

Utilization of Technology In Developing Digital Marketing for MSMEs at Sate Taichan Geh Bang Nut in Bandar Lampung City

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Abstract

The Industrial Revolution 4.0 era has encouraged MSMEs players to adopt digital marketing to reach the market. The purpose of the research is to optimize digital marketing in Sate Taichan Geh Bang Nut MSMEs in Bandar Lampung through the provision of Instagram-based social media-based marketing strategies. The method used is qualitative descriptive with observation, interviews, and documentation. The results show that the main challenges faced include suboptimal content design, engagement, and social media planning. To overcome this, the service program is designed with a debriefing on content design using Canva, creating a social media calendar, and effective hashtag strategies. The impact of this program has increased the number of Instagram account followers, the quality of interaction with the audience has increased, and the brand positioning is stronger. A planned digital marketing strategy is an important step to support the competitiveness of MSMEs in the digital era.

Keywords: Marketing Strategy, Digital Marketing, Social Media Marketing, Instagram, MSMEs Sate Taichan.

Introduction

In the era of the Industrial Revolution 4.0, it shows that the use of the internet and digital technology is getting higher and more integrated which makes changes in several fields from conventional to digital (Dewi & Nasution, 2023) including the micro, small, and medium enterprises (MSMEs). This development is very rapid, so the marketing strategies used by business actors are different, especially in digital marketing (Sasongko et al., 2021). However, not all MSMEs business actors can keep up with these developments to the fullest, especially in the use of social media to support marketing strategies due to a lack of knowledge about content strategies, inability to plan social media, and limited use of digital applications (Azazi et al., 2024). One of the MSMEs that faces these challenges is the culinary MSMEs Sate Taichan Geh Bang Nut in Bandar Lampung City. Although it has used Instagram social media as a support for marketing strategy since its inception with @taichangehbangnut Instagram account. However, these MSMEs have not been able to maximize their digital marketing strategy, because there are problems related to content design that has not been attractive, has not paid attention Commitment content, not yet created Social Media Calendar, and the hashtag has not been maximized that makes Commitment and low audience reach on digital platforms.

In economic growth, culinary MSMEs are one of the fields that contribute quite high in meeting the food needs and financial performance of the community (Kartika Dewa & Hadith, 2022), so efforts are needed to maximize MSMEs access to market information and promotions so that MSMEs are helped to achieve success in digital marketing strategies (Friadi et al., 2022). By emphasizing the importance of building MSMEs digital marketing strategies such as visual content design and content scheduling which are the main elements (Kartika Dewa & Hadith, 2022). Previous researchers also said that

the success of MSMEs in digital marketing is influenced by the ability to build relationships with customers through social media content (Suharmi et al., 2024). These strategies can effectively increase customer loyalty and recommendations. To be able to implement this strategy, MSMEs business actors need practical debriefing as well as affordable and easy-to-use digital tools, such as Canva or Linktr.ee.

The approach that can be taken to help MSMEs succeed in this digital marketing strategy is with community service activities designed to provide practical training and debriefing to Sate Taichan Geh Bang Nut MSMEs business actors. This activity focuses on the preparation of Social Media Calendar, content design creation, and drafting Copywriting and the use of appropriate hashtags. This approach is carried out in a participatory and group-based manner, MSMEs business actors not only become recipients of knowledge, but also become active subjects in the digital transformation process. This solution is expected to improve Brand Awareness also strengthen the position of MSMEs in facing competitive competition in the digital culinary market. In theory, this approach corresponds to (Segmenting, Targeting, Positioning) STP because of the grouping of market segments and determining a strong brand position can be the foundation for business growth that Sustainable (Shoib et al., 2024). Therefore, this activity not only has a technical purpose, but also helps strengthen the foundation of MSMEs strategies to face digital challenges and the demand for sustainable adaptation.

Literature Review

According to Henriette et al., 2016 in research (Alviani & Munawaroh, 2025) Digital transformation is defined as a social phenomenon in which there are changes in society not only in terms of technology, but also in culture and daily activities influenced by the digital generation. In the context of MSMEs, this transformation includes the use of social media and visual content design to support marketing and interaction with customers. In the current industrial revolution, MSMEs are required to be able to adapt to changes in people's increasingly digital consumption habits (Dewi & Nasution, 2023). This digital transformation has made a shift in business strategy that makes digital marketing the main key to reaching a wider and more effective consumer through technology-based platforms. According to (Savitri et al., 2022) Digital marketing is the ability to interact communication with consumers through electronic channels that include E-mail, web, mobile and mobile apps. One of the mobile applications used by MSMEs is Instagram social media, because it can reach a wider audience quickly and save marketing costs. According to (Tuten & Solomon, 2017) There are four elements in Social Media Marketing which includes Competitor, Acquisition, Content & Stock and Hashtag.

In research (Kartika Dewa & Hadith, 2022) It was conveyed that visual content design training as well as content schedule planning can increase the professionalism of MSMEs in managing their accounts. Then, by taking advantage of the features on Instagram, including Reels, Instagram Stories, and the appropriate hashtag can increase Commitment and create customer loyalty (Suharmi et al., 2024). Strategy concepts (Segmenting, Targeting, Positioning) STP is also implemented in digital marketing which is used to understand and create effective communication strategies. This strategy is used as a marketing technique to understand how efficient a business is in planning a wide range of marketing activities to compete in the market and how to connect them to the market as a whole (Kalam, 2020). In Sate Taichan Geh Bang Nut culinary MSMEs, the STP strategy is relevant in grouping market segments, setting targets and building Positioning Unique and competitive products (Shoib et al., 2024).

In this study, there are six previous studies that examined the use of digital media in marketing discussions. The development of the theory used shows that there is a shift from the general approach to digital marketing towards more specific such as Digital Marketing and E-commerce (Dewi & Nasution, 2023), the use of video content to visual content design (Azazi et al., 2024) (Suharmi et al., 2024) which includes Posted on Instagram and Reels. For the use of methods, previous studies have used different approaches, starting from descriptive qualitative methods (Dewi & Nasution, 2023) (Suharmi et al., 2024), interviews and discussions (Kartika Dewa & Hadith, 2022), to socialization and counseling (Sasongko et al., 2021) (Azazi et al., 2024) (Friadi et al., 2022). The results found in general show that the use of digital media is very effective, especially E-commerce and social media in increasing product sales and increasing appeal. Like (Friadi et al., 2022) shows web development E-commerce implemented through digital promotion, MSMEs sales can increase, while (Suharmi et al., 2024) Show features Posted on Instagram has a great influence on the increase in sales which includes Posted on Instagram and Reels. These previous researches as a whole emphasize the importance of attractive visual content design and marketing strategies tailored to the characteristics of digital media used by MSMEs business actors.

Although there have been many studies that show the effectiveness of digital marketing for MSMEs, there is still a gap in its methodology and scope. Most studies only focus on technical training without evaluating the long-term impact of the training on the growth and development of MSMEs businesses. Then, previous research (Friadi et al., 2022) less

exploratory about the role Content Marketing based Social Media Calendar, the use of tools such as Canva and Linktr.ee and hashtags in improving the quality of visual communication of MSMEs. The service carried out in this study seeks to fill the gap by applying a participatory approach based on direct practice. This is expected to make a real contribution to the sustainability of MSMEs in the digital era.

Method of Study

This service uses a qualitative approach using a descriptive method to understand the phenomenon through a detailed description of the characteristics, processes, and circumstances that exist (Sentoso et al., 2023) to get a comprehensive picture of the field situation without manipulating variables, but explaining the situation according to field facts carried out through observation, interviews, and documentation (Dwijayanti & Pramesti, 2021). This method refers to the approach used by (Suharmi et al., 2024) aims to understand the challenges and needs of MSMEs directly by observing and interacting in-depth with the research subjects. The data collection technique uses three stages, namely first, making observations by coming to MSMEs business locations and conducting interviews and discussions related to the challenges being faced by MSMEs to identify and develop steps to get the right solutions. Second, providing knowledge about the importance of Social Media Marketing especially in Posted on Instagram which is in accordance with the marketing implementation that has been carried out by MSMEs. Finally, develop a digital marketing strategy to reach a large number of potential customers by means of posts Content Marketing appropriate Social Media Calendar that have been made and paid attention to Copywriting deep Caption and the hashtag. For the selected technical interview, namely purposive sampling, because the researcher chose the business actor directly, because he is the one who understands the most about the digital marketing process of his business. This is in accordance with the recommendations (Amruddin et al., 2022) in selecting the main informant in qualitative research.

The data obtained uses thematic analysis with procedures in the form of: data reduction, data presentation, and conclusion drawing (Dwijayanti & Pramesti, 2021). Data from the field is then grouped into several things, such as marketing challenges, social media usage Posted on Instagram, and development of digital marketing strategies. This activity was carried out in the city of Bandar Lampung, more precisely at the location of the Sate Taichan Geh Bang Nut MSMEs business. The activities carried out include problem identification, knowledge transfer to MSMEs through training and debriefing in the implementation of digital marketing strategies. Before the activity started, MSMEs had used social media Posted on Instagram but it is not optimal. It was found that posted on Instagram it is not organized, there is no long-term content planning, and the use of hashtags is not appropriate. This phenomenon requires practical training and debriefing on digital marketing that is systematic and structured. This study is expected to have the results of developing an attractive visual content design with Tools Canva, organizations social media calendar, maximizing in using appropriate hashtags as well Copywriting deep Caption, as well as understanding Commitment from the platform Posted on Instagram.

Results and Discussion

The problems that have been described above can be answered with the steps that have also been conveyed in the method of study to respond to market needs in an effective and adaptive way, as follows:

A. Conduct interviews and discussions related to the challenges faced

This activity aims to optimize digital marketing strategies by MSMEs in building brands, promoting what MSMEs offer, and managing relationships with customers. In the discussion, it was known that taichan sate food has become a trend among young people, so it provides quite promising business opportunities, especially for MSMEs actors who want to start a business in the culinary sector. Where this taichan sate has modern innovations from sate, usually with a unique taste in the form of meat that is grilled without using soy sauce and equipped with a distinctive spicy chili sauce. In 2019, this business opportunity was taken advantage of by young entrepreneurs in Bandar Lampung who have a favorite food in taichan sate under the name Sate Taichan Geh Bang Nut. His passion encouraged him to start and realize his dream of a taichen sate business. Before starting his business, he did market research first, then also realized how important it is to choose a strategic location. This is in order to maximize the attractiveness of the business they are running. After getting a strategic place, he prepared all the needs to open his business, including container booths and determining the best suppliers to get quality raw materials such as meat, skin, and chili.

The owner of Sate Taichan Geh does not have good cooking skills, but he has good skills in making chili sauce, which is the main element of the appeal of sate taichan. With help from relatives and learning to make chili sauce on

your own through videos on YouTube, you finally managed to have a delicious chili sauce recipe that suits market tastes. Don't forget to also make a business logo with Taichan Geh's writing, to show that the owner of this taichan sate comes from and still uses the Lampung icon. For Bang Nut, it is the name of the owner of the Sate Taichan Geh MSMEs which is animated. Here's a picture of the Sate Taichan Geh Bang Nut logo:



Picture 1 Sate Taichan Geh Bang Nut Logo

Not only that, from the beginning of starting this business actor has used Instagram social media and has provided an online order service under the name GO-TE. This service is expected to make it easier for consumers to be able to get taichan sate without hindrance. GO-TE can be used by consumers through Linktr.ee which is placed on Sate Taichan Geh Bang Nut's Instagram bio, when the link is clicked by the consumer, it will be directed to the phone number listed and place an online order. Here's what Sate Taichan Geh Bang Nut's Instagram looks like:



Picture 2 Profil Social Media Sate Taichan Geh Bang Nut

Then it was found that there are challenges faced by MSMEs actors, namely that their digital marketing through Instagram social media is still not developing, so it has not yet gained many potential customers. This can be considered from the comparison between social media of MSMEs actors and their competitors.

B. Providing knowledge about the importance of social media marketing

The service activities from this research observation are in the form of counseling with knowledge debriefing on the importance of Social Media Marketing in MSMEs businesses based on knowledge acquisition by organizers in education. The counseling delivered included several elements Social Media Marketing according to (Tuten & Solomon, 2017) There are four elements, namely:

1. Competitor

The steps to analyze recognize competitors, such as:

a. Find competitors who are similar to our business

The main step in analyzing competitors is to identify businesses that have similarities with private businesses, both in terms of products, target markets, services and location. In the MSMEs business, the

scale of the business is still a local market, so MSMEs actors can find their competitors by researching the market through social media and surveying directly to the location of competitors to observe all activities there as well as recognize competitors who are active in the culinary field.

b. View his profile and check his followers

After the competitors have been found, the next step is to analyze their social media profiles thoroughly. By looking at how competitors position themselves, branding strategies, content marketing, and how they interact with followers on social media. In addition, also see that the followers are real or just numbers without any interaction, because real followers are usually active to like, comment and share shared content. Also check the quality of the followers, whether all of them include relevant target markets or just generic followers. These things are very important for business actors to understand whether these competitors are successful in attracting relevant followers and building trust in the market.

c. Listing competitors

The last step is to make a list of competitors that have been analyzed. This list should include important information about the competitors, such as the name of the business, what platform is used, the number of followers, how they interact as well as the strengths and weaknesses of the competitors. With this note, it can be used as an important reference for developing personal business strategies and can monitor the development of competitors from time to time and adjust the right personal business strategy to remain competitive. The benefits obtained from this structured competitor analysis, business actors not only understand market competition, but also find opportunities to outperform competitors by providing more value to consumers.

2. Acquisition

In the context of digital marketing, acquisition leads to the process of acquiring and attracting audiences, customers and new users. By making interesting things, it will encourage them to take certain actions, such as following business social media accounts, visiting websites or buying products. There are 3 important things in social media acquisition, namely follow, like and seen insta story. Audiences who follow can increase the number of followers which is an important metric in measuring social media performance, especially for branding. This tends to be valuable because it is long-term, because the audience that follows has the potential to continue to engage in the future. Furthermore, with the audience liking a single post it shows that the content being created is interesting or relevant. Likes are important because they show the algorithm signals that the content being created is popular which can increase organic reach.

Then, insta stories are an important indicator to be able to understand how much the audience is interested in the content stories that have been created. The rate of view of these stories shows the effectiveness of stories in reaching the audience. When it comes with interactions, such as swipe-ups or answering polls, engagement can be higher. To be able to increase social media engagement, business actors need to determine relevant strategies, by creating content marketing. Because, content is a king for that good content is needed and good content needs good copywriting as well. The copywriting in the form of captions that can affect the audience's emotions is storytelling, framing and future pace.

3. Content Stock & Post

In the use of social media, there are still some common mistakes that often occur, such as uninteresting content, too busy selling, too often making claims without evidence and targeting too many people. For this reason, as a business actor, you need to ensure that these mistakes can be minimized so that they do not occur on their business social media. One solution that can be done is to create a social media planner. With this, business actors can realize planning according to the time to be implemented. Considering how important a planning is that it is the first step that can affect business activities in the future. With careful planning, the activity will run optimally.

The workflow of the social media team starts from the business timeline that plans the business within a certain period of time that needs to be communicated with the team. Then, the social media calendar by plotting important events from the business timeline into the social media calendar. Furthermore, social media copywriting is the creation of wording from themes that have been written in the social media calendar. After that, the process of reviewing the copywriting results that have been made before being designed to minimize the number of revisions. If accepted, the social media design process is carried out in this final wording step that has been approved and will be realized in the form of a visual design. When the design is ready, it needs to be

reviewed again before posting to minimize the possibility of incorrect posting. Then, if the content is ready, the upload activity can be carried out on the social media channels used

4. Hashtag

A hashtag is a word that starts with the symbol # (bracket) without spaces, like #MSMEs. It is usually used to group content relevant to a specific topic on social media platforms. If a post uses a hashtag #MSMEs, then the post will appear in another set of content that uses the same hashtag. Hashtags are a powerful tool to increase the visibility and engagement of content on social media if you use the right strategy. Keep in mind that its use must be relevant, not excessive and adapt to the audience as well as the platform used. For this reason, you can use five informative hashtags, 5 transaction hashtags and 1 hashtag tagline. Here are the differences between the three hashtags:

Table 1 Hashtag Differences

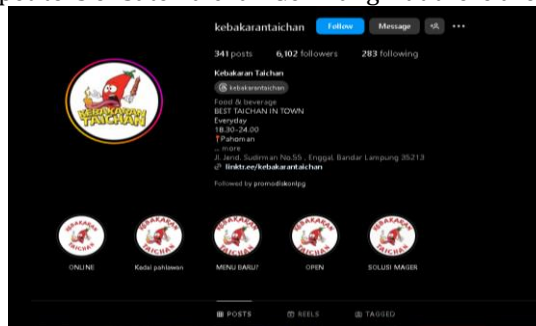
Aspects	Hashtag Information	Transaction Hashtag	Hashtag Tagline
Purpose	Education/Information	Drive purchases	Branding/Emotion
Context	Neutral/General topics	Sales/Promos	Identity/Campaign
Target Audience	Information Finder	Consumer/Buyer	Community/Loyal audience
Example	#TipsSehat	#PromoShopee	#LiveYourBestLife

C. Develop a digital marketing strategy

This activity was carried out after providing knowledge to MSMEs actors. To be able to overcome the challenges faced, there are several solutions that have been made. Here's the explanation:

1. Competitor

Competitors have been identified who have similarities with Sate Taichan Geh Bang Nut in terms of products and target markets, namely Kebakaran Taichan and Taichan Bang Doel. The product offered is taichan sate which is the main product in their respective businesses and of course the target market is not much different from competitors. After finding the competitor, then analyze social media profile. The following is the social media profile of the competitors of Sate Taichan Geh Bang Nut there are two, namely:

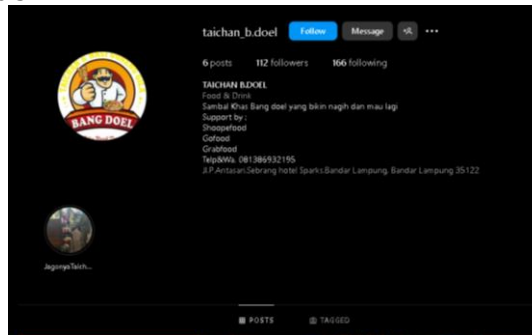


Picture 3 Social Media Profile of Kebakaran Taichan

Based on the picture above, it can be known that the number of followers of the Kebakaran Taichan is 6,102 followers. Kebakaran Taichan positions itself as a dining place that specializes in serving kebakaran taichen menus. The name of "Sate" was likely chosen to give a spicy and very appetizing impression. The use of words such as, "Best Taichan in Town" and "Everyday" allows that this place wants to be the top choice place for consumers looking for delicious and affordable taichan food on a daily basis. Taichan Sate also listed the full address and used linktr.ee link because they wanted to show that it was easy to reach and make it easier for consumers to get more information.

Kebakaran Taichan uses a branding strategy with attractive visuals of chili-shaped logo images and bright colors that create a distinctive and memorable impression. The consistency in the use of colors in each post makes their Instagram look neater and the language conveyed is simple, attractive and relaxed which makes the message easy for the target audience to understand. Almost the entirety of his posts, Taichan Sate focuses on the food on offer, so that the audience easily understands what is on offer. In its content marketing, Taichan Sate

uses tempting food photos and customer testimonials. The way they interact with followers is by using Instagram features, namely stories and reels.



Picture 4 Taichan Bang Doel Social Media Profile

Furthermore, the competitor of Sate Taichan Geh Bang Nut is Taichan Bang Doel. Based on the picture above, it can be known that the number of followers is 112 followers. Taichan Bang Doel positions itself as a taichan food seller with an emphasis on Bang Doel's signature chili sauce which is the main attraction. By mentioning the location in Bandar Lampung, this account targets the target audience who like local culinary, especially taichan. With the support of delivery platforms, such as Shopee Food, Go Food and Grab Food indicate that the prices offered are affordable and attractive to consumers.

Taichan Bang Doel uses a branding strategy with the use of the name "Bang Doel" and emphasizes on distinctive chili sauce that creates a unique and memorable identity. The visual design of the profile displays simplicity and all the posts displayed are centered on the taichan, so the message conveyed is easy for the audience to understand. In the content marketing, the photos of the food displayed look appetizing, so that followers are interested in trying and by including delivery information, they make it easier for customers to order food. The way they interact with followers by listing the phone number listed gives the impression that they are open to questions or direct bookings.

The last step is to make a list of competitors that have been analyzed. Here's the explanation:

Table 2 Competitors List

Business Name	Platforms Used	Number of Followers	Number of Posts
@Kebakarantaichan	Posted on Instagram	6.102	341
@taichan_b.doel	Posted on Instagram	112	6

2. Acquisition

Instagram follower acquisition @satetaichangehbangnut heavily influenced by the quality of engaging visual content, consistency in posting and active interaction with followers. Effective strategies to increase acquisition are several ways, namely improving the quality of content, utilizing Instagram features such as Reels and Stories, and collaborating with local influencers or food bloggers. In this case, the organizer recommends content designed with Canva tools to produce an attractive Instagram feed photo and message conveyed to the audience. To maintain the consistency of posts, make a weekly Instagram feed schedule with a different theme each day. Here's the explanation:

Table 3 Weekly Content Strategy

Day	Pillar
Monday	Audience Engagement
Tuesday	Lifestyle & leisure moments
Wednesday	Culinary education
Thursday	Manufacturing process
Friday	Testimonials & Reviews

Saturday	Featured products/trending content
Sunday	Fun fact taichan

The use of good copywriting in captions is important. Here is one of the captions that is adapted to the Instagram feed:

Table 4 Content and Copywriting

Picture	Caption
	<p>"A Brief History of Taichan Sate!"</p> <p>Taichan sate is different from regular sate, right? But, do you know where it comes from?</p> <p>Fun Fact: Taichan sate was first famous in Jakarta, you know! It is said that the name was inspired by a customer from Japan who likes to eat plain chicken sate without peanut sauce or soy sauce. He only asked for grilled chicken with spicy chili sauce. From there, Sate Taichan was born as we know it today.</p> <p>Unique, huh? From a simple request, it is now one of the favorite foods of spicy lovers in Indonesia!</p> <p>🗨️ Have you ever tried Taichan Sate? What is your favorite spicy level? Write in the comment column, yes!</p> <p>#SateTaichan #SateTaichanEnak #EdukasiKuliner #EdukasiTaichan #FoodLovers #FoodiesIndonesia #SateTaichanGeh #SateTaichanGehBangNut #BandarLampung</p>

In terms of collaboration, MSMEs actors have taken advantage of influencers from owner relationships, most of whom have a lot of followers and have been verified blue ticks, such as @hardiiana_, @anneardina, @ranggajuans, @inaurabersolek, @ariizam. Even though these influencers don't have a relevant audience, because most of them are beauty bloggers, they can still increase awareness of Sate Taichan Geh Bang Nut to their followers through insta stories while they eat. With the combination of all these elements, Sate Taichan Geh Bang Nut can continue to increase the number of followers and expand its reach.

3. Content Stock & Post

Content stock is a visual asset that can be used repeatedly, such as logos, product photos and design templates. This is usually pre-prepared and can be customized for a variety of purposes. Then this content will be posted according to a predetermined schedule directly on Instagram, it can be in the form of feed photos, channel feeds, videos or reels. Here is a social media planner made for @taichangehbangnut Instagram account:

14	CONTENT PLAN						
15	Sate Taichan Geh Bang Nut						
16							
17	Status	Tanggal Upload	Pilar	Jenis	Isi Caption (Lampirkan word)	Content	Peforma
18	4 - Siap Upload	2 Desember 2024	Interaksi dengan Audiens	IG Feeds	Caption 1 - Taichan Geh	https://www.canva.com	up tgl brp?
19	4 - Siap Upload	3 Desember 2024	Gaya Hidup & Momen Sa	IG Feeds	Caption 2 - Taichan Geh	https://www.canva.com	up tgl brp?
20	4 - Siap Upload	4 Desember 2024	Edukasi Kuliner	IG Feeds	Caption 3 - Taichan Geh	https://www.canva.com	up tgl brp?
21	4 - Siap Upload	5 Desember 2024	Proses Pembuatan	IG Feeds	Caption 4 - Taichan Geh	https://www.canva.com	up tgl brp?
22	4 - Siap Upload	6 Desember 2024	Testi & Review	IG Feeds	Caption 5 - Taichan Geh	https://www.canva.com	up tgl brp?
23	4 - Siap Upload	7 Desember 2024	Fun Fact Taichan	IG Feeds	Caption 6 - Taichan Geh	https://www.canva.com	up tgl brp?
24							

Picture 5 Social Media Calendar

4. Hashtag

Using hashtags on Instagram accounts @taichangehbangnut be a crucial strategy to be able to increase the visitability and reach of the content that has been posted. With the appropriate hashtag, this account can not only attract the attention of users who are interested in taichen sate food, but can also reach new audiences who may not know Sate Taichan Geh Bang Nut. To optimize this, it is necessary to consider the use of more varied hashtags such as informative hashtags, transaction hashtags and tagline hashtags. In addition, monitoring the performance of each hashtag should be done regularly, as it will help in identifying which hashtags are most effective for creating engagement. By evaluating and adjusting the hashtag usage strategy, Sate Taichan Geh Bang Nut can maximize the growth and development potential of its Instagram account and increase brand awareness among its target audience. Here are examples of the use of hashtags that can be applied by @taichangehbangnut in the future:

#SateTaichan #SateTaichanEnak #TestimoniPelanggan #ReviewSateTaichanGeh #FoodLovers #FoodiesIndonesia #SateTaichanGeh #SateTaichanGehBangNut #BandarLampung

To describe the digital marketing strategy implemented, the STP approach can be used as a rejection of market grouping, target consumers, and create consumer perceptions in their minds. STP strategies in marketing are used to understand the market more effectively through segmentation, targeting, and product positioning (Shoib et al., 2024). STP is an important stage in a marketing strategy that can help companies conduct market analysis, choose the most profitable segments, and position products or brands in the minds of consumers. The application of the STP concept to Sate Taichan Geh Bang Nut MSMEs is part of a relevant marketing strategy in the context of the development of digitalization of culinary businesses.

1. Segmenting

Sate Taichan Geh Bang Nut specifically targets the geographical group of young people aged 18 to 30 years old who live in the Bandar Lampung City area. This segment was chosen because young people show consumptive characteristics towards spicy and contemporary food trends, and are very active in digital activities, especially on social media. So that Sate Taichan Geh Bang Nut can become a favorite food among young people, who are looking for distinctive flavors and culinary experiences that can be shared on social media.

2. Targeting

The main target of Sate Taichan Geh Bang Nut is students and young workers who have a high level of mobility and rely on digital platforms to meet their daily needs, especially in terms of food consumption. This group was chosen because young people showed interest in promotions through social media and were faster in responding to the convenience of online food ordering services, which was facilitated by the GO-TE service through the Linktr.ee link on the official Instagram account of the Sate Taichan Geh Bang Nut business.

3. Positioning

Sate Taichan Geh Bang Nut positions itself as a provider of regional culinary specialties, with the advantage of homemade chili sauce made directly by the owner to ensure the taste and quality are maintained. Sate Taichan Geh Bang Nut places its business identity as a brand that prioritizes local authenticity through its name and logo design, as well as providing products that are easily accessible online.

Conclusion

In this study, there is a novelty that lies in the direct practice-based community service approach that is not only centered on digital marketing technical training as previous research, but also implements a participatory approach and

uses Canva and Linktr.ee tools that can improve MSMEs digital marketing strategies. This study has filled the part that has not been studied much, namely the use of content marketing such as social media planner and copywriting in captions in accordance with the principles of STP. This study also achieved success that can be seen from the capacity of Sate Taichan Geh Bang Nut MSMEs owners to increase in managing their business Instagram accounts, such as designing visual content with Canva, using relevant hashtags, preparing social media calendars, and collaborating with local influencers. The increase in the number of followers from before the implementation of the @taichangehbangnut account had around 815 followers and after that it became 1,322 followers. This reflects the level of audience exposure to brands, as well as being an initial benchmark in building brand awareness on social media. Thus, this study shows the success of the approach implemented because MSMEs business actors are not only passive participants, but are actively involved directly in digital transformation.

This study is a development of previous studies by making MSMEs actor partners in digital transformation and not only research objects. With a thematic descriptive qualitative method, this study directly analyzed the social media of competitors. The impact of this service activity is to increase the understanding and skills of MSMEs actors in the use of social media as an effective marketing strategy. That way, MSMEs business actors can undergo a more structured digital marketing strategy, so that the potential to reach new consumers increases. This also has an impact on local economic growth, because when MSMEs develop, they have the potential to open job vacancies, increase MSMEs income, and contribute to the regional economy. This study shows that the inclusion of technology and digital marketing education can strengthen the competitiveness of MSMEs practically and sustainably.

The studies that have been conducted not only present a list of training and debriefing results but also present theoretical justifications and field data that outline why the participation carried out was successful. By using thematic analysis and STP, the results of this study have a strong and applicable academic basis. For the next researcher, it is expected to add a quantitative evaluation based on digital metrics after participation which includes follower growth, engagement rate, and conversion rate. In addition, it is recommended to develop digital marketing training modules based on specific needs in the business field, so that mentoring can be more targeted and efficient.

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