

INCREASING THE COMPETITIVENESS OF CULINARY MSMES THROUGH DIGITAL MARKETING OPTIMIZATION AND PLASTIC-FREE CAMPAIGNS

Ni Kadek Nolla Hari Saputri *, Ni Putu Bayu Widhi Antari

Universitas Pendidikan Nasional

Jl. Bedugul No.39, Sidakarya, Denpasar Selatan, Kota Denpasar, Bali 20884, Indonesia

Email: nollaharisaputri@gmail.com *

Abstract

Warung Rujak Lebah One has great potential to become a culinary icon, but is constrained by the utilization of digital marketing. This research aims to find and implement the most appropriate online marketing strategy, so that products from small and medium enterprises (MSMEs) can be more widely recognized and integrate a plastic-free campaign to support sustainability. The methods used include discussions with MSME owners, surveys, content planning, promotional video content production, and voice over. As a result, there was an increase in sales after the implementation of the digital marketing strategy, although the percentage increase was not mentioned in detail. This research shows that MSMEs engaged in the culinary sector can increase their competitive advantage through the application of digital marketing can be an effective strategy to increase the competitiveness of culinary MSMEs.

Keywords: Digital Marketing, MSMEs, Plastic Free Campaign, Sales Increase, Sustainability

INTRODUCTION

Technological advances are inevitable because they are in line with the development of science (Taufiqurrahman, Hajar, Sukaris, Elok, 2023). Innovation was created to provide benefits, convenience, and new ways in human life (Muh David, 2023). Technology has developed rapidly and is used in various sectors, including MSMEs that now utilize information technology for their businesses. In order to compete in a competitive market, MSMEs need to implement effective digital marketing strategies (Taufiq, Ira, Haryadi, 2024), such as marketing communication through digital media to reach the market and increase sales (Pradiani, 2017). Digital marketing enables real-time communication and transactions globally, making it easier for consumers to access information, compare products, and place orders (Kotler & Keller, 2008). Thus, MSMEs can increase income while contributing to local economic growth and sustainable development.

Warung Rujak Lebah One in Tegal Harum Village, Denpasar, has the potential to become a local culinary icon with a distinctive rujak flavor. However, like many MSMEs, this stall faces challenges in digital marketing and fierce culinary competition. The lack of knowledge about digital strategies is the main obstacle in its business development. To support the growth of MSMEs and encourage an eco-friendly lifestyle without single-use waste, we developed a

digital marketing strategy that integrates a plastic-free campaign. Online promotion and the use of social media, including collaboration with @balikami Instagram account, are effective solutions in expanding market reach and increasing awareness of sustainable business.

The Instagram account was @balikami established as a forum to channel creative ideas, thoughts, and ideas with the aim of supporting various types of businesses, especially MSMEs operating in Bali. The main focus of this account covers several areas, including MSME promotion, the dissemination of updated news, and information related to social activities. In the context of MSME promotion, @balikami play a role in helping MSMEs in Bali to market their products and services through interesting content published on the Instagram platform. The main goal is to increase the visibility of MSMEs, present relevant information to the community, and build a positive community on social media. The content includes photos and videos of MSME products, promos, news, education, inspirational quotes, and highlights of social activities, with the target audience of the Balinese community, MSME actors, and Instagram users who are interested in information about Bali.

By seeing the great potential of Warung Rujak Lebah One and the strategic role of digital platforms in increasing the competitiveness of MSMEs, an innovative approach in marketing is needed. In addition, awareness of the importance of sustainable business practices, such as plastic-free campaigns, is becoming an increasingly relevant factor in the culinary industry. Therefore, this research was conducted to explore how digital marketing optimization and the integration of plastic-free campaigns can help increase the competitiveness of culinary MSMEs, especially Warung Rujak Lebah One, so that they are not only able to survive in the midst of fierce competition, but also contribute to a more sustainable business ecosystem.

IMPLEMENTATION METHOD

The program to increase the competitiveness of culinary MSMEs through digital marketing optimization and a plastic-free campaign will be carried out at Warung Rujak Lebah One starting from January 17 until the publication of the content on January 24, 2025. This activity involves a series of stages as follows:

- 1. Planning (January 15, 2025)**

The KKN team discussed with villages and MSME groups to identify potential MSMEs and develop digital marketing strategies and plastic waste reduction campaigns.

- 2. Survey and Identification (January 16, 2025)**

The KKN team conducted a survey of potential MSMEs in Tegal Harum Village, Denpasar, to understand business development opportunities that can be facilitated through this program.

- 3. Video Capture and Campaigns (January 17, 2025)**

The KKN team recorded MSME promotional content accompanied by an educational campaign about the importance of reducing the use of single-use plastics.

- 4. Content Editing (January 19, 2025)**

The editing process using the CapCut application includes cutting clips, merging videos, adding text, transitions, and rendering and exporting the final video.

5. Voice Over (January 20, 2025)

The KKN team added *voice over* to increase the appeal and effectiveness of message delivery in promotional videos.

6. Publications and Collaborations (January 24, 2025)

The completed content is published through Instagram and collaborates with @balikami accounts to increase audience reach and public awareness of plastic waste reduction.

7. Evaluation (January 29, 2025)

The KKN team held discussions with MSME owners to assess the impact of publications on increasing sales and the effectiveness of the marketing strategies implemented.

Each stage is designed to optimize MSME digital marketing while increasing public awareness of the importance of sustainable business practices.

RESULTS AND DISCUSSION

This work program provides MSME actors with an understanding of digital marketing and the importance of sustainable promotion. The use of this digital strategy is expected to expand market reach, increase the number of customers, and support sustainable revenue growth.

As part of the service program, an educational campaign was carried out through video content about the dangers of single-use waste. This campaign invites people to reduce the use of plastic by bringing drinking bottles and reusable lunch boxes, as a first step towards a more environmentally friendly lifestyle. This campaign video not only promotes Warung Rujak Lebah One, but also spreads an important message about reducing single-use plastics. The content has reached more than **5,000 viewers on Instagram**, showing the public's enthusiasm for environmental issues and their support for MSMEs that apply sustainability principles.

Based on an interview with **Mrs. Sumariani**, the owner of Warung Rujak Lebah One, there was an increase in sales after the implementation of the digital marketing strategy, although the percentage increase was not mentioned in detail. It is hoped that MSMEs can continue to optimize digital marketing to expand the market, increase sales, and support sustainable business growth. In addition, awareness about reducing single-use waste among MSMEs and the community is expected to continue to increase, thereby contributing to a cleaner and healthier environment.

Table 1. Implementation Cost Budget

No.	Production	Quantity	Unit Price	Total
1.	Stuttgart	3	IDR 10,000	IDR 30,000
2.	Tipat	4	IDR 12,000	IDR 48,000
3.	Ice Cream	7	IDR 2,000	IDR 14,000
4.	Tumblr	1	IDR 80,000	IDR 80,000
5.	Media Collaboration	0	Rp. 0	Rp. 0
TOTAL				IDR 172,000



Figure 1. Conducting discussions with the KKN Group regarding the Work Program plan



Figure 2. Conducting a Survey and Group Photo with Warung Lebah One MSME Actors, Wayan Sumariani



Figure 4. Editing and *Voice Over Process*



Figure 5. Results of Content Uploaded Through Instagram Social Media



Figure 6. Discussion with MSME Actors on Increasing Sales

CONCLUSION

The results of community service in the form of this KKN report with a work program entitled "Increasing the Competitiveness of Culinary MSMEs Through Digital Marketing Optimization and Plastic-Free Campaigns" which was held in Tegal Harum, West Denpasar District, Denpasar City. In this digital age, social media has become something that cannot be separated from people's daily lives. This provides ample opportunities for small and medium-sized businesses to leverage the platform as an effective marketing tool. This work program is designed to provide solutions for MSME actors in reaching customers through digital content. The problem-solving model I use is to apply a strategy that is very suitable for today's developments where people are increasingly spending time on social media platforms. Through interesting content, the audience gets information about Warung Rujak Lebah One MSMEs and the message of the single-use waste reuse campaign can be conveyed more easily and effectively. This interesting content makes it easier for MSMEs to reach customers on a wide scale, while making it easier for consumers to get complete information about the food they are looking for, especially the people of Denpasar.

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