

Transformation Of The Msme Business Of Processed Chicken Grilled Today Through Digital Media Based Marketing Communications

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ABSTRACT

This study discusses the business transformation of the Modern Fried Chicken MSME through digital media-based marketing communication strategies amidst increasingly tight competition and technological developments. The purpose of this study is to examine the impact of using social media, such as Instagram and Facebook, on increasing brand awareness, customer interaction, and loyalty and sales. This study uses a qualitative method with a case study approach on the Modern Crushed Chicken UMKM, with data collection techniques in the form of in-depth interviews and digital content analysis. The results of the study show that the use of social media effectively increases market reach, customer engagement, and contributes directly to increasing short-term sales and long-term customer loyalty. This finding emphasizes the importance of adopting digital communication strategies in supporting the growth of MSMEs in the digital era. The implications of this research provide practical insights for MSMEs in utilizing digital technology to strengthen competitiveness and improve business performance.

Keywords: MSMEs, Digital Media, Marketing, Brand Awareness, Loyalty

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to the Indonesian economy, especially in the food and beverage sector (Anatan and Nur, 2022; Sunoko *et al.*, 2022; Tambunan, 2022). Micro, Small, and Medium Enterprises (MSMEs) contribute more than 60% to the total Gross Domestic Product (GDP) in Indonesia and provide employment for more than 90% of the country's workforce (Nursini, 2020).

One of the dishes that is popular among young people Modern Crushed Chicken. Modern Crushed Chicken offers a unique taste with spicy chili sauce, is pocket-friendly, and can be easily ordered through online food service applications (Husriadi and Ode Muhammad Sardin 2024; Langsrud *et al.* 2020).

Changes in food consumption patterns among young people in Indonesia present challenges for MSMEs, especially in competing amidst increasingly fierce competition. Changes in (Baral *et al.* 2023; Husriadi and Nurjanah 2024; Kawane *et al.* 2024). The transformation of MSME businesses is greatly influenced by digitalization, which utilizes social media platforms such as Instagram, Facebook, and TikTok to reach more consumers and market products more efficiently.



Digitalization has changed the methods used by MSMEs in managing marketing by shifting to a more efficient and measurable digital approach (Jadhav, Gaikwad and Bapat, 2023; Wahid *et al.* , 2023) . MSMEs engaged in the food sector in Indonesia are increasingly aware of the important role of digital media in increasing their appeal and understanding consumer behavior patterns by conducting comprehensive data analysis.

As the use of digital technology increases, micro, small and medium enterprises (MSMEs) have the opportunity to transform and implement more modern marketing strategies. In line with the rapid development of competition in the market, micro, small, and medium enterprises (MSMEs) Modern Crushed Chicken have difficulty in maintaining their competitive strength.

The shortcomings of conventional marketing methods have encouraged micro, small, and medium enterprises (MSMEs) to adopt more modern and effective marketing communication strategies that focus on the use of digital media (Bashar et al. 2024; Ghorbani et al. 2022; Husriadi, Aswin, and Wahidin 2024; Zheng 2024).

Digital marketing provides opportunities for MSMEs to reach a wider audience, increase regional reach, and build more intimate relationships with consumers. By utilizing digital marketing, micro, small, and medium enterprises (MSMEs) can present innovations in conveying promotional messages through creative visual content and direct interactions on social media platforms.

They are able to create an engaging experience for the audience and strengthen the brand image in the minds of consumers. Digital marketing also offers freedom for MSMEs to adjust their promotional strategies based on customer interaction data analysis, thus driving sustainable business growth (Gao et al. 2023; Husriadi, M.; Musawir, L.O.A.; Darwin, L.O.A. dan Muslimin 2024; Xavier, Vanitha, and George 2024). In general, MSMEs Modern Crushed Chicken need to continue to adapt to changing consumption trends and innovate in marketing tactics in order to remain relevant in an ever-changing market.

Digital transformation and social media marketing strategies are important elements that help them strengthen their position in the market and achieve sustainable business growth in today's era. In this digital era, micro, small, and medium enterprises (MSMEs) need to adapt to technology and consumer habits (Cioppi et al. 2023; Husriadi, Bahar, and Windayani 2024). This study aims to determine how digital media, especially social media, can contribute to the sustainable development of MSME businesses. This study will also evaluate how effective digital media is in increasing brand awareness and customer engagement in MSME Modern Crushed Chicken. In the fierce market competition, brand understanding and consumer participation are very crucial. By utilizing digital platforms, MSMEs can communicate directly with customers, build solid relationships, and strengthen loyalty levels.

In addition, this study will investigate appropriate and efficient marketing communication strategies for MSME Modern Crushed Chicken. With various existing methods, this study will determine the most effective way to help develop micro, small, and medium enterprises (MSMEs). The findings of this study are expected to provide useful understanding for MSMEs in utilizing digital media opportunities to support business development in the future.

Through an effective marketing approach, Modern Crushed Chicken UMKM can expand its market area, increase sales, and maintain the sustainability of their business amidst increasingly fierce competition. Although research on marketing for MSMEs has made significant progress, many previous studies have prioritized conventional marketing methods such as personal recommendations, print advertising, or direct promotion. However, research exploring the ability of digital media to transform MSME businesses, especially in the culinary sector such as Modern Crushed Chicken, is still quite

limited. In today's digital age, it is imperative to investigate ways in which digital media can serve as an effective means to support the development of Micro, Small and Medium Enterprises (MSMEs).

However, current studies have not fully explored this potential, so there is a gap in understanding the function of digital media as the main factor driving innovation in marketing strategies and business transformation in MSMEs. In addition, knowledge about the influence of digital media on consumer shopping habits and interactions with MSMEs Modern Crushed Chicken is still not widely discussed in the existing literature. Through various social media platforms, customers communicate with companies in different ways. However, research that discusses how MSMEs in the food sector can take advantage of these changes to strengthen bonds with customers and increase brand awareness is still limited.

This limitation creates a gap in knowledge, especially in identifying the influence of digital media use on consumer experience and customer loyalty to MSME products such as Modern Crushed Chicken. The lack of empirical studies that reveal the role of marketing communications through digital media in supporting the growth of micro, small and medium enterprises (MSMEs) in the food sector is a striking deficiency in the literature review. Most studies only highlight the general impact of digital media, without presenting adequate empirical evidence regarding the implementation of effective digital communication strategies to drive MSME growth amidst increasing competition. This study offers novelty by highlighting the important role of digital media as a primary means of business change for MSMEs, especially in the field of Modern Crushed Chicken. This change is becoming increasingly important in the digital age, where the role of technology is very important in achieving the success of a business. By emphasizing a marketing approach that utilizes digital media, this study aims to address the gaps in the literature and offer practical solutions for MSMEs in facing increasingly competitive competition.

The reason for this study focuses on the importance and urgent need for the development of micro, small, and medium enterprises (MSMEs), especially in the food sector. Micro, Small, and Medium Enterprises (MSMEs) Modern Crushed Chicken must find new strategies to maintain their superiority in an increasingly competitive market. Digital technology, especially through social media and online marketing platforms, provides significant opportunities for MSMEs to reach a wider audience and build customer loyalty in an efficient manner. This study shows that the use of digital technology is not only important but also crucial for MSMEs to survive and grow.

RESEARCH METHODS

This study adopts a qualitative method with a case study design to investigate changes in MSME businesses, especially Modern Crushed Chicken, through marketing communication strategies that utilize digital media. The steps in the research include selecting participants, collecting information through interviews and observations, and writing and coding the results to determine important themes. Information collection methods included in-depth interviews and direct observation as the main approaches, accompanied by thematic analysis to categorize the data. This study also uses data triangulation methods to ensure the validity of the findings.

This study is oriented towards micro, small, and medium enterprises (MSMEs) Modern Crushed Chicken with the aim of evaluating how digital marketing strategies, including the use of social media and e-commerce platforms, affect changes in consumer consumption patterns. The analysis conducted will provide in-depth insight into the influence of these strategies on business performance, including increasing brand

awareness and customer participation. The results of this study will be linked to relevant literature to provide empirical contributions to the development of digital marketing science for micro, small, and medium enterprises (MSMEs). This research approach is expected to provide a practical understanding of the implementation of marketing strategies that utilize digital media by MSMEs such as Modern Crushed Chicken, as well as their role in business development in the digital age.

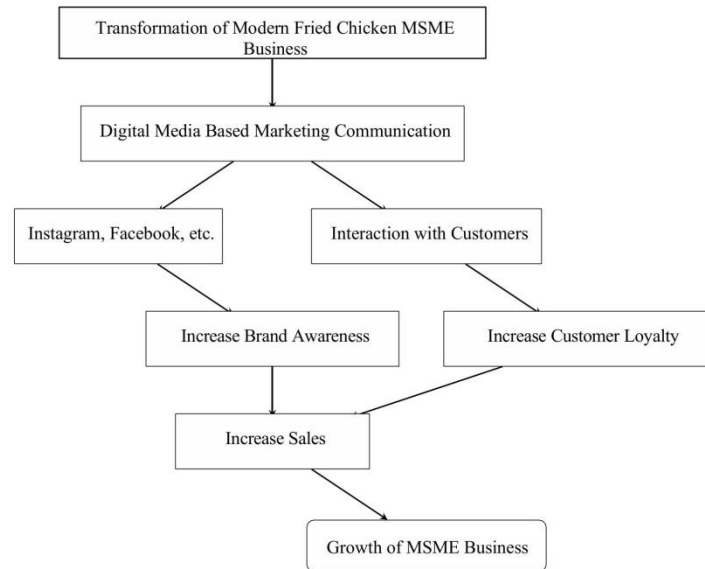


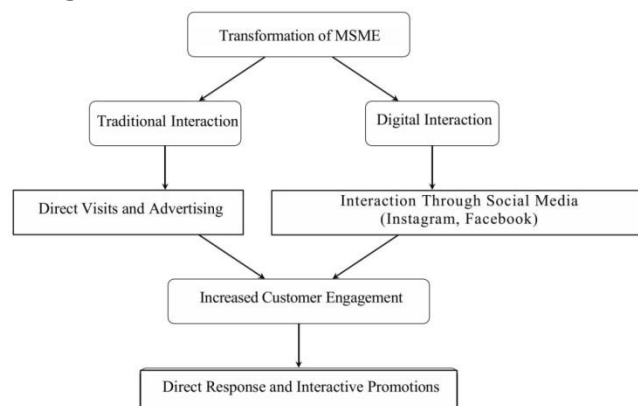
Figure 3.1 Research Methods

RESULTS AND DISCUSSION

1. Experience Implementing Digital Marketing Strategies

The findings of this study indicate that the transformation of interactions between UMKM Modern Crushed Chicken and its customers, through the implementation of marketing strategies that rely on digital media, has resulted in a significant increase in the level of customer engagement. In the past, interactions were limited to direct visits and one-way communication through traditional advertising. With the presence of social media platforms such as Instagram and Facebook, interactions become more lively, where customers can provide direct responses, participate in conversations, and engage in interactive promotions.

Figure 4.1 Interaction Transformation



Source: processed, 2024

The results of this study are in line with studies conducted by (de Oliveira Santini *et al.* , 2020; Ao *et al.* , 2023; Dwivedi *et al.* , 2023) , which indicates that the use of social media can increase customer interaction, strengthen relationships, and build deeper loyalty through reciprocal communication. In addition, the use of digital media provides opportunities for MSMEs to reach a larger market compared to conventional methods. Previously, marketing of micro, small and medium enterprises (MSMEs) was only carried out in local areas. However, with the implementation of digital strategies, its reach can be expanded to a larger area without being hindered by geographical boundaries. Research conducted by (Jai, Tong and Chen, 2022; Marolt, Zimmermann and Pucihar, 2022) , explained that the use of social media platforms contributes to increasing brand awareness and supporting micro, small, and medium enterprises (MSMEs) to significantly expand their market reach. In the context of Modern Crushed Chicken, the online marketing approach has expanded the reach to a larger audience and increased the opportunity to increase sales. In general, the transformation in interaction and expansion of reach through digital platforms provides a positive contribution to the development and sustainability of micro, small and medium enterprises (MSMEs) in the digital era.

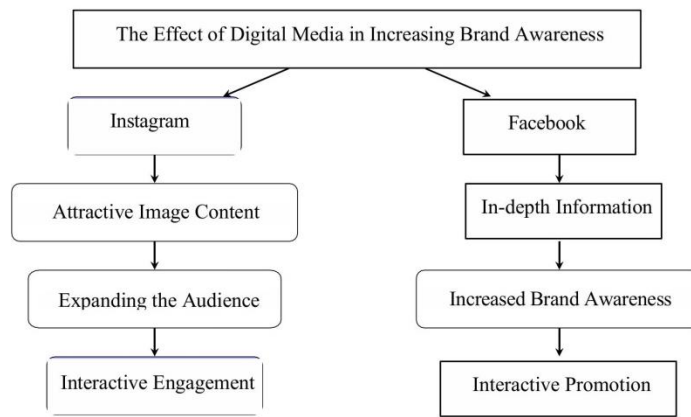
2. Platforms Used

The findings of this study indicate that social media plays a crucial role in changing marketing strategies for the Modern Crushed Chicken UMKM, where Instagram and Facebook function as the two main channels utilized. Instagram, recognized for its visual content appeal, is the platform of choice to capture users' attention through engaging images and videos. The use of visual content on Instagram provides an opportunity for Modern Crushed Chicken UMKM to introduce their products in an innovative and interactive way , thereby increasing customer appeal and engagement. In addition, this study indicates that engaging visual content on Instagram can increase brand engagement and strengthen brand identity, especially among the younger generation who dominate the use of this platform. On the other hand, Facebook functions as a medium to provide more detailed and comprehensive information about products, such as explanations about menus, rates, and sales locations. Facebook provides opportunities for MSMEs to access a larger audience with various features that support direct interaction, such as comments, reviews, and messaging options. The results of this study are in line with studies conducted by (Raudeliuniene *et al.* , 2018; Giombi *et al.* , 2022; Dwivedi *et al.* , 2023) , that Facebook offers a broader platform for more intensive business communication, providing opportunities for MSMEs to convey important information and build sustainable relationships with consumers. This platform also provides convenience in implementing paid advertising campaigns that can be targeted precisely to the audience, based on demographic data, location, and interests, which significantly supports MSMEs in expanding their market reach. The combined use of Instagram and Facebook provides an opportunity for the Modern Crushed Chicken UMKM to not only attract customers with attractive visual content, but also to convey complete and detailed information. These two platforms play an important role in an efficient digital marketing strategy, increasing brand awareness, interaction, and opportunities for business development.

3. Impact On Business Growth

The findings of this study indicate that marketing communication methods using digital media, especially on platforms such as Instagram and Facebook, have a major influence in increasing brand awareness for Modern Crushed Chicken MSMEs. The engaging image content on Instagram and in-depth information on Facebook play an important role in expanding the audience and increasing brand awareness.

Figure 4.2 the effects of marketing communications using digital media



Source: processed, 2024

This is in line with research conducted by (Jai, Tong and Chen, 2022; Palaniswamy and Duraiswamy, 2023) that increasing brand awareness through social media platforms not only serves to attract new customers but also plays a role in developing a solid brand identity, which is very crucial in the midst of tight market competition. In addition, this study revealed that direct interaction with consumers through social media platforms facilitates more effective reciprocal communication. Consumers have the opportunity to provide input, ask about products, or share experiences directly, this can increase their participation. Research conducted by (Voramontri and Klieb 2019; Zeng et al. 2023) stated that direct interaction with consumers through social media can strengthen relationships with customers, increase trust, and ultimately help increase sales. In the near future, the use of promotions through digital media has proven successful in driving increased sales. Attractive promotions supported by direct interaction with consumers can increase sales during the promotion period. This is in line with research conducted by (Buzeta, De Pelsmacker, and Dens 2023; Franck and Dampérat 2021; Li, Larimo, and Leonidou 2021) which states that a marketing approach that focuses on promotions via social media can have a direct impact on short-term sales by taking advantage of consumers' quick reactions to discounts and special offers. However, the more important long-term effect is increased customer satisfaction. Customers who are happy with the product and the experience of interacting on social media will usually return after seeing promotions or following content that is regularly posted by MSMEs. This is in line with the results of research conducted by (Dávila Espuela, Reina Paz, and Erro-Garcés 2024; de Oliveira Santini et al. 2020) that consistent participation through social media platforms can strengthen customer loyalty and increase retention rates. As a result, the implementation of an efficient digital communication strategy can not only increase sales in the short term through promotional activities, but also play a role in building sustainable customer loyalty. This is a very important basis for the development of MSMEs in the digital era.

CONCLUSION

This study reveals that changes in the Modern Crushed Chicken MSME business, which are carried out through a marketing communication approach using digital media, have a beneficial effect on business performance. Utilizing Instagram and Facebook is very effective in increasing brand awareness, expanding market reach, and strengthening relationships with customers. Visual content on Instagram is able to attract audience interest, while Facebook presents more in-depth information to create ongoing relationships. Digital promotions are effective in driving sales in the short term, while engagement through social media platforms can build customer loyalty in the longer

term. Recommendations that emerge from these findings are to make optimal use of social media, present interactive and regularly scheduled content, and combine digital platforms in a mutually supportive manner. Further research on e-commerce and influencer marketing is recommended to develop the market. Ethics in the use of digital technology, especially those related to user privacy, must also be a concern. Online marketing strategy is an important factor for MSMEs to overcome various challenges in the digital era.

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