



Dimsum Ichi's MSME Digital Marketing Communication Strategy in Increasing Product Sales

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ABSTRACT

This research aims to find out the form of strategy and effectiveness of digital marketing communication applied by Dimsum Ichi MSMEs in marketing their products to consumers. The problem contained in this study is that the implementation of digital marketing communication strategies carried out is not clearly known, especially in terms of planning, management, and effectiveness in increasing product sales. The type of research used is field research with a qualitative approach that is descriptive. The data collection methodology used in this study is observation, documentation and interviews. The primary data sources in this study are the Owners/Managers of Dimsum Ichi MSMEs, Dimsum Ichi Digital Media Activities, and active consumers, while secondary data sources are obtained from documentation obtained from the results of the research. The technique for analyzing data is through three stages, namely: 1) data reduction, 2) data presentation, and 3) drawing conclusions or verification. Based on the results of the research, the digital marketing communication strategies implemented are not only effective in increasing sales, but are also supported by other interrelated supporting factors in driving the success of product marketing.

INTRODUCTION

The development of digital marketing is the main strategy used by Micro, Small, and Medium Enterprises (MSMEs), in increasing product sales. The use of digital media such as social media and marketplaces is considered to be able to reach consumers more widely, quickly, and efficiently than conventional marketing. This condition is in line with the needs of culinary MSMEs who are facing increasingly fierce competition and changes in consumer behavior who tend to actively seek product information through digital platforms. MSMEs Dimsum Ichi in Palembang City are one of the culinary business actors that follow these developments by utilizing digital marketing as a strategy in introducing products and increasing sales.(Utami, et al, 2023)

In implementing its digital marketing, Dimsum Ichi MSMEs use TikTok social media as a means of promotion. TikTok was chosen as a promotional medium because it has a visual character and a wide range that is effective in attracting consumers' attention. Video-based promotional content is considered effective in conveying product information visually, building appeal, and adjusting to consumer information consumption patterns in the digital era. (Final, 2024)

Dimsum Ichi MSMEs are culinary businesses that were established in 2021 in the city of Palembang. In the early days of its establishment, Dimsum Ichi carried out conventional marketing activities by relying on direct sales at the outlet. Along with changes in consumer behavior and the development of digital technology, Dimsum Ichi will begin to actively use digital media as a means of marketing in 2024. The use of digital marketing will then show a more tangible impact in 2025, where there will be an increase in sales in line with the use of social media and delivery service platforms in a more targeted and sustainable manner.

In the implementation of digital marketing, Dimsum Ichi uses social media such as Instagram and TikTok as a means of promotion, as well as delivery service platforms such as ShopeeFood and GrabFood as digital distribution channels as well as promotional media. Through the paid advertising features and promo programs available on the platform, Dimsum Ichi seeks to increase the visibility of the product to active users. Social media is used to introduce products, build consumer interest, and convey promotional information through visual content, while delivery service platforms simplify the buying process and expand market reach (Anzie,et al 2025)

The implementation of the digital marketing strategy will begin to show a more tangible impact in 2025. Based on the information of business owners, promotions through social media can increase daily sales by around 25%. At certain moments such as holidays or promo periods, advertising on social media can drive an increase in turnover of up to around 80% compared to normal days. Meanwhile, the use of advertisements and promos on delivery service platforms such as ShopeeFood and GrabFood contributed steadily to daily sales, where around 80% of transactions came from orders through both platforms.

This condition shows that MSME digital marketing requires clear strategic planning so that each marketing activity can have an optimal impact on increasing sales. Digital marketing strategies not only focus on promotional activities, but also include product planning, competitive pricing, and the selection of distribution channels that suit consumer needs. (Saleh et al., 2023)

Therefore, a deeper understanding of how digital marketing strategies are structured and implemented effectively is needed to be able to have an optimal impact on increasing sales. In this context, Dimsum Ichi MSMEs are the object of relevant research to examine digital marketing communication strategies in increasing product sales in the midst of increasingly competitive culinary business competition (Rusdana, 2022).

In addition, digital marketing strategies also include the use of social media as a means of promotion and digital platforms as product distribution channels that make it easier for consumers to make purchases. The use of these two types of digital media plays a role in building a positive consumer experience and increasing interest and interest in buying. Thus, digital marketing communication strategies are important to study because they play a role in determining the extent to which digital marketing is able to have a real impact on increasing MSME sales.

Although Dimsum Ichi MSMEs have utilized various digital platforms and shown an increase in sales, the implementation of digital marketing communication strategies carried out is not clearly known, especially in terms of planning, management, and effectiveness in increasing product sales. Therefore, a more in-depth study is needed on the digital marketing communication strategy implemented by Dimsum Ichi MSMEs as a reference for other MSME actors in optimizing digital marketing.

Based on this background description, this study is focused on examining the digital marketing communication strategies implemented by Dimsum Ichi MSMEs in increasing product sales. This research uses the concept of Marketing Mix 4P (Product, Price, Place, and Promotion) as a basis for analysis to understand the planning and implementation of digital marketing strategies carried out by Dimsum Ichi MSMEs. Through this research, it is hoped that the form and effectiveness of digital marketing communication strategies can be known in supporting increased product sales. This description is the basis for the formulation of research problems regarding Dimsum Ichi's MSME digital marketing communication strategy in increasing product sales (Rizky et al., 2024).

RESEARCH METHODS

This study uses a qualitative approach with a descriptive type of research. The qualitative approach was chosen because this study aims to deeply understand the phenomenon of digital marketing communication strategies applied by Dimsum Ichi MSMEs in increasing product sales. According to Miles and Huberman Saldaña (2014), qualitative research aims to explore and understand the meaning that emerges from a social phenomenon based on the perspective of the research subject.

RESULTS AND DISCUSSION

This chapter presents the results of research on digital marketing communication strategies implemented by Dimsum Ichi MSMEs in increasing product sales. This research focuses on the use of digital media as a means of promotion, communication, and interaction with consumers, as well as its role in building product image and attracting buying interest. The data in this study was obtained through interviews, observations, and documentation. Interviews were conducted with business owners, social media admins, and consumers Dimsum Ichi. The observation was focused on digital marketing activities through platforms such as Instagram, TikTok, and online ordering services. Documentation in the form of screenshots of content and promotional activities is used as supporting data. The data obtained is then analyzed using the concept of marketing mix, namely product, price, place, and promotion. This analysis aims to understand the strategies implemented and their relationship to consumer response and sales increases. In the discussion, the results of the research are presented descriptively and supported by interview excerpts and observation results, then associated with relevant theories. The presentation was carried out systematically according to the focus of the research, starting from the aspects of product, price, distribution, to promotion, and ending with an analysis of its impact on sales.

The discussion in this study is described as follows:

Form Dimsum Ichi Digital Marketing Communication Strategy Product Aspect

Based on the results of the discussion, it can be concluded that the product strategy implemented by Dimsum Ichi emphasizes the quality of taste, the use of fresh raw materials, and a variety of menus. In addition, an

attractive product display is also an important part of attracting consumers' attention, especially in digital marketing that relies on visuals. The combination of these aspects shows that the products offered are not only of good quality, but also able to compete in terms of appearance and attractiveness.

Price Aspect

Based on the findings obtained during the study, it can be seen that the pricing strategy implemented by Dimsum Ichi has been prepared by considering the balance between product quality and consumer purchasing power. This is reflected in the price set that remains affordable, but is proportional to the quality of the taste, raw materials used, and the variety of menus offered. In addition, price not only serves as a determinant of selling value, but is also part of a marketing communication strategy that is able to attract consumers' attention.

Distribution Aspect (Place)

Based on the results of the research that has been conducted, it can be seen that the distribution strategy implemented by Dimsum Ichi has kept up with technological developments and changes in consumer behavior today. The use of various digital platforms such as Instagram, TikTok, ShopeeFood, and GrabFood shows that distribution is not only distributing products, but also a means to reach consumers more widely. In addition, the ease of the ordering process and the speed of service are important factors that make this distribution strategy run well.

Promotion Aspect

Based on the results of the research that has been conducted, it can be concluded that the promotional strategy implemented by Dimsum Ichi has made optimal use of digital media in reaching consumers. The use of platforms such as Instagram and TikTok allows for the delivery of product information in a more attractive way through creative and communicative visual content. In addition, consistency in uploading content and choosing the right time also support the effectiveness of the promotions carried out.

The Effectiveness of Dimsum Ichi's Digital Marketing Communication Strategy Effectiveness in Increasing Sales

Based on the results of the analysis, it can be concluded that the digital marketing communication strategy implemented by Dimsum Ichi is quite effective in increasing sales. This is shown by the daily increase in sales and a significant surge at certain moments, supported by the use of digital media, delivery service platforms, and attractive promotional programs. Thus, the strategies implemented are not only able to attract the attention of consumers, but also have a real impact on improving sales performance.

Effectiveness in Increasing Consumer Buying Interest

Based on the results of the analysis, it can be concluded that the digital marketing communication strategy implemented by Dimsum Ichi is effective in increasing consumer buying interest. This is shown by the interest of consumers in the appearance of products, the influence of promotions offered, and the ease of obtaining information through digital media.

Effectiveness in Consumer Interaction and Engagement

The results of this study are in line with research that states that promotional strategies through digital media have an important role in encouraging consumer engagement. Research conducted by (Tasya et al., 2023) mentioned that effective promotion not only aims to convey information, but is also able to create a response from consumers. In addition, other research shows that the use of digital platforms as distribution channels (square) that are interactive can increase consumer participation in providing feedback on the product. This shows that the combination of attractive promotions and easy access on digital platforms is able to create active consumer engagement.

This shows that the digital marketing communication strategy implemented not only functions as a means of conveying information, but is also able to build relationships with consumers through interactions that occur. With this involvement, business actors can get input directly from consumers that can be used as evaluation material to improve the quality of products and services.

Effectiveness in Ease of Access and Consumer Reach

Based on this statement, it can be understood that the use of digital platforms makes it easier for consumers to make purchases without having to come directly to the business location. This convenience is an important factor in increasing consumer comfort, so that it can encourage transactions. This finding is also consistent with the consumer statement in the previous subchapter which stated that the ease of use of digital platforms is the reason for making purchases.

CONCLUSIONS

Based on the results of the research and discussion that has been carried out in Chapter IV, it can be concluded that the digital marketing communication strategy implemented by Dimsum Ichi MSMEs is relatively effective in increasing product sales. This can be seen from the increase in the number of transactions and sales turnover influenced by the use of digital media and delivery service platforms.

Its effectiveness is supported by several factors. First, from the promotional aspect, the use of social media and digital platforms are able to attract the attention of consumers through the delivery of interesting product information and the existence of promotional programs. Second, from the aspect of buying interest, the visual appearance of the product and the offers provided are able to arouse consumer interest in making purchases. Third, from the interaction aspect, the presence of reviews and assessments from consumers shows active involvement and positive responses to the products offered. Fourth, from the aspect of ease of access and reach, the use of digital platforms allows consumers to make purchases more practically and reach a wider market.

Thus, it can be concluded that the digital marketing communication strategy implemented is not only effective in increasing sales, but is also supported by other interrelated supporting factors in driving the success of product marketing.

SUGGESTIONS

It is expected to continue to maintain and develop the digital marketing communication strategy that has been implemented, especially in terms of promotion through social media and delivery service platforms. In addition, business actors are also advised to further increase the variety of promotional content and make optimal use of digital features to attract more consumers.

Dimsum Ichi is advised to continue to improve the quality of products and services in order to maintain consumer trust. In addition, the use of consumer reviews as evaluation material is also important to improve business quality in a sustainable manner.

Further research is expected to develop this research using different variables or approaches, such as a more in-depth analysis of consumer behavior or the use of quantitative methods to measure the level of effectiveness in more detail.

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