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## DIGITAL ASSISTANCE AND MARKETING STRATEGY FOR OTAK-OTAK BANDENG AMANAH MSMEs COMPETITIVENESS

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<p><b>Info Article</b></p> <p>Received : 11 Januari 2025</p> <p>Revised : 09 Februari 2025</p> <p>Accepted : 15 Maret 2025</p> <p>Publication : 30 Maret 2025</p>	<p><b>Abstract:</b> <i>Micro, Small and Medium Enterprises (MSMEs) in Indonesia continue to grow positively, with government support helping to revive the economy since the Covid-19 pandemic. To further MSME development, a community engagement program was conducted to provide guidance and solutions for the challenges faced by the Otak-Otak Bandeng Amanah business in Mojokerto. The study used a descriptive research method with a qualitative approach, collecting data through semi-structured interviews, observation, and social media analysis of Otak-Otak Bandeng Amanah. Key challenges identified included limited local awareness of the business, difficulty for new customers to locate it, less appealing product photos on GrabFood and GoFood, and the absence of cashless payment options. Implemented solutions included expanding customer reach through Instagram, Facebook, and TikTok promotions, creating banners and signage, improving product photos, and providing QRIS for cashless payments. Recommendations included ongoing mentoring for other businesses to optimize digital media management.</i></p>
<p><b>Keywords:</b> <i>Development, Digital Promotion, Cashless Payment, Business Assistance, Social Media Marketing.</i></p> <p><b>Kata Kunci:</b> Pengembangan UMKM, Promosi Digital, Pembayaran Cashless, Pendampingan Usaha, Pemasaran Media Sosial</p>	<p><b>Abstrak:</b> Usaha Mikro, Kecil dan Menengah (UMKM) di Indonesia terus mengalami pertumbuhan positif, didukung oleh upaya pemerintah untuk memulihkan perekonomian sejak pandemi Covid-19. Untuk mendukung perkembangan UMKM, program Pengabdian kepada Masyarakat dilakukan guna memberikan arahan dan solusi atas permasalahan yang dihadapi oleh usaha Otak-Otak Bandeng Amanah di Mojokerto. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif, di mana data diperoleh melalui wawancara semi-terstruktur, observasi, dan analisis media sosial yang dikelola oleh Otak-Otak Bandeng Amanah. Beberapa kendala yang ditemukan antara lain rendahnya kesadaran masyarakat Mojokerto terhadap keberadaan usaha tersebut, lokasi yang sulit ditemukan oleh pelanggan baru, foto produk di GrabFood dan GoFood yang kurang menarik, serta belum tersedianya pembayaran cashless. Solusi yang diterapkan mencakup promosi melalui Instagram, Facebook, dan TikTok, pembuatan spanduk dan penunjuk arah, perbaikan foto produk, serta penyediaan pembayaran QRIS. Rekomendasi mencakup perlunya pendampingan berkelanjutan bagi pelaku usaha lain untuk mengoptimalkan manajemen media digital.</p>
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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in supporting Indonesia's economy, especially following the Covid-19 pandemic. According to data from the Ministry of Communication and Informatics (Kemenkominfo), around 64 million MSMEs existed across Indonesia in 2022, contributing significantly to job creation and reducing unemployment rates (Hartika et al., 2023). MSMEs serve as a primary economic pillar in Indonesia, particularly amid global economic uncertainty post-pandemic. Shifting consumer behavior towards online shopping presents both challenges and opportunities for MSMEs to transform and embrace digitalization (Amalia et al., 2023); (Viola & Fitrianto, 2022).

The Indonesian government, through the Ministry of Cooperatives and MSMEs (Kemenkop UKM), has launched various initiatives to help MSMEs overcome digital challenges. These efforts include digital literacy training, production capacity support, expanded market access, and quality enhancement programs (Anwar et al., 2023). Such support aims to enable MSMEs to compete both domestically and internationally.

Besides training assistance, the government provides financing facilities like People's Business Loans (KUR) to help MSMEs obtain the necessary capital. This support is expected to aid businesses like Otak-Otak Bandeng Amanah, located in Mojokerto, in growing and expanding their markets.

Digitalization offers MSMEs substantial growth opportunities, but it also introduces challenges (Jianing et al., 2024). With the increased use of the internet and social media, MSMEs can now leverage technology to reach a broader audience. However, many MSMEs face obstacles in digital adoption, primarily due to limited knowledge and skills in technology (Putranto et al., 2019).

Additionally, infrastructure constraints in some areas hinder the digitalization process for MSMEs in remote locations. For example, Otak-Otak Bandeng Amanah may face challenges with stable internet access due to its location on the outskirts of Mojokerto. Nonetheless, if MSMEs can adapt to digitalization, they stand to benefit greatly, from improved operational efficiency to wider market access (Rajagukguk, 2024).

Effective marketing strategies are essential for MSMEs to remain competitive. Key strategies include:

1. Digital Marketing

Digital marketing can be an effective solution for MSMEs like Otak-Otak Bandeng Amanah to reach a broader consumer base. Social media platforms such as Instagram and Facebook and e-commerce platforms like Tokopedia and Shopee allow MSMEs to sell online and increase brand visibility. Engaging product visuals and quality content can attract potential customers (Pitaloka & Kardoyo, 2023).

#### 2. Collaboration with Local Influencers

Partnering with local influencers or food bloggers can effectively boost brand awareness and expand market reach. Influencers can influence their followers, encouraging them to try the products. Otak-Otak Bandeng Amanah can work with local influencers in Mojokerto to introduce its products to a larger audience (Simamora et al., 2019).

#### 3. Discounts and Promotions

Discounts and promotions attract new customers and retain existing ones. For example, Otak-Otak Bandeng Amanah can offer discounts during special events or loyalty programs to boost customer retention (Felix & Rembulan, 2023). Special offers can also enhance MSME competitiveness amidst tight competition.

#### 4. Enhancing Customer Service Quality

Responsive, quality customer service is vital for building customer loyalty. MSMEs need to focus on customer satisfaction, as satisfied customers are more likely to make repeat purchases and recommend products to others (Madiistriyatno, 2024); (Handayani & Ma'ruf, 2024). Otak-Otak Bandeng Amanah could utilize platforms like WhatsApp or social media messaging to quickly respond to customer inquiries and complaints.

Despite the vast opportunities digitalization brings, MSMEs also face substantial challenges. Limited skilled human resources in digital technology is a major obstacle for MSMEs aiming to adopt new technologies. Moreover, some MSMEs experience challenges accessing financing necessary to scale their business capacity (Sibarani et al., 2024).

For Otak-Otak Bandeng Amanah, these challenges are more complex due to its location on the city outskirts. Limited access to supporting infrastructure, such as reliable internet and digital devices, poses a barrier, especially for MSMEs in remote areas. Therefore, collaboration between the government and local MSME communities is essential to address these issues (A. M. Habib & Dalwai, 2024); (M. A. F. Habib & Sutopo, 2024).

Although challenges exist, digitalization has a positive impact on MSMEs like Otak-Otak Bandeng Amanah. Through digital marketing, MSMEs can reach consumers outside Mojokerto without opening physical branches, thus saving on operational costs. Additionally, by utilizing digital technology, MSMEs can manage customer data and analyze market trends, enabling them to develop more effective marketing strategies (Indriyani et al., 2024).

MSMEs play a vital role in Indonesia's economy, particularly in the post-pandemic recovery period. Digitalization presents significant opportunities for MSMEs to increase competitiveness in an increasingly competitive market. Government support through education, financing, and capacity-building programs is essential to help MSMEs, such as Otak-Otak Bandeng Amanah, compete effectively.

To succeed, MSMEs must adapt to technology and implement marketing strategies suited to market conditions. In doing so, MSMEs across Indonesia can continue to grow and make significant contributions to the national economy.

Solutions and Development Targets for Otak-Otak Bandeng Amanah Mojokerto in the Digital Era. Micro, Small, and Medium Enterprises (MSMEs) hold significant potential to drive national economic growth. However, many MSMEs have yet to fully leverage technology and digital marketing strategies in the digitalization era. Here are several solutions and targets to help Otak-Otak Bandeng Amanah Mojokerto overcome challenges and improve its competitiveness in the market:

#### 1. Digital Marketing Solutions

Digital transformation is essential for enhancing Otak-Otak Bandeng Amanah's visibility and expanding its consumer reach. Today's consumers often search for products and services online, primarily through social media and e-commerce platforms. Here are some solutions to consider: (a) Social Media Optimization: Utilizing platforms like Instagram and Facebook to build brand awareness and attract new customers. Otak-Otak Bandeng Amanah could create engaging visual content, such as photos and short videos about the production process, high-quality ingredients, or customer testimonials. Consistent, appealing content can help the product reach a broader audience; (b) Local Influencer Marketing: Collaborating with local influencers or food bloggers in Mojokerto can boost credibility and attract more followers. Influencers strongly impact their followers' purchasing decisions, and involving them in promotions can introduce the product to an audience with interest and potential for becoming loyal customers; (c) E-commerce Platform Utilization: Joining e-commerce platforms such as Tokopedia,

Shopee, and Bukalapak is a strategic step to expand market reach. These platforms allow Otak-Otak Bandeng Amanah to sell to consumers beyond Mojokerto without needing physical stores, thus reducing operational costs.

## 2. Capacity and Quality Development Solutions

As demand grows, Otak-Otak Bandeng Amanah must ensure its production capacity and product quality remain consistent. Here are some solutions: (a) Increased Production Capacity: With additional training and equipment, MSMEs can scale up production. Government and related organizations can provide support through equipment assistance, such as packaging machines or more efficient production tools, to help MSMEs meet rising demand; (b) Enhanced Product Quality and Packaging: Consistent product quality and attractive packaging are crucial for retaining and attracting new customers. Otak-Otak Bandeng Amanah can improve its packaging with a more professional design to enhance brand image. Attractive packaging also protects the product and extends its shelf life, especially when shipping outside the city.

## 3. Digital Literacy Enhancement

Many MSMEs face challenges in digital literacy. Therefore, it is crucial for Otak-Otak Bandeng Amanah to understand the basics of digital marketing and information technology. Here are some solutions: (a) Digital Training and Workshops: Otak-Otak Bandeng Amanah can participate in training organized by the government or private institutions to learn digital marketing techniques, such as SEO (Search Engine Optimization), paid advertising, and social media management. This knowledge will help MSMEs manage their digital activities more effectively; (b) E-commerce and Digital Marketing Courses: Taking online courses on e-commerce and digital marketing can help business owners learn how to manage online stores, maximize sales, and design effective marketing strategies.

## 4. Development Targets for Otak-Otak Bandeng Amanah

Based on the outlined solutions, here are some targets for Otak-Otak Bandeng Amanah in the short and medium term: (a) Short-Term (Next 6 Months): Increase sales by up to 30% through optimizing social media and e-commerce platforms. Boost brand awareness in Mojokerto and surrounding areas by engaging local influencers and implementing a consistent digital marketing strategy. Introduce more attractive and professional packaging to attract consumer interest and enhance product image; (b) Medium-Term (1 Year Ahead): Expand reach to markets outside Mojokerto by leveraging e-commerce platforms and digital marketing strategies. Increase production

capacity by up to 50% to meet rising demand as the market expands. Build customer loyalty through loyalty programs or discounts for regular customers and enhance customer service quality; (c) Long-Term (2–3 Years Ahead): Become a leading MSME in Mojokerto in the otak-otak and traditional snack product category. Develop new products based on market trends and consumer preferences to maintain product appeal and innovation. Obtain food safety certification to boost product credibility and broaden market access, including entry into larger markets such as supermarkets or broader distribution channels.

The development of Otak-Otak Bandeng Amanah Mojokerto in the digital era requires an effective digital marketing strategy, increased production capacity, and enhanced digital literacy. With clear targets and the right solutions, Otak-Otak Bandeng Amanah has the potential to grow into a highly successful and competitive MSME in both local and national markets. Government support and collaboration with the local community will be essential in helping this MSME achieve its goals in the future.

## **METHOD**

### **Implementation Method for Developing Otak-Otak Bandeng Amanah Mojokerto MSME**

The Otak-Otak Bandeng Amanah Mojokerto MSME development project is designed to enhance business capacity through digital marketing strategies, increased production capacity, and product quality improvements. The implementation method will be carried out systematically to achieve the expected objectives. The activities will begin on August 1, 2024, and will take place over several months, covering several key stages. Below are the planned implementation methods:

#### **1. Preparation and Activity Planning (August 2024)**

In this stage, preliminary preparations are conducted to determine the required resources, set targets, and design the implementation schedule. Preparations include: Needs and Resource Identification: Determining the tools, materials, and human resources needed for the project, such as digital marketing trainers, packaging experts, and technical teams for digital literacy training. Coordination Meeting: Holding a meeting with the owner of Otak-Otak Bandeng Amanah and the project team to create a detailed activity plan. This meeting aims to agree on the goals, methods, and schedule for the activities. Securing Support from Partners: Engaging with relevant government

bodies like the Ministry of Cooperatives and SMEs, MSME communities, and other relevant parties to establish collaboration and gain support.



**Figure 1. Training Plan Development**

## 2. Implementation Methods for Developing Otak-Otak Bandeng Amanah Mojokerto MSME

The project aims to enhance Otak-Otak Bandeng Amanah Mojokerto's business capacity through digital marketing, increased production capabilities, and product quality improvements. Implementation will proceed systematically to achieve targeted outcomes, starting from August 7, 2024, over several stages as outlined below:

### a. Digital Marketing Training

The first step is to enhance the digital literacy of the Otak-Otak Bandeng Amanah owner and team. Activities include:

**Social Media and E-commerce Training:** Engaging experienced trainers to provide foundational knowledge on digital marketing, creating engaging social media content, and utilizing e-commerce platforms like Tokopedia, Shopee, and Bukalapak. **Simulation and Hands-on Practice:** Offering direct training in using social media and e-commerce. Participants will learn to create accounts, upload products, write attractive descriptions, and design online promotional campaigns.

Guidance on Paid Advertising: Training on using paid ad features on social media to expand reach and attract potential customers.

b. Production Capacity Enhancement

The next stage involves scaling up production capacity to meet increasing demand through: Procurement and Training for New Production Equipment: Providing additional equipment if needed, such as automated packaging or food production machines. The technical team will train the business on safe and efficient operation. Production Layout Optimization: Rearranging the production space to enhance efficiency and meet food safety and cleanliness standards, ensuring consistent product quality.

c. Product Quality and Innovation Enhancement

To attract and retain customers, quality and innovation improvements are implemented, including: Product Packaging Improvement: Partnering with packaging designers to create packaging that is more attractive, functional, and aligns with the brand image. The business owner will participate in selecting designs that reflect the quality and appeal of the product. Training on Food Safety and Hygiene Standards: Providing training on maintaining product quality and adhering to food safety standards, led by food safety experts or qualified organizations.

3. Monitoring and Evaluation

This stage aims to assess program effectiveness and identify areas for improvement through: Sales and Customer Satisfaction Data Collection: Monitoring changes in sales volume and customer feedback. This data will be analyzed to measure the impact of digital marketing strategies and product innovations. Strategy Evaluation and Adjustment: Based on collected data, methods are evaluated. The project team will discuss findings with the business owner to identify successful strategies and make adjustments to underperforming ones. Final Report: Compiling a comprehensive report summarizing all activities, impact analysis, and recommendations for Otak-Otak Bandeng Amanah's future development.

4. Follow-up Training and Sustainability Planning (April 2025)

As a final step, additional training is provided to ensure sustained results from the project:

- a. Business and Financial Management Training: Strengthening the business owner's skills in financial and business management, covering topics such as financial planning, cash flow management, and business development strategies.

- b. Ongoing Support: Offering regular consultation or guidance, either from the internal team or through collaboration with the MSME community, to assist the business owner with future challenges.

With this implementation method, Otak-Otak Bandeng Amanah Mojokerto is expected to maximize its digital marketing potential, enhance product capacity and quality, and gain the knowledge needed for sustainable growth.

## RESULTS AND DISCUSSION

Analysis and Development Strategy for the Otak-Otak Bandeng Amanah SME in Mojokerto. Otak-Otak Bandeng Amanah in Mojokerto is a small-to-medium-sized enterprise (SME) that offers a specialty food item, otak-otak bandeng, along with various other snacks. Located near residential areas, the business has strong market potential, as locals tend to enjoy trying different culinary options. However, it currently lacks broad visibility within the general public. The owner primarily relies on promotion through WhatsApp status updates, limiting marketing reach to contacts saved on the owner's phone, as shown in Figure 2.



**Figure 2. Location and Banner of Otak-Otak Bandeng Amanah**

Additionally, the business location is somewhat difficult to find, which may hinder new or potential customers from visiting. Although Otak-Otak Bandeng Amanah Mojokerto is listed on online food delivery platforms like GrabFood and GoFood, its

menu presentation lacks appeal, and several items are not listed. Another challenge is the payment method, as this SME only accepts cash, while the trend has shifted toward digital and cashless payment options.

#### *Target Market*

The target market for Otak-Otak Bandeng Amanah Mojokerto can be divided as follows: Offline Sales: Targeting customers aged 13-40, primarily women in Mojokerto and surrounding areas who are interested in local snacks. Online Sales: Targeting online food delivery users on GrabFood and GoFood of all ages in Mojokerto, especially students and general consumers who enjoy purchasing food online. With its location close to residential areas, this business has the potential to attract more customers, particularly students who enjoy affordable snacks.

#### *Development Strategy with the 4P Marketing Mix Concept*

**Product:** Introduce product variations to attract more customers, such as offering complementary options like stuffed tofu, siomay, or fried meatballs. Improve packaging design to be more visually appealing and practical, aligning with the visual-driven trend on social media. Offer product customization options, allowing customers to choose their preferred spice level or flavor. **Price:** Offer competitive pricing, particularly for budget-conscious students. Provide discounts or special promotions for customers who visit in person, such as value packs or discounts on bulk purchases. Offer bundle deals, like otak-otak bandeng with a drink or additional snack. **Place:** Add clear road signs or banners near the business location to help customers find it more easily. Optimize Otak-Otak Bandeng Amanah's GrabFood and GoFood listings by updating menu photos, product descriptions, and prices. Enable order placement via WhatsApp or social media for customers who do not use online delivery apps. **Promotion:** Use social media platforms such as Instagram, Facebook, and TikTok as primary promotional channels. Create enticing content that showcases the products, such as appetizing photos, videos of the preparation process, and customer testimonials. Host weekly or monthly promotions, such as giveaways or discounts, to attract consumer attention. Collaborate with influencers or active students on social media to help promote Otak-Otak Bandeng Amanah Mojokerto.

#### *Recommended Supporting Technology and Infrastructure*

**GrabFood and GoFood Page Improvements:** Add attractive product photos and ensure the menu is complete, making it easier for customers to make selections. Ensure

the listed operating hours match the store's actual hours so customers can place orders at the right times.



**Figure 3. Proposed Improvements to Store Banner Design**

*Implementation of Cashless Payments*

Provide QRIS or other digital payment methods that are easily accessible for customers. By adopting cashless payment options, transactions become more efficient, quicker, and align with current consumer preferences. With QRIS, customers who don't carry cash can still make purchases easily, enhancing their shopping convenience.



**Figure 4. Proposal for Adding QRIS Payment Method**

**Optimization of Social Media:** Create accounts on Instagram, TikTok, and Facebook for Otak-Otak Bandeng Amanah Mojokerto. These accounts can be used to showcase various creative content, such as product photos, customer testimonials, promotions, and behind-the-scenes activities in the making of otak-otak. Utilizing features like Instagram Stories or TikTok videos for daily promotions can effectively engage the student demographic with short yet captivating content that aligns with their social media consumption habits.

**Installation of Banners and Directional Signage:** Install banners and directional signs at strategic points, such as main roads or intersections leading to the business location. The banner design should be eye-catching, providing key product information and pricing while prominently displaying the name "Otak-Otak Bandeng Amanah" for easy recall.

## **CONCLUSION**

Based on the analysis, several key recommendations have emerged to support the growth of Otak-Otak Bandeng Amanah Mojokerto, ultimately contributing to economic and business development in the region.

**Digital Marketing Strategies:** Implementing robust digital marketing initiatives through social media platforms like Instagram, TikTok, and Facebook can significantly enhance brand visibility. By creating engaging content that showcases products, customer testimonials, and promotions, the business can connect with a younger demographic, particularly students, who actively engage on these platforms. This approach not only helps in brand promotion but also fosters community engagement.

**Optimization on Food Delivery Platforms:** Leveraging online food delivery services such as GoFood and GrabFood is crucial for expanding market reach. By optimizing their profiles on these platforms, Otak-Otak Bandeng Amanah can attract more customers who prefer the convenience of online ordering. This strategy allows the business to tap into a wider audience, especially during peak hours or special events, thereby increasing sales volume.

**Implementation of Cashless Payment Methods:** Introducing cashless payment options through QRIS (Quick Response Code Indonesian Standard) is anticipated to streamline the purchasing process for customers. This payment method can enhance customer convenience and security, leading to increased customer satisfaction and

loyalty. As consumer preferences shift towards digital payments, adopting this technology can position the business as modern and customer-centric.

**Strategic Marketing Promotions:** Developing promotional campaigns that highlight special offers, discounts, or limited-time items can create urgency and encourage more sales. Utilizing social media features like stories and live videos can effectively promote these campaigns, reaching a larger audience quickly.

**Community Engagement and Local Partnerships:** Building relationships with local schools, universities, and community organizations can further enhance visibility and credibility. Collaborations for events, sponsorships, or local festivals can create opportunities for direct engagement with potential customers and foster a sense of community.

By executing these recommendations, Otak-Otak Bandeng Amanah Mojokerto aims to establish itself as a popular local snack not only among residents but also among a broader audience. The successful implementation of these strategies not only contributes to the business's growth but also plays a vital role in promoting the local economy. As small enterprises thrive, they generate employment opportunities, stimulate local commerce, and contribute to the overall economic development of the region.

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