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## **Digital Marketing Strategy And Social Media For Culinary Business**

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### **ABSTRACT**

Social media users are currently an opportunity for Micro, Small and Medium Enterprises (MSMEs) to market their products, which is known as the previous digital marketing strategy, replacing traditional marketing strategies. The new digital marketing strategy was applied to the Pala Nusantara Small and Medium Enterprises, which previously only did marketing by offering products to stores. Assessment of effectiveness in digital marketing uses the theory of Marketing Communication Integration as a communication tool in conveying information to consumers. sales time by business owners can be done at any time, purchases can be made instantly so that for business owners using marketing on social media it becomes effective in terms of receipts from sales made and benefits for consumers, namely it is more efficient in buying products without having to go to the store. You need to understand that in building a culinary business, not only taste is the main thing for a culinary business. But also packaging, product photos, and so on are also the main attraction for potential buyers.

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## **INTRODUCTION**

Economic Globalization is a process of economic and trade activity, in which various countries around the world become a unified and increasingly integrated market power without any barriers or national territorial boundaries. Globalization is closely related to the name of free trade. Since the existence of this globalization era, everything has developed and expanded, such as the way producers market a product to consumers. Of course, every culinary businessman cannot be separated from what is called a marketing strategy that aims to market and promote his culinary business. In the past, marketing and promoting their culinary business required quite a lot of spending just to promote through print media.

Social Media is a group of internet-based applications that use Web 2.0 ideology and technology, where users can create or exchange information on these applications and Social Media empowers people to become information disseminators. The most used social media in Indonesia are Facebook, Twitter, Instagram, Pinterest, Snapchat, and others. Instagram is the most used application today, because Instagram is an application that focuses on the use of images and videos.

Instagram also has a new feature which is currently in high demand, namely snapgram. digital and internet marketing, this theory is very necessary and mandatory so that restaurant owners know how to start using Instagram as a marketing medium. In accordance with the suggestions given by previous researchers and information in the field,

## **METHODS**

Much research has been done on marketing strategies for large-scale businesses. This research method is to analyze the culinary business marketing strategy, for example, traditional food as a culinary destination. The research method uses a descriptive qualitative approach. Data was collected through in-depth interviews with research respondents. The results of the study show that the marketing strategy for traditional food as a culinary destination consists of four strategies, namely product strategy, price strategy, hygiene and comfort strategy and promotion strategy. The

product strategy used is to provide quality traditional food products in the local area with a maintained taste. The pricing strategy used is to implement affordable prices for the community in general. The hygiene and convenience strategy implemented is implementing cleanliness in the production area and food quality and convenience of store facilities. Because with cleanliness, customers will no longer have to worry about enjoying the products offered. The promotion strategy used in culinary is by marketing in all media, both online and offline. Online marketing is done by utilizing social media by marketing our own products with clear sales targets, while offline is done by going to the culinary destination locations so that buyers can see first hand and are interested in buying. customers will no longer worry about enjoying the products offered. The promotion strategy used in culinary is by marketing in all media, both online and offline. Online marketing is done by utilizing social media by marketing our own products with clear sales targets, while offline is done by going to the culinary destination locations so that buyers can see first hand and are interested in buying. customers will no longer worry about enjoying the products offered. The promotion strategy used in culinary is by marketing in all media, both online and offline. Online marketing is done by utilizing social media by marketing our own products with clear sales targets, while offline is done by going to the culinary destination locations so that buyers can see first hand and are interested in buying.

## RESULTS AND DISCUSSION

The culinary business is a business that will never die, because food and drink are one of the basic human needs. However, currently there are many culinary businesses that sell similar food and drinks and make very tight competition. So it takes a right way of business marketing. One of the right marketing methods is through online channels. When doing online marketing, you also need the right strategy so that your culinary business is known by many people and is superior to competitors.

Here are 7 online marketing strategies for culinary businesses:



**Figure 1.** Culinary

### 1. Create Websites

Creating a website is an effective marketing medium for a business, including a culinary business. With a website, you can display more complete information than other media. Websites can also increase the credibility (trust) of prospective clients in a business. The website will also be an online promotional medium for 24 hours, allowing you to reach a wider target market. Therefore, creating a website for a culinary business is one of the right steps to take. If you have difficulty creating a website (you can't do it yourself), you can use the Wholo website creation service.

### 2. Do Social Media Marketing

Given the large number of social media users today, social media marketing is also an effective strategy for promoting your culinary business. Social media consists of various types of platforms,

such as Instagram, Facebook or Youtube. You can use one of the social media platforms that are widely used by your target clients. If your target client is relatively younger, then you can use the Instagram platform, but if your target client is relatively older, then Facebook is the right social media for you to use. When doing social media marketing, there are 7 tips you must know:

1. Research the client first.
2. Create clear goals or objectives.
3. Competitor Analysis.
4. Create relevant and interesting content.
5. Determine the exact posting time.
6. Take advantage of ads.
7. And do an evaluation.

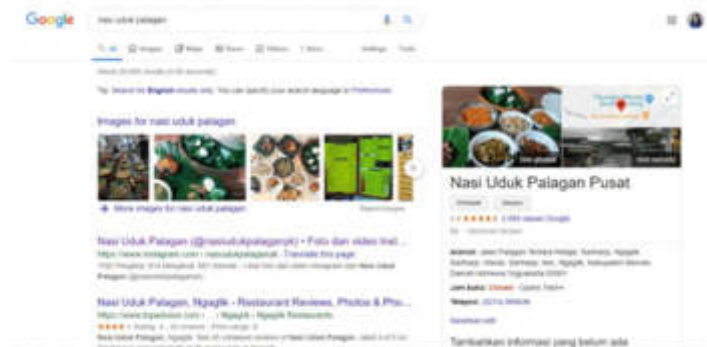
### 3. Show complete information about restaurants and cafes

Apart from location, of course there are other things that people consider when visiting your business. If according to the survey, the things in question include photos, reviews, ranking in search results, and prices. Additionally, you can also enter info such as:

- Food and beverage menus;
- Opening hours;
- Price;
- Situation of place or ambience;
- Supporting facilities.

The more complete the information you display, the more confident potential customers will be in your culinary business. Of course, with a note, the information in question is not fabricated or used to deceive potential customers. Plus, all this information is presented neatly and nicely.

For the last point, you don't need to worry. You can display your cafe/restaurant information with Google My Business or Google My Business. With this feature, all information about restaurants/cafes can be viewed comfortably, without being cramped.

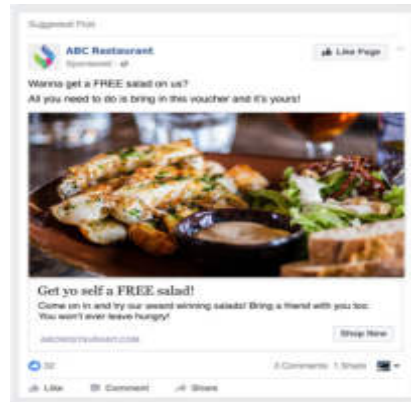


**Figure 2.** Google My Business profile

In addition to the right order of info, Google My Business profile placement is also very strategic. Being on the same page as search results, users will also find it easier to access info. Just enter keywords, press enter, information appears without the need to click on any page again.

### 4. Advertise a restaurant/cafe via Facebook Ads

If expanding your audience reach is your priority, don't miss advertising on Facebook Ads. This advertising platform from Facebook offers a sophisticated way of promotion.



**Figure 3.** Facebook Ads

### **5. Collaborate with influencers on other social media**

Apart from Instagram endorsements, collaboration with influencers on other social media platforms will also make these influencer followers interested in trying the food that is presented. This method will make your culinary known widely and become a new experience for you. Choose some inspiring influencers and collaborate on special moments, such as product anniversaries or special days. You can market the results of this collaboration in a limited way, so customers will feel very special when they buy the results of your collaboration with this influencer.

## **CONCLUSION**

Based on the explanation above, we can draw the conclusion that Social media can be used as a communication link between marketing and consumers, this aims to maintain relationships with consumers and social media can provide identity regarding the products offered. Digital marketing acts as marketing research in an effort to find information about consumer needs. the importance of digital marketing to support business activities to increase sales figures significantly. However, the description goes beyond that because there are many aspects to optimize. There are many supporting factors that will continue to support promotion and marketing.

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