

**DESIGNING A DIGITAL MARKETING STRATEGY FOR BUMBU INSTAN NOEYA PRODUCTS USING SOSTAC METHOD**Muhammad Athfal<sup>1</sup><sup>1</sup>Universitas Bengkulu

Indonesia

muhammadathfal47@gmail.com

Sari Wulandari<sup>2</sup><sup>2</sup> Telkom University Indonesia

sariwulandariit@telkomuniversity.ac.id

Rio Aurachman<sup>3</sup><sup>3</sup> Telkom University

Indonesia

rioaurachman@telkomuniversity.ac.id

**ABSTRACT**

*Bumbu Instan Noeya is a SME that is engaged in the culinary field, especially wet instant spices. Bumbu Instan Noeya sells its products through offline stores, supermarkets, and several social media and E-Marketplaces. Since the Covid-19 pandemic broke out in Indonesia, there has been an increase in sales through digital media by 26%, namely on Facebook media, but on other digital media there has been no increase in sales. This happened because the use of digital media on Noeya instant spices has not been optimal. This study aims to design a digital marketing strategy for Bumbu Instan Noeya products using the SOSTAC method which is organized into six stages, namely situation analysis, objective, strategy, tactics, action, and control. In this study, the results of the design of a digital marketing strategy obtained are the creation and optimization of social media (Social media Marketing) as a marketing and sales medium and other strategies, namely Social Media Optimization, Content Marketing, Video Marketing, Podcasts, Influencer Marketing, and User Generated-Content. In addition, Bumbu Instan Noeya is also working with several Instagram accounts that support products produced by MSMEs and will also open an online store through the E-Marketplace platform.*

**Keywords:** *Digital marketing, SOSTAC, Social media marketing*

## INTRODUCTION

According to data from Kementerian Perindustrian (2019), the culinary industry is one of the mainstay sectors supporting manufacturing growth and the national economy. The culinary industry (food and beverage) is a sector with the highest growth. The Ministry of Industry recorded that the growth of the food and beverage industry reached 6.77% in the first quarter of 2019. This figure exceeded the national economic growth of 5.07%. The results of this performance make the sector one of the largest contributors to industrial GDP of other sectors. In supporting developments in the culinary industry, the Bumbu Instan Noeya Brand is present as one of the local regional culinary brands with the main product being wet instant spices.

Bumbu Instan Noeya was established in 2007 in Bukittinggi city. This brand produces various types of instant wet seasoning such as soto Padang seasoning, Padang rendang seasoning, fried rice seasoning, grilled seasoning, Opor/ Korma seasoning, and canchang/ curry seasoning. Bumbu Instan Noeya has used digital media in the form of social media and E-Marketplace to sell its products. The digital media are Facebook, Instagram, Twitter, and Shopee. However, Bumbu Instan Noeya has not optimized the use of digital media as a marketing (sales) medium because from some of these digital media, Facebook is the only Digital marketing from Bumbu Instan Noeya which is classified as active and other digital media are still classified as passive.

**Table 1. Comparison of the Number of Followers with Competitors**

<b>Jenis <i>Digital marketing</i></b>		<b>Bumbu Instan Noeya</b>	<b>Eti Str</b>	<b>Restumande</b>	
<i>Social Marketing</i>	<i>Media</i>				
		<i>Instagram</i>	112 followers	1466 followers	11300 followers
		<i>Facebook</i>	244 followers (Personal account)	54 followers	7122 followers
		<i>Twitter</i>	14 followers (Personal account)	-	585 followers
<i>E-Marketplace (Online Marketing)</i>		<i>Youtube</i>	□	-	11 Subscribers
		<i>Shopee</i>	26 followers	140 followers	2500 followers
		<i>Tokopedia</i>	-	42 followers	1300 followers
		<i>Bukalapak</i>	-	-	24 followers
<i>Content Marketing</i>		<i>Blog</i>	-	□	□
		<i>Ebook</i>	-	-	-
		<i>Video</i>	-	-	□
<i>E-mail Marketing</i>		<i>E-mail</i>	-	-	-
<i>Search Engine Markering (SEM)</i>		<i>SEO</i>	-	-	-
		<i>SMO</i>	-	-	-

Based on the data on the use of digital media in Table 1, it is known that Bumbu Instan Noeya competitors, namely Eti STR and Restumande, have been actively using digital media that are more diverse than Bumbu Instan Noeya. Purwiantoro et al (2016) in their research found that there is a link between digital media such as social media and sales volume. The increase in sales was mostly felt by SMEs with a percentage of 10-50%. Therefore, this research was conducted to design a digital marketing strategy that can support the sales of Bumbu Instan Noeya SMEs so that these SMEs can compete with competitors.

## **LITERATURE REVIEW**

### **1. Digital Marketing**

Digital Marketing is a marketing concept that is carried out online either through websites, advertisements, emails, mobile applications, or online platforms to approach and understand customers better. The benefits of digital marketing are to identify, anticipate, and profitably meet customer needs (Chaffey&Smith, 2017).

### **2. SOSTAC**

SOSTAC is a planning system used by thousands of professionals to generate all kinds of plans (marketing plans, corporate plans, advertising plans, and digital marketing plans) (Chaffey&Smith, 2017). SOSTAC is a planning model, originally developed in the 1990s to assist with marketing planning by PR Smith. Sostac consists of six stages, namely:

#### **1. Situation Analysis**

Situation analysis is the first part of a digital marketing plan. Situation analysis is an environmental analysis and review of internal processes and resources to inform strategy. By doing a situation analysis we can find out where our company is now, and after that we can determine where the company wants to go.

#### **2. Objective**

Objective explains where the company is going and where it wants to go. The company will know what are the realistic goals in the digital marketing plan.

#### **Strategy**

Strategy is a way for a company to achieve a predetermined goal. The strategies that will be formulated are very useful to support the realization of these goals.

#### **3. Tactics**

Tactics are the details of strategy. Tactics tend to be short term and flexible whereas strategies are long term and more enduring.

#### **4. Action**

Actions are executing all the plans which are the strategies and tactics that have been made. Before executing all plans, it is necessary to explain how marketers can execute these plans very well.

#### **5. Control**

After the five stages have been carried out, marketers must monitor or control the actions that have been taken to find out who the right target is, what they like, how many will become repeat customers, and how much it will cost. Control also includes monitoring competitors of the products being sold. Control systems are built to ensure marketers know what works and what doesn't.

### **3.State Of The Art**

In this study, there are several journals that are used as references and comparisons to describe the differences in the research conducted. The first journal is a journal written oleh Juwita et al (2018) with the title "The Online Marketing Strategic Planning for Jember Coffee". The object used in this research is UKM Kopi Jember with the aim of research to design effective and appropriate marketing strategies, especially for SMEs producing coffee products. The second journal that is used as a reference and comparison is "Digital Marketing Design to Help Marketing in SMEs of Belva Batik Tulis Madura by Gusthomi (2020) The object of this research is MSME of Belva Batik Tulis Madura with the research aim of making online marketing strategies covering aspects of digital marketing strategies, social media content and copywriting, scheduling strategies, and Instagram social media. The third journal used as a reference and comparison is the journal written by Teguh&Ciawati (2020) with the title of "Digital Marketing Communication Strategy Design for the Hospitality Industry in Responding to the Challenges of the Postmodern Era with the research object of the Golden Tulip Legacy Surabaya Hotel. The purpose of this research is to design a digital marketing communication strategy for the Golden Tulip Legacy Surabaya Hotel in order to be able to answer the challenges of the postmodern era.

## RESEARCH METHOD

This study uses qualitative research methods that use primary data and secondary data as material for analysis and design of digital marketing strategies. Primary data includes interviews with the owner and interviews with 10 existing customers of Bumbu Instan Noeya. The interview method was used because to get accurate data to design a strategy is to ask people who are experienced and understand the object studied and to listen and record their opinions about the object. Meanwhile, secondary data was collected by conducting a literature study of books, journals, papers, websites, and previous final projects that are relevant to the current research. The literature study method was used because by collecting various information from various sources, it will be able to strengthen the design that will be carried out without spending a lot of money and time.

## DATA ANALYSIS AND DISCUSSIONS

### 1 SITUATION ANALYSIS

The situation analysis carried out is customer analysis, competitor analysis, distributor analysis, PEST analysis, SWOT analysis, and also an assessment of several indicators in the KPI.

#### 1.1 Customer Analysis

Customers who are influential in selling Bumbu Instan Noeya products are housewives who work as career women who don't have much time to cook, students who go overseas, the majority of whom are women, and several restaurant owners scattered in several regions in Indonesia.

#### 1.2 Competitor Analysis

Based on an analysis of the Digital marketing platform used to sell and market products, Bumbu Instan Noeya still lags behind its competitors, namely Eti STR seasoning and Restumande seasoning. The comparison of the number of followers and digital media used by Noeya Instant, Restumande, and Eti STR Seasoning can be seen in Table 1.

#### 1.3 Distributor Analysis

Bumbu Instan Noeya distributes its products through direct distribution channels to consumers at its offline stores and indirect distribution channels to several distributors or retailers who sell Bumbu Instan Noeya products to consumers. Meanwhile, for online distribution channels, the platforms used are only Instagram, Facebook, Twitter, and Shopee.

## **1.4 Competencies Analysis**

### **1.4.1 Current Strategy**

Currently Bumbu Instan Noeya only runs traditional marketing strategies and Bumbu Instan Noeya does not have a good digital marketing strategy plan to implement due to the limited knowledge of the owner who is still lacking in digital marketing.

### **1.4.2 Evaluation Process of the Strategy**

The owner of Bumbu Instan Noeya has never carried out an evaluation process of the strategy used and has not prepared a digital marketing plan to market his products.

### **1.4.3 Company Support to Carry Out Digital Marketing Strategies**

Bumbu Instan Noeya fully supports the digital marketing strategy design plan that the author offers and will assist the process of designing the plan because their production site is quite large, and they believe that from products they will be able to compete in the market.

### **1.4.4 Resource**

The human resources owned by Bumbu Instan Noeya are quite reliable in the field of cooking but do not yet have reliable human resources in the field of developing marketing strategies, especially digital marketing.

## **1.5 PEST Analysis**

### **1.5.1 Politic**

In the political field, Bumbu Instan Noeya has complied with all the rules that have been made such as business permits and regulations related to working hours, and in the political field, the government issued a policy of reducing the income tax rate to 0.5% of the income earned (Putra, 2018)

### **1.5.2 Ekonomik**

Indonesian economic growth was still stable in the fourth quarter of 2020, which means that the price fixing made by Bumbu Instan Noeya could still be used for the following year. In addition, the inflation rate in Indonesia in 2020 also decreased by 1.68% compared to 2019 (Fauzia, 2021)

### **1.5.3 Social**

In the social sector, there is a population growth of 3.26 million people every year, meaning that the market will be wider and the target market to be reached will also increase (BPS, 2021)

#### **1.5.4 Technology**

The level of progress in the field of technology continues to increase every year. In 2019 The ICT Development Index in Indonesia has increased by 5.32 compared to 2018 which was only 5.07 on a scale of 0-10 (BPS, 2020)

## 1.6 SWOT Analysis

**Table 2. SWOT Analysis**

<p style="text-align: center;"><b>Internal</b></p>	<p><b><u>Strengths</u></b></p> <ol style="list-style-type: none"> <li>1. Made from natural ingredients without preservatives and the typical taste of Padang cuisine</li> <li>2. Has a relatively cheap price compared to competitors</li> <li>3. Easy to serve</li> <li>4. Raw materials are easy to obtain</li> <li>5. Availability of a large production area</li> <li>6. Experienced human resources in the field of cooking</li> </ol>	<p><b><u>Weaknesses</u></b></p> <ol style="list-style-type: none"> <li>1. Marketing strategy is not optimal</li> <li>2. The use of digital media is not optimal</li> <li>3. The brand is not very well known</li> <li>4. Spices don't last long</li> <li>5. The packaging is quite simple</li> <li>6. Distribution (indirect) is still limited to several cities in Indonesia, and online distribution is not yet optimal.</li> <li>7. Lack of interaction (communication) with customers</li> <li>8. Not knowing customer experience in terms of satisfaction when making transactions and purchases</li> </ol>
<p><b>External</b></p> <p><b><u>Oppurtunities</u></b></p> <ol style="list-style-type: none"> <li>1. The increase on the use of digital media such as social media as a marketing and sales medium</li> <li>2. Digital marketing tools that continue to grow for digital marketing.</li> <li>3. The magnitude of the public's attraction to the cuisine of West Sumatra.</li> <li>4. Demand continues to increase, especially since the Covid-19 pandemic</li> <li>5. An increasingly widespread market since the advent of Digital marketing</li> <li>6. The growing number of packaging manufacturing factories</li> <li>7. Government support is quite strong in terms of policy</li> </ol>	<p><b><u>SO Strategy</u></b></p> <ol style="list-style-type: none"> <li>1. Increasing the amount of production to meet consumer demand that continues to increase which has an impact on increasing the number of sales. (S2, S4, S5, S6, O3, O4, O5, O6)</li> <li>2. Utilizing the distinctive taste of West Sumatra made with natural ingredients as a basis for gaining a wider market (S1, S4, S6, O3)</li> </ol>	<p><b><u>WO Strategy</u></b></p> <ol style="list-style-type: none"> <li>1. Designing a Digital marketing strategy to increase the number of sales. (W1, W2, W3, O1, O2, O5)</li> <li>2. Creating the most popular social media that Bumbu Instan Noeya does not yet have. (W1, W2, W3, O1, O2, O5, O7)</li> <li>3. Improving social media that are not yet optimal (W1, W2, W3, O1, O2, O5)</li> <li>4. Building Brand Awareness (W3, O1, O2, O5)</li> <li>5. Using several digital marketing tools to increase customer interaction and satisfaction (W7, W8, O1, O2, O5)</li> <li>6. Having an even distribution system to all major cities in Indonesia. (W6, O3, O5, O7)</li> <li>7. Providing variety of packaging to increase customer attractiveness and take advantage of existing packaging manufacturers (W5, O6).</li> </ol>



<p><b><u>Threats</u></b></p> <ol style="list-style-type: none"> <li>1. The presence of similar products from the home industry</li> <li>2. Products with well-known brands that have dominated the market</li> <li>3. Increase in raw material prices</li> </ol>	<p><b><u>ST Strategy</u></b></p> <ol style="list-style-type: none"> <li>1. Maintaining the quality of raw materials and Padang distinctive taste to survive the threat of competitors with the same product (S1, T1)</li> <li>2. Cooperating with several partners in the food sector such as restaurants (S1, T1, T2)</li> </ol>	<p><b><u>WT Strategy</u></b></p> <ol style="list-style-type: none"> <li>1. Providing variety of packaging to increase customer attractiveness (W3, W5, T2)</li> <li>2. Cooperating with raw material suppliers in order to avoid unexpected increases in raw material prices. (W4, T3)</li> </ol>

## 2 OBJECTIVE

The purpose of designing the Digital Marketing strategy has been grouped in the 5S approach in the following table:

**Table 3. 5S Objective**

5S	Basic Determination of Objectives	Objective
Sell	Based on sales data for Bumbu Instan Noeya products in Figure I.3 it is known that the maximum sales ever obtained by Bumbu Instan Noeya are 2500 products in one month while based on interviews with Bumbu Instan Noeya owners they are able to produce 10,000 products per month. This means that Bumbu Instan Noeya has the opportunity to increase overall sales by 300%. Bumbu Instan Noeya targets to be able to increase sales by 150% in the next year with an online sales target of 75%.	Increasing online sales by 75%
Serve	Based on the Customer Satisfaction Index (CSI) there are three customer satisfaction scales, namely: 1. 0% - 70%: Below average 2. 70% - 80%: Average 3. 80% - 100%: Above average	Producing a minimum customer satisfaction target of 75%
Speak	Interaction can be measured by the number of conversion rates from sales. Based on research from Wordstream written by Ibnu (2021) the average conversion rate in all types of industries is 2.35% where 25% of online business people can achieve a conversion rate of 5.31% and 10% can achieve a conversion rate of 11.47%. Conversion rate can be measured by: $(\text{Number of Transactions} / \text{Number of Visitors}) \times 100\%$	Creating interaction with customers (Conversion rate) of 2.35%
Save	Based on a survey conducted by Gartner's Digital marketing Spend Report, quoted from Jurnal.id written by Pangestika (2020) it is stated that the budget costs that can be saved by using digital marketing can reach 40% compared to traditional marketing.	Reducing promotional costs by 40%
Sizzle	The determination of the amount of Brand Awareness that will be built by Bumbu Instan Noeya is seen from the finances owned by Bumbu Instan Noeya. Based on the results of interviews with Bumbu Instan Noeya owners, they are not ready to spend a lot of money in the last year and only plan to build 25% of Brand Awareness of the total their target market.	Building Brand Awareness by 25%

### **3 STRATEGY**

The strategy design was carried out using the stages contained in the SOSTAC Digital marketing Guide contained in the book Chaffey&Smith (2017), namely target market, objective, positioning, process, partnership, sequence or stages, integrations, tools, and engagement.

#### **3.1 Target Market**

The target market that Bumbu Instan Noeya wants to reach is housewives who have families, who like Padang cuisine, who work as career women, who live in urban areas, and who don't have much time to cook when they are at home. The targeted age range of housewives is from 20 to 65 years old. The most widely used social media among housewives are Instagram and Facebook (Khoerunnisa & Anwar, 2019)

#### **3.2 Objective**

Based on data from BPS (2020), there are 34.65% of Indonesian women who work as formal workers. The age range of these women ranges from 15-64 years old. Currently, Indonesia has a female population of 133,540,000. This means that 46,271,610 Indonesian women have formal jobs. Bumbu Instan Noeya estimates that there are 4,627,161 market demands that will buy Bumbu Instan Noeya products. Bumbu Instan Noeya has a big enough opportunity to find new customers so that it can increase the number of their sales. The strategy that will be implemented to absorb the target market is to create and optimize social media as a marketing and sales medium. The main purpose of creating and optimizing social media for Bumbu Instan Noeya products is to find new customers and increase the number of purchases from existing customers.

#### **3.3 Positioning**

Bumbu Instan Noeya is a typical food product of West Sumatra which has the taste of traditional West Sumatran spices and various variations compared to its competitors with the Tagline of "The Flavor of West Sumatra".

#### **3.4 Process**

The process that will be carried out is to make Social Media Marketing the main digital marketing strategy of Bumbu Instan Noeya by selecting the five best social media that are often used by Indonesian people, especially the target market of Bumbu Instan Noeya. In addition to social media marketing, there will also be several other digital marketing strategies that will be designed to support the use of social media that will be created. Furthermore, to make customers visit social media, several digital marketing tools that are relevant to the social media will be used.

### 3.5 Partnership

Bumbu Instan Noeya will work with several social media accounts that support products produced by MSMEs. In addition, Bumbu Instan Noeya will also cooperate with some of the most widely used E-Marketplaces in Indonesia so that consumers can buy Bumbu Instan Noeya products easily, quickly, and reliably.

### 3.6 Sequence or Stages

The following is the Sequence or Stages that will be carried out by Bumbu Instan Noeya based on the four stages proposed by Chaffey&Smith (2017):

#### A. Reach

Bumbu Instan Noeya will reach consumers by using their social media marketing and implementing additional digital marketing strategies to reach consumers.

#### B. Act

Consumers who have been reached will have an initial interaction with the social media admin that Bumbu Instan Noeya has by using the related social media used by consumers.

#### C. Convert

Admin from Bumbu Instan Noeya will encourage consumers to make purchases by explaining product details and providing attractive offers.

#### D. Engage

Bumbu Instan Noeya will always establish a relationship with its customers on every social media. In addition, Bumbu Instan Noeya will implement a User-Generated Content strategy to increase Engagement.

### 3.7 Integration

Bumbu Instan Noeya will integrate customer data such as registration and purchase data. The data will be used to interact more deeply with customers or provide special offers through the E-Marketplace that is used in accordance with the history of previous purchases.

### 3.8 Tools

There are several digital marketing tools used by Bumbu Instan Noeya to maximize existing social media, which tools are:

#### a. *Social media Optimazition*

Social media optimization gives companies stronger recognition and better reputation in online marketing systems. Social media optimization directly or indirectly creates value for the company by generating wider business exposure, creating brand recognition, and providing competitive advantage.

### **b. Influencer Marketing**

Based on a statistical survey from Forbes written by Fertik (2020) revealed that 92% of consumers trust Influencers more than traditional advertisements or endorsements by celebrities.

### **c. Content Marketing**

Bumbu Instan Noeya will use two digital marketing strategies to create Content Marketing that will be uploaded to its social media. The two strategies are Video Marketing and Podcasts.

### **d. Video Marketing**

According to research conducted by Hubspot (2022) 84% of people say that they have been convinced to buy a product or service by watching a video and Hubspot also states that Video Marketing is the second most used type of content on social media.

### **e. Podcast**

Based on a survey conducted by Populix (2020) it was found that there were 51.47% of respondents who claimed to have listened to more Podcasts than radio listeners, which was 48.52%.

## **3.9 Engagement**

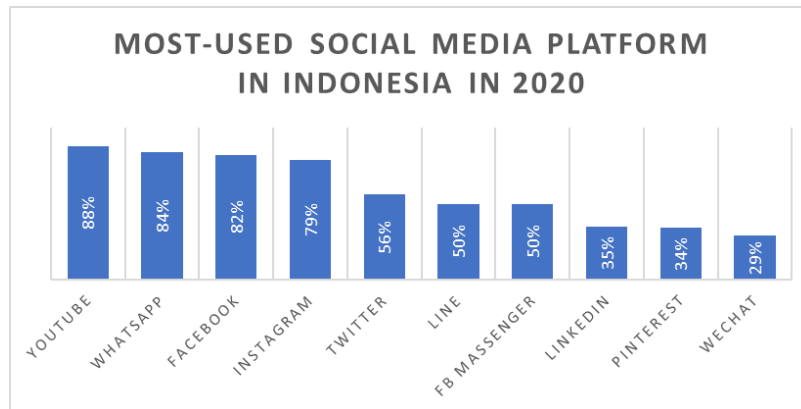
To increase Engagement, Bumbu Instan Noeya will implement User-Generated Content (UGC) strategy tools or content created by customers themselves. According to Manap & Adzharudin (2013) quoted from Bahtar&Muda (2016) user-generated content (UGC) or also known as electronic word of mouth (eWOM) works exactly like word of mouth in general. UGC refers to self-generated material that is uploaded to the Internet by non-media and has a great deal of influence on the consumption of the people whose content is generally shared on social media such as on Facebook, Youtube, Twitter, and Instagram (Bahtar & Muda, 2016).

## **4 Tactics**

After formulating the strategy to be implemented, the next step is to determine the tactics to carry out the strategy and explain the details of the strategy. Here are the tactics that will be carried out based on the strategy that has been made by Bumbu Instan Noeya:

### **4.1 Tactics untuk Pembuatan dan Pengoptimalan Media Sosial**

At the objective stage in strategy, Bumbu Instan Noeya will create social media as a marketing and sales medium. The tactic used to carry out this strategy is to choose the social media that is most widely used by the Indonesian people. Based on survey data conducted by We Are Social, Houtsite quoted from katadata.com written by Jayani (2020) the following are the 10 most popular social media in Indonesia in 2020:



**Picture 1. Most-Use Social Media Platform in Indonesia in 2020**

Based on Figure 1, Bumbu Instan Noeya will design a digital marketing strategy using the five most used social media platforms based on the survey. The reason that Bumbu Instan Noeya only uses five social media is due to the limited time owned by the owner and employees to manage existing social media accounts. Bumbu Instan Noeya will also recruit two admins and one editor to run and optimize the use of social media and also to carry out all the strategies that have been made.

#### **4.2 Tactics untuk Partnership dengan Akun Instagram yang mendukung produk UMKM**

The tactics taken to carry out the strategy of working with Instagram accounts that support MSME products are choosing accounts that are relevant to Bumbu Instan Noeya products. Bumbu Instan Noeya will partner with Instagram accounts of @umkm.indonesia.id and @infoumkm.id. The reason that Bumbu Instan Noeya chose this account was because the account provided very informative and clear information.

#### **4.3 Tactics untuk Partnership dengan E-Marketplace**

The tactics used are choosing and working with several E-Marketplace platforms that are popular in Indonesia and platforms that are often used by the target market. Based on the results of the survey in Figure 2 conducted by iPrice (2020) in July 2020, it is known that there are five E-Marketplaces with the highest visitors in Indonesia.



**Picture 2. Five E-Marketplaces With the Highest Visitors in Indonesia**

Based on the figure, the most frequently visited E-Marketplace by Indonesian people in 2020 is Shopee, followed by Tokopedia, Bukalapak, Lazada, and Blibli. Bumbu Instan Noeya has used one of the E-Marketplaces above, namely Shopee while Tokopedia, Bukalapak, Lazada, and Blibli have not been used by Bumbu Instan Noeya to sell their products. Based on a survey conducted by The Asian Parent (2018) quoted from Tirta written by Khalika (2018) a survey was conducted to 1066 respondents consisting of housewives with an age range of 18-44 years in Jabodetabek, Surabaya, Medan, Bandung, and Yogyakarta where it was found that as many as 87% of housewives liked and favored the Shopee platform as an online shopping platform. Tokopedia was in second place with a percentage of 65% and followed by Lazada with a percentage of 40.81%. Based on this data, Bumbu Instan Noeya will collaborate with three E-Marketplaces that are liked and favored by housewives, namely Shopee, Tokopedia, and Lazada. The three platforms are also included in the five E-Marketplace platforms with the highest number of visitors in Indonesia in 2020.

#### **4.4 Tactics untuk Social media Optimization**

Here are the tactics that Bumbu Instan Noeya will do to maximize social media uploads using the Social Media Optimization tools:

- a. Optimizing the profile of each existing social media starting from the profile photo, username, and bio of each existing social media account.
- b. Carefully developing the uploading strategy that will be carried out such as ideas from the content that will be created. The content that will be created will reach the target market and follow the behavior patterns of the community by following the existing social media trends
- c. Optimizing the content to be made both photos and videos.

- d. Uploading content that is visually very attractive and creating aesthetic feeds on the social media used.
- e. Using Hashtags for each upload that will be made. The Hashtags written are words related to products and social media trends that are of interest when uploading.
- f. Routinely uploading once a week so that consumers can keep abreast of information on the development of the products offered.
- g. Uploading at the right time for each social media so that all target markets can see the upload. Table 4. is the upload time that Bumbu Instan Noeya will do on every social media.

**Table 4. Upload Time**

<b>Social Media</b>	<b>Upload Day</b>	<b>Upload Day</b>
<i>Instagram</i>	Rabu	11 AM - 1 PM
<i>Facebook</i>	Minggu	1 PM - 4 PM
<i>Twitter</i>	Sabtu	12 PM – 1 PM
<i>Youtube</i>	Sabtu	9 PM – 11 AM

- h. Monitoring each upload in order to increase the number of likes, comments, and shares of each upload made.

#### **4.5 Tactics untuk Influencer Marketing**

At the initial stage, collaboration will be carried out once a month with different Influencers each month. The influencer will make a video explaining about Bumbu Instan Noeya product and the video will be uploaded to his social media account, and then Bumbu Instan Noeya will repost the video made by the Influencer. In the first month, Influencers will be invited to work together to promote the product of Bumbu Instan Noeyas are Praz Teguh and Upiek Isil. If the number of sales continues to increase, it is possible that Bumbu Instan Noeya will work with other Influencers who have more followers so that they can increase the number of sales from Bumbu Instan Noeya.

#### **4.6 Tactics untuk Content Marketing**

Tactics for Content Marketing are divided into two parts according to the planned strategy, namely Tactics for Video Marketing and Tactics for Podcasts. The tactics used by Bumbu Instan Noeya is to recruit an editor who has experience in editing and has creative ideas to make some Content Marketing both for Video Marketing and for Podcasts so that the uploaded content marketing has good quality and looks attractive. The editor in Content Marketing is also the same as the editor in Social Media Marketing.

#### **4.7 Tactics untuk Video Marketing**

Creating Video Marketing with the following video themes:



- a. Demo Video such as how to use the product
- b. Video events such as rendang cooking events using Bumbu Instan Noeya to help victims of natural disasters.
- c. Educational videos such as food ingredients that are recommended for the use in the household which are also used by Bumbu Instan Noeya.
- d. Video Branding such as the advantages of Bumbu Instan Noeya products.

#### **4.8 Tactics untuk Podcast**

The tactics taken are to determine the Podcasters, here are the Podcasters from Bumbu Instan Noeya Podcast:

- a. Podcast with inspirational figures of West Sumatra in the culinary field
- b. Podcast with Bumbu Instan Noeya employees
- c. Podcast with Bumbu Instan Noeya product buyers

#### **4.9 Tactics untuk meningkatkan Engagement**

By using the User-Generated Content strategy, the following tactics are made to increase the Engagement of Bumbu Instan Noeya products:

- a. Creating a challenge for customers to make interesting videos about Bumbu Instan Noeyas and uploading the videos to their social media accounts by including Hashtags about Bumbu Instan Noeyas and mentioning to social media accounts of Bumbu Instan Noeyas
- b. Reposting the video that has been uploaded by the customer to social media of Bumbu Instan Noeya
- c. Giving gifts to customers who have the best videos in the form of discount vouchers, or giving Bumbu Instan Noeya products directly.

## 5 Action

After determining the tactics to carry out the existing strategy, the next step is to take action. At the action stage, a project planning will be made in the form of a Gantt chart as shown in Table five and six.

**Table 5. Project Planning**

Strategi	Tactics	Q4 2021			Q1 2022			Q2 2022			Q3 2022		
		Okt	Nov	Des	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agust	Sep
Create and optimize social media	Hiring Admins and Editors												
	Create Official Youtube, Facebook, Twitter and Whatsapp Accounts and optimize Instagram accounts												
Implementing Social Media Optimization (SMO) Tools	Running SMO tools according to Table IV.19 to Table IV.22												
Creating Content Marketing	Creating Photo and Video Content												
Creating Video Marketing	Making Demo Videos												
	Making Educational Videos												
	Making Branding Videos												
	Making Event Videos												
Creating Podcasts	Podcast with Inspirational Figures West Sumatra												
	Podcasts with Employees												
	Podcasts with customers												

**Table 6. Project Planning (Continue)**

Strategi	Tactics	Q4 2021			Q1 2022			Q2 2022			Q3 2022		
		Okt	Nov	Des	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agus t	Sep t
Cooperating with E-Marketplace	Creating stores on Lazada and Tokopedia and Optimizing Shopee and implementing other complementary tactics												
Collaborate with Influencer	Collab with Praz Teguh												
	Collab with Upiek Isil												
Collaborating with Instagram accounts that support MSME products	Cooperating with @umkm.indonesia.id and @infoumkm.id accounts												
Implementing User Generated Content	Create a Challenge to start implementing User Generated Content												

Based on Table III.4, it can be seen that the digital marketing strategy that has been made on Bumbu Instan Noeya will be carried out within one year which is divided into four quarters. The digital marketing plan will start in October 2021 and will end in September 2022. During that time, Bumbu Instan Noeya hopes that the strategy that has been designed can run well so that it can achieve its goals. Therefore, the strategy can be reused for the following year. However, if the strategy is not able to achieve the strategy that has been made, changes will be made to the strategy that has been made.

## **6 Control**

After the Action stage is complete, the next step that must be done is to control. Bumbu Instan Noeya will control the strategy which they have designed once a month. The control system used is as follows:

### **6.1 Performance Measurement**

Performance measurement was carried out by conducting assessment analysis using online applications such as Socialblade.com, Soscialbakers.com, and socialtracker.io on social media used by Bumbu Instan Noeya for marketing and sales.

### **6.2 Indicator Framework**

Bumbu Instan Noeya will analyze the input, process, and output of each strategy used. The analysis is used to find out in detail which strategies have been running and how the developments of these strategies are and how the outputs are obtained from these strategies. The indicator framework will also be used to see the number of sales by Bumbu Instan Noeyas during the digital marketing strategy.

### **6.3 Survey**

Bumbu Instan Noeya will conduct a field survey to get the results of implementing the strategy directly from customers. The survey was conducted by observing and distributing questionnaires.

## **CONCLUSIONS AND SUGGESTIONS**

The design of a digital marketing strategy for Bumbu Instan Noeya products using the SOSTAC method starting from a situation analysis. Situation analysis was carried out with customer analysis, competitor analysis, distributor analysis, competency analysis, KPI analysis, and SWOT analysis. Based on this analysis, we got some data and analysis of the problems that exist in Bumbu Instan Noeya. In general, the analysis of the situation results in the digital marketing strategy for Bumbu Instan Noeya is not optimal and is still far behind when compared to its competitors. Furthermore, the determination of the objectives using the 5S Objective. The 5S Objective is formulated by reflecting on the problems that occur and connecting these problems with the strengths, opportunities, and vision and mission of Bumbu Instan Noeya. The formulation resulted in the goal of increasing online sales by 75% (Sell), producing a minimum customer satisfaction target of 75% (Serve), increasing customer interaction (conversion rate) by 2.35% (Speak), reducing promotional costs by 40% (Save), and building Brand Awareness by 25% (Sizzle). After the goal is formulated, the next step is to design a digital marketing strategy for Bumbu Instan Noeya products. The main digital marketing strategy that will be carried

out by Bumbu Instan Noeya is the creation of social media as a sales and marketing medium. The social media that will be created are Youtube, Facebook, Twitter, and WhatsApp as well as optimizing Instagram social media. To carry out this strategy, Bumbu Instan Noeya has also developed additional strategies that will be used. These strategies are collaborating with Influencers, implementing Social Media Optimization tools, Creating Content Marketing, Creating Video Marketing, Creating Podcasts, and using User-Generated Content (UGC).

## REFERENCES

### 7.

- Bahtar, A. Z., & Muda, M. (2016). The Impact of User – Generated Content (UGC) on Product Reviews towards Online Purchasing – A Conceptual Framework. *Elsvier*, 337-347.
- BPS, H. (2020, December 15). *Indeks Pembangunan Teknologi Informasi dan Komunikasi (IP-TIK) Indonesia Tahun 2019 Sebesar 5,32 pada Skala 0–10*. Retrieved from Badan Pusat Statistika: <https://www.bps.go.id/pressrelease/2020/12/15/1750/indeks-pembangunan-teknologi-informasi-dan-komunikasi--ip-tik--indonesia-tahun-2019-sebesar-5-32-pada-skala-0---10.html>
- BPS, H. (2020). *Persentase Tenaga Kerja Formal Menurut Jenis Kelamin (Persen), 2019-2021*. Jakarta: Badan Pusat Statistika.
- BPS, H. (2021, January 21). *Hasil Sensus Penduduk 2020*. Retrieved from Badan Pusat Statistika: <https://demakkab.bps.go.id/news/2021/01/21/67/hasil-sensus-penduduk-2020.html>
- Dave Chaffey, P. S. (2017). *Digital Marketing Excellence*. London & Newyork: Routledge.
- Fauzia, M. (2021, January 4). *Inflasi 2020 1,68 Persen, Terendah Sepanjang Sejarah*. Retrieved from Kompas.com: <https://money.kompas.com/read/2021/01/04/125828426/inflasi-2020-168-persen-terendah-sepanjang-sejarah#:~:text=JAKARTA%2C%20KOMPAS.com%20%2D%20Badan,yang%20sebesar%20%2C72%20persen>.

- Fertik, M. (2020, July 2). *Why Is Influencer Marketing Such A Big Deal Right Now?* Retrieved from Forbes: <https://www.forbes.com/sites/michaelfertik/2020/07/02/why-is-influencer-marketing-such-a-big-deal-right-now/?sh=43371b5a75f3>
- Gusthomi, M. (2020). Rancang Bangun Digital Marketing untuk Membantu Pemasaran di UMKM Belva Batik Tulis Madura. *Repositori Universitas Dinamika*, 1-71.
- Hubspot. (2022, 1 1). *The Ultimate List of Marketing Statistics for 2022* . Retrieved from Hubspot: (Source: <https://www.hubspot.com/marketing-statistics>)
- Ibnu. (2021, March 23). *Convention rate : pengertian dan cara memaksimalkannya*. Retrieved from Accurate: <https://accurate.id/marketing-manajemen/conversion-rate/>
- Jayani, D. H. (2020, February 26). *10 Media Sosial yang Paling Sering Digunakan di Indonesia*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia>
- Juwita, O., Arifin, F. N., & Dewi, F. (2018). The Online Marketing Strategic Planning for Jember Coffee SMEs. *International Journal Of Information System & Technology*, 1-7.
- Khalika, N. N. (2018, September 20). *Shopee & Instagram Tempat Belanja Online Favorit Ibu Milenial*. Retrieved from Tirto.id: <https://tirto.id/shopee-instagram-tempat-belanja-online-favorit-ibu-milenial-cY4h>
- Khoerunnisa, L., & Anwar, R. K. (2019). Literasi Media Sosial pada Ibu Rumah Tangga : Pemanfaatan Media Sosial oleh Ibu Rumah Tangga di Karawang Barat. *N-JILS*, 117-126.
- Pangestika, W. (2020, 1 1). *Pengertian, Kelebihan, Jenis dan Strategi Digital Marketing*. Retrieved from Jurnal Enterpreneur: <https://www.jurnal.id/id/blog/mengenal-digital-marketing-konsep-dan-penerapannya/>
- Populix. (2020, January 1). *Apa itu Podcast? Pengertian, Jenis, Aplikasi dan Cara Buatnya*. Retrieved from Populix: <https://www.info.populix.co/articles/apa-itu-podcast>

- Purwiantoro, M. H. (2016). Pengaruh Penggunaan Media Sosial terhadap Pengembangan Usaha Kecil Menengah (UKM). *EKA CIDA*, 37-38.
- Putra, D. A. (2018, July 6). *Ini Alasan Pemerintah Turunkan Pajak UMKM Jadi 0,5 Persen*. Retrieved from Liputan 6.com: <https://www.liputan6.com/bisnis/read/3581018/ini-alasan-pemerintah-turunkan-pajak-umkm-jadi-05-persen>
- Teguh, M., & Ciawati, S. T. (2020). Perancangan Strategi Digital Marketing Communication bagi Industri Perhotelan dalam Menjawab Tantangan Era Posmodern. *Bricolage*, 1-14.