ABSTRACT

Mbul Dimsum is a Micro, Small, and Medium Enterprise (MSME) in the culinary sector, focusing on the production and sale of dimsum in Bandung City. Operating in a highly competitive culinary industry amidst the rapid development of technology, Mbul Dimsum faces challenges in maximizing digital marketing to enhance visibility and competitiveness in an increasingly tight market. In March 2023, Mbul Dimsum began selling through online food delivery services and created an Instagram account as a marketing platform. However, over time, Mbul Dimsum's sales failed to meet targets compared to offline sales. Data indicates that from March 2023 to November 2023, Mbul Dimsum's sales growth was below the average of the culinary industry in Indonesia. Additionally, the social media performance showed low customer interaction on digital platforms such as social media and insufficient presence on various online marketing platforms. This issue arises from Mbul Dimsum's lack of a clear digital marketing strategy and its inability to fully utilize its digital media. This problem has become increasingly critical as reliance on traditional marketing is no longer sufficient to compete in the digital era.

This study focuses on identifying and addressing the issues affecting Mbul Dimsum's sales performance by examining three key aspects: resources, product, and promotion. Among these, promotion was identified as the primary cause of Mbul Dimsum's low sales. Therefore, this research aims to formulate an effective and integrated digital marketing strategy to expand market penetration, attract new customers, and maintain customer loyalty. The research employs the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) methodology. The digital marketing strategy design focuses on promoting Mbul Dimsum's products and is expected to enhance sales through digital platforms and improve marketing performance on social media platforms.

The digital marketing strategy design involves a situation analysis using the SWOT method (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external factors affecting Mbul Dimsum's performance. This study proposes

eight strategies: creating new social media platforms (Social Media Marketing) such as TikTok and WhatsApp Business, optimizing these social media platforms (Social Media Optimization), developing engaging Content Marketing and Video Marketing, establishing partnerships with influencers and media partners, collaborating with e-marketplace platforms like Tokopedia and Shopee to support a broader sales segment in frozen food, creating a Linktree to facilitate consumer access to information, leveraging User Generated Content (UGC), and implementing Mobile Commerce.

The implementation of these strategies is visualized through a Strategy Map, providing a comprehensive overview of the steps Mbul Dimsum should take to achieve its goals. Mbul Dimsum is expected to enhance its digital presence, expand its market share, and build closer relationships with customers. This plan is anticipated to help Mbul Dimsum expand its market share and compete more effectively in the increasingly competitive culinary industry. A stronger digital presence also opens up opportunities to build closer and more sustainable relationships with customers, which is crucial for maintaining their loyalty. Overall, the proposed solution provides practical and applicable guidance that MSMEs can adopt in developing and implementing effective digital marketing strategies to support sustainable business growth and improve competitiveness in the digital era.