, and promos available in the application. Utilizing the GO-JEK application can also increase sales turnover and MSME visibility. Here is the link to the business profile of gojek MSMEs:

- a. Botania: <https://gofood.co.id/batam/restaurant/mie-pangsit-ayam-bangka-mr-ong-botania-3568fdef-10bc-48f5-b3dd-0db873436631>
- b. SP: <https://gofood.co.id/batam/restaurant/mie-pangsit-ayam-bangka-mr-ong-botania-3568fdef-10bc-48f5-b3dd-0db873436631>
- c. Aviari : <https://gofood.co.id/batam/restaurant/warung-mr-ong-mie-pangsit-ayam-bangka-aviari-5baf7331-9165-4e23-a063-e6c9451aeb6e>
- d. Tunas Regency: <https://gofood.co.id/batam/restaurant/warung-mr-ong-mie-pangsit-ayam-bangka-tunas-regency-4c6d8921-335e-4798-871f-b6ceb056f9bb>

**Website**

A website that is one place can be like a blog for MSMEs to explain and provide information about MSMEs Bangka Chicken Dumpling Noodles Mr.Ong. So we the author created a website for MSMEs using the platform from Google Site, which is to display all

information more clearly or in detail for visitors and the target of a business about this MSME. Here is the link to the Website:

<https://mie-pangsit-ayam-bangka-mrong-tunas.business.site/?m=true>

### **Linktree**

Linktree is a service that can facilitate the sharing of various links on a particular website or landing page. With Linktree, Mr.Ong's Bangka Dumpling Noodle customers can access all content with a single click on the main link. Linktree:

<https://linktr.ee/miepangsitbangkamrong?fbclid=PAaAyiI9S5c4FfHCvUngQszkk6ws0Q-Ng343hr9WzbeBaDPOUt1ak03NIBj9Q>

### **Whatsapp Business**

WA Business aims to help MSMEs promote brands so that users can do business more easily and organized. WA Business Link:

[https://api.whatsapp.com/message/ZAHHVf2AA4NIK1?autoload=1&app\\_absent=0](https://api.whatsapp.com/message/ZAHHVf2AA4NIK1?autoload=1&app_absent=0)

### **Facebook**

#### a. Facebook Page Profile

On the Facebook profile page has a Facebook page feature that contains all information. On Facebook page has been much improved so that now it is equipped for doing business so that it can also contain all information at this time. Therefore, Mr.Ong's Bangka Chicken Dumpling Noodle MSMEs can increase trust in consumers. In this feature also without making payments so it is done for free to reach consumers who are active on Facebook can be through events. Here is an example of a facebook page profile that we have created:

<https://www.facebook.com/profile.php?id=100090260260730&mibextid=LQQJ4d>

#### b. Facebook Story

In the use of Facebook Story this will share content to target consumers who are more dominant using Facebook social media. In this facebook story, there are still few uses so that MSMEs Bangka Mr.Ong Chicken Dumpling Noodles so that they get a greater opportunity to get the attention of digital consumers on other social media. This Facebook story can also be shared to whatsapp groups.

#### c. Reels Facebook

In this reel content, it will improve digital marketing strategies on social media and can be reached by MSME followers, Mie Dumplings, Ayam Bangka, Mr. Ong and wider Facebook users. By promoting on Facebook, Mr. Ong's Bangka Chicken Dumpling Noodle MSMEs have the opportunity to be glimpsed by many Facebook users. At the Bangka Chicken Dumpling Noodle MSME, Mr. Ong made a short video accompanied by music, effects and others.

### **Mailchimp**

Mailchimp is a website-based email marketing platform that can be used as a promotional medium (Pandora & Djajalaksana, 2022). This application can send hundreds or even thousands of email messages to message recipients at the same time. This application is easy to use and has promotional features that are easy to use besides that this application can save costs because it is free of charge. Users of this application can design their own promotional templates that they want to use, therefore this application is perfect for beginners. Mr.Ong's Bangka Dumpling Noodle business mailchimp account already has approximately 100 consumer contacts who will be sent promotional messages at the same time. Promotions through mailchimp will contain product photos and product promos in order to make consumers interested.



## Conclusion

As the end of this study, based on the conclusions of the previous chapters of information where the purpose of this study is to implement digital marketing promotion through Instagram and Mailchimp, it is hoped that the owner of Bangka Dumpling Noodles Mr.Ong will gain knowledge about business promotion through digital marketing, and can facilitate business activities and be able to attract new consumers. Mr.Ong's Bangka Dumpling Noodle business has been running for quite a long time, but the owner only sells it traditionally and through Go-food.

The owner stated that he lacked knowledge and information on how to use good digital marketing for marketing promotion strategies for Mr.Ong's Bangka Dumpling Noodle business. The owner feels that it would be a pity if Mr.Ong's Bangka Dumpling Noodle business is not promoted properly because he sees the strategic location of the business. With the background of the problems listed above, the author has a desire to help by providing solutions and assistance in the form of implementing digital marketing in the business (Saputra & Rangkuti, 2023).



The purpose of implementing digital marketing for Mr.Ong's Bangka Dumpling Noodle business is so that this business can be better known by the people of Batam. In addition, creating social media accounts is also done for free. With social media, it will make it easier to interact with customers (Fahmi et al., 2022).

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