

DIGITAL BASED MARKETING STRATEGY FOR TRADITIONAL FOOD PRODUCTS (CASE STUDY OF TRADITIONAL FOOD ALI AGREM CAKE IN RANCAEKEK BANDUNG)

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Abstract

A consumer-centric marketing strategy is one of the strategies used by many companies, both large and small companies to attract more customers. Marketing strategies are said to be effective if they can increase customer retention and maintain good relationships with customers. The purpose of this study is to find out that Ali Agrem Cake Entrepreneur Ibu Enah in making her sales so far mostly relies only on local, namely sold to consumers directly, or consumers who come to the production site. As for sales outside the city, it is still small, because it is not widely known by consumers. In its sales from January to August 2024, every month is no less than IDR 12,000,000, and the highest is IDR 60,000,000, so that the average monthly sales are IDR 30,750,000. The problems faced by ali agrem cake entrepreneurs in marketing their products, namely the lack of knowledge of employees and ali agrem owners in digital-based internet technology, inadequate facilities and infrastructure and limited business capital, so that most of the sales only rely on local. To market ali agrem cake products to be wider and known globally, it is necessary to master digital-based internet technology, using social media platforms, such as: Facebook, Instagram, Twitter, Tiktok, and Telegram. In this study, a descriptive qualitative methodology is used, which is a research that collects data in the form of words and descriptions, which describes or describes a situation related to the traditional food sales strategy of Ali Agrem cake. The social situation of the place is Ali Agrem Cake Entrepreneur Ibu Enah in Rancaekek, Bandung. From the results of the research, it can be concluded that the traditional food marketing system carried out by Ali Agrem entrepreneur Ibu Enah has been very limited locally, although some are sold outside the city but still relatively little. With a digital-based marketing strategy, the sale of ali agrem cakes can be done locally and globally, so that the sales of ali agrem cakes can increase.

Keyword: Marketing Strategy, Traditional Food and Ali Agrem Cake Entrepreneur

A. INTRODUCTION

Ali agrem cake is one of the traditional Sundanese cake foods with a unique ring-like shape. Ali agrem cake made from rice flour mixed with brown sugar and then fried, has a dark brown color due to the frying process, it tastes sweet and legit with a texture that is crispy on the outside but soft on the inside.

Traditional foods must always be introduced to the next generation so that they are not forgotten. Ali agrem cakes can be found in several markets to traditional snack shops. The taste is authentic and delicious, not inferior to contemporary cakes. Ali agrem cake can be enjoyed directly or dipped in coffee or hot tea to add to its deliciousness.

The sale of traditional food ali agrem cakes is carried out by small and medium entrepreneurs so that the products they produce can grow and develop, not only locally but can reach the global level, one of which must be a marketing strategy, as stated by Kotler (2017:81), that marketing strategy is a marketing mindset that will be used by business units to achieve their marketing goals. Marketing strategy is a comprehensive, integrated plan in the field of marketing that will provide guidelines on the activities that will be carried out in achieving the company's goals.

From this opinion, the marketing strategy that must be implemented by small and medium entrepreneurs is as a goal, suggestion, wisdom and rules that provide direction to the sales business as well as the response of small and medium rulers in facing the ever-changing environment and competition. In

implementing a marketing strategy, you must look at market conditions first and see the position in the market, so that it can be done properly and on target.

Every small and medium entrepreneur always strives so that the products produced can achieve their goals and objectives. The products it produces can be sold or bought by consumers at a price level that provides profits. In carrying out their activities, small and medium entrepreneurs must think about marketing their products for the short and long term so that their goals are achieved.

To achieve the goal, every small and medium entrepreneur must focus more on increasing their production and sales and improving their quality so that consumers feel more satisfied. In this case, sales that support business success must be based on the right marketing concept to be able to determine market strategies and marketing strategies that lead to the intended market.

Marketing strategies are not only intended for large-scale businesses. Small businesses also need a marketing strategy for their business, because often in times of critical conditions it is small businesses that are able to provide growth to people's income. A sales strategy is a series of grand designs that describe small and medium-sized entrepreneurs to provide and deliver goods and services to consumers at the right place and time and price with the right promotion and communication.

The relationship between strategy and marketing is important in business affairs, because in essence this relationship is a continuous creative step pursued by small and medium entrepreneurs, in order to achieve the best marketing targets in order to realize maximum consumer satisfaction. A sales strategy is indispensable to prevent a decline in the number of consumers as well as a fall in product competitiveness in the market. The marketing strategy that is often carried out by a company is by spreading the marketing itself, or what we usually know as the marketing mix.

Ali Agrem Cake Entrepreneur Ibu Enah located in Rancaekek, Bandung, plays an important role in maintaining the local culinary heritage and contributing to the regional economy. Ali agrem cake has become one of the traditional foods that are widely loved by the community. In the midst of the competition of the modern food industry, small and medium entrepreneurs in Rancaekek Bandung continue to strive to maintain their business continuity through various strategies. One of the entrepreneurs who is quite successful in this business is Mrs. Enah, with the name of her business Kue Ali Agrem Ibu Enah.

For more complete data on the sale of Ibu Enah's ali agrem cake as follows:

Table 1. Sales Data of Ali Agrem Ibu Enah Cake
January to August 2024

Month	Quantity (Pack)	Price (IDR)	Total (IDR)	Persen (%)
January	1.200	10.000	12.000.000	0
February	1.500	10.000	15.000.000	25
March	1.500	10.000	15.000.000	0
April	3.000	10.000	30.000.000	100
May	3.000	10.000	30.000.000	0
June	3.900	10.000	39.000.000	30
July	4.500	10.000	45.000.000	15
August	6.000	10.000	60.000.000	33

Source: Ali Agrem Ibu Enah Cake

From table 1, it can be explained that the sales of ali agrem cakes from January to August 2024, on average every month have increased from 15% to 33%, but there are also those that have not experienced an increase in sales, such as in March and May 2024. Based on the sales data, from January to August 2024, the overall increase was an average of 29%.

Some of the traditional food of ali agrem cakes in the sales system is sold locally, namely consumers come to the place of production, sold to the market, sold to stalls and some are also sold by circulating to consumers. For technology-based sales through social media, this is still relatively low, this is because employees and business owners still do not understand marketing using social media platforms, such as: Facebook, Instagram, Twitter, and Tiktok.

With the still low knowledge and technology in social media owned by employees and ali agrem cake business owners, it is necessary to provide training on sales strategies using digital-based internet

technology, with the aim that traditional ali agrem cake products can be sold outside the city and known to consumers.

A technology-based marketing strategy with e-commerce and through other social media, will be very profitable for ali agrem cake entrepreneurs to promote their products both locally and globally. Promoting its products through social media with the internet network, it is hoped that with the development of the internet for market expansion is very open, considering that the reach of e-commerce is very wide because it can be reached by anyone, anytime, and anywhere as long as consumers are connected to the internet.

Based on the description above, the study that will be carried out in this study is the marketing strategy and obstacles faced by ali agrem cake entrepreneurs. The focus of this research is related to digital-based marketing strategies, by using social media platforms in increasing the sales of Ibu Enah's Ali Agrem Cake in Rancaekek Bandung.

B. LITERATURE REVIEW

Traditional food is derived from the Latin language, namely tradition, which means news or forwarding. Tradition can also be interpreted as something that is passed down from one generation to the next. According to the Great Dictionary of the Indonesian Language (KBBI), traditional can be interpreted as an attitude and way of thinking and acting that always adheres to the norms and customs that have existed from generation to generation.

Traditional can also be defined as a custom that comes from ancestors that has been passed down from generation to generation and is still widely practiced by society today. According to Fardiaz D (1998), traditional food is food and beverages, including snacks and mixed ingredients or ingredients used traditionally, and has long developed specifically in the region and is processed from recipes that have long been known by the local community with local ingredients and have a taste that is relatively in accordance with the tastes of the local community.

According to Marwanti (2000: 112), traditional food has the meaning of everyday folk food, either in the form of staple foods, interlude foods, or special dishes that have been passed down from generation to generation from the time of our ancestors. The processing method in traditional food recipes and tastes is generally hereditary so that traditional food in each place or region is different.

From the opinion mentioned above, it can be said that the traditional food of ali agrem cake is a food that is obtained from generation to generation and has distinctive characteristics. This cake resembles a doughnut but has a smaller shape. If you look at it, it may remind us of the shape of a ring. This shape is what makes it named ali agrem. Because, rings in Sundanese are called ali.

The processing method in traditional food recipes and tastes is generally hereditary, and there is very little product innovation. According to Sosroningrat (1991), traditional food has characteristics including: 1) Food recipes obtained from generation to generation from predecessors, 2) The use of certain traditional tools in the processing of the dish (for example, the dish must be processed with clay tools), 3) Cooking techniques are processing methods that must be done to get the distinctive taste and appearance of a dish.

Meanwhile, according to Djoko Sutanto et al. (1995), traditional food is defined as the type of food that is commonly consumed by the community according to specific ethnic groups and regions based on the following criteria: 1) It is processed according to food recipes that have been known and applied for generations in the social system of the family/community concerned, 2) It is processed from locally available food ingredients either as farming businesses themselves or those available in the market system local, 3) The taste and texture of these foods meet the taste.

Traditional food is a cultural form that has regional characteristics, specific, various types and types that reflect the natural potential of each region. Food is not only a means to meet a person's nutritional needs, but also useful for maintaining relationships between people, can also be sold and promoted to support tourism which can further support the income of a region.

C. METHOD

This study uses a descriptive qualitative research method with a case study design. According to Sugiyono (2017) that qualitative research is a research method based on postpositivism or entrepreneurial philosophy that is used to research on natural object conditions, where the researcher is the key instrument, the data collection technique is carried out by triangulation (a combination of observation, interviews and

documentation studies), the data obtained tends to be qualitative data (based on words), data analysis is inductive/qualitative, and the results of the research are to understand the meaning, understand the uniqueness, construct the phenomenon, and find a hypothesis.

Then descriptive research is a type of research that collects data in the form of words and is described so that it is easy for others to understand (Sugiyono, 2017). Meanwhile, the qualitative case study research design is a type of qualitative research in which the researcher conducts an in-depth exploration of a program, event, or activity process, on one or more people (resource persons) (Sugiyono, 2017).

Based on the explanation above, this study aims to describe or describe a situation related to the traditional food sales strategy of Ali Agrem cake. The social situation of the place is the Ali Agrem cake entrepreneur Ibu Enah in Rancaekek Bandung.

The sampling technique or informant used is purposive sampling, which is a technique of collecting data with certain considerations such as the source who is considered to know the most about the problem being researched. Meanwhile, the resource persons, or informants in this study to get data on marketing strategies are employees and owners of ali agrem cakes.

The data collection technique as stated by Sugiyono (2017), that the data collection method in qualitative research is carried out in a natural setting using primary and secondary data sources, as well as data collection techniques with interviews, observations and documentation studies or literature studies.

The sources and data collection techniques in this study are:

1. Interview, which is a meeting of two people to exchange information through questions and answers, so that meaning can be constructed in a research topic (Sugiyono, 2017). The interview was conducted to explore information about the development strategy of tourism destinations at Pondok Bali Beach, Subang Regency with resource persons on a face-to-face basis using interview guidelines in the form of open-ended questions. In the interview, interview tools were used in the form of interview guidelines, notebooks, and recording tools. Each interview result is recorded and recorded.
2. Observation is the activity of observing an object, subject or a certain situation (Sugiyono, 2017). Observations carried out such as: observation on facilities such as business places, production rooms, business traders, the location of the location not far from the Great Hall. Observation at the place of business is still home industry or its own house, as well as the production room is still united with the residence, the place of sale is carried out locally and sold by circulation in the local area in Rancaekek will occasionally receive orders from outside the city.
3. Documentation studies are records of events that can be in the form of writings, drawings, or the work of others (Sugiyono, 2017). Primary data sources are data that is directly collected when conducting research in the field in the form of interviews, direct observation (observation) through indirect communication about the subject matter (Sugiyono, 2017). Meanwhile, source data and secondary data in the form of documentation and literature studies, are data that are the result of collecting people or agencies in the form of publications, reports, documents, and other books related to research (Sugiyono, 2017).

In qualitative research, the research instrument is the researcher himself. The researcher is the main instrument in this study. The use of researchers as research instruments aims to obtain empirical data in the field. Furthermore, other instruments used in this study are interviews (interview guides and recording tools), observation and documentation (data and records). The research instrument used is an interview with the research object through a number of questions guided by the interview guidelines (Sugiyono, 2017).

Data analysis is carried out by the process of systematically searching and compiling data obtained from the results of interviews, field notes, and documentation, by organizing the data into categories, describing them into units, synthesizing, arranging them into patterns, choosing which ones are important and what is studied, and making conclusions. This data analysis is carried out in conjunction with data collection, data interpretation, and narrative report writing.

The data analysis used in this study uses the data analysis of the Miles and Huberman model in Sugiyono (2017), including: 1) Data collection, at this stage the researcher collects all data from the results of research interviews from the four informants in the form of recordings and converts them into interview transcripts, 2) Data reduction, at this stage the researcher summarizes and selects the main things, focusing on the important things, the themes, subthemes and patterns are sought, so that the data that has been reduced provides a clearer picture of the sales strategy of Ali Agrem Ibu Enah, 3) Data display (data presentation),

after the data is reduced, then the researcher presents the data of the findings, where the data results are presented in the form of tables and brief descriptions of narrative texts, 4) Conclusion drawing verification, the researcher draws conclusions and verifies the findings from the results of the interview reduction transcript and is described to be reported in the report of the research results.

D. RESULTS AND DISCUSSION

Traditional cakes usually hold their own stories, both history and philosophy in them, just like the ali agrem cake, as the shape of the cake resembles a circular ring. This cake is usually easy to find during certain holiday celebrations, such as wedding ceremonies with Sundanese customs, to Eid al-Fitr.

In addition to its unique shape, ali agrem cake also has a distinctive taste. The combination of rice flour and brown sugar that combines intimately, produces ali agrem cakes that are bright brown, sweet, savory and legit on the tongue. It is very delicious to eat while warm accompanied by a cup of coffee or sweet tea.

Ibu Enah's ali agrem cake started her business in 2022, and is a business that has gone downhill. Ali agrem cake entrepreneur Ibu Enah located in Rancaekek, Bandung, in its production is still manual. The sales system is still local, namely sold at the place of production, sold to stalls to be resold to consumers, and sold directly to traditional markets. In addition to the sales system mentioned above, there are also sales through social media such as WhatsApp, but certain people already know it.

To develop its business, Ali Agrem cake needs a technology-based marketing strategy, namely through social media, so that its reach is not only local but outside the city, even wider to the global level. This marketing strategy in the era of digitalization is very necessary and does not recognize small businesses or larger businesses.

Strategy is a very comprehensive way or approach and is very related to the implementation of an idea or a plan and execution in an activity that is within a certain period of time. To get a good strategy, of course, coordination or a work team is needed and has a theme to be able to identify supporting factors that are in accordance with the principle to carry out a very rational opinion or efficiency, both in funding and to get tactics to achieve effective goals.

The traditional food marketing system carried out by Ali Agrem entrepreneur Ibu Enah has been very limited locally, although some are sold outside the city, but there are still relatively few. The obstacle experienced by Mrs. Enah's agrem business owner is still a lack of knowledge in marketing strategies based on digital technology.

With a digital-based marketing strategy, it will be able to guarantee sales not only locally but globally, because it is connected to the internet. For a more complete digital-based traditional food marketing strategy, it can be explained as follows:

1. Product Strategy, namely Traditional food products have an important meaning for Ali Agrem cake entrepreneur Mrs. Enah, because without products she will not be able to do anything from her business. Buyers will buy ali agrem cake products if they feel they are suitable, therefore ali agrem cake products must be adjusted to the wishes or needs of buyers in order for product marketing to be successful. In other words, product manufacturing is better oriented to market activities or consumer tastes. Consumers who are satisfied with a product will show a great opportunity, where they will make a repeat purchase from the same place of business in the future. Satisfied consumers will tend to say good things about the product. But on the other hand, consumers who are not satisfied will react with different actions, for example by complaining about the product.
2. Price Strategy, which is the pricing of a product will greatly affect the success of Ibu Enah's ali agrem cake business to make a profit. The price greatly affects the sales of a product offered by Ali Agrem cake entrepreneur Ibu Enah. Pricing requires a mature marketing strategy so that Ali Agrem cake entrepreneur Ibu Enah does not suffer losses. The strategy in setting prices can be done by analyzing the advantages and disadvantages of the products owned. As for the unit price of Mrs. Enah's ali agrem cake, for one ali agrem cake is priced at Rp 500,- but in the sale it is not seeds, but wrapped in plastic, which costs Rp 10,000 for a package, which contains 20 ali agrem seeds.
3. Promotion Strategy, which is essentially an activity that communicates the advantages of the product and persuades the target customer to buy it. The thing to pay attention to in promotion is the selection of the promotion mix. The promotional mix is nothing but various ways or promotional activities carried out to influence the target market. For the promotion carried out by the ali agrem cake entrepreneur Ibu Enah so

far, it has been carried out by selling directly at the place of production, word of mouth and there are also those sold through WhatsApp, but in small quantities, those who order are only consumers who are already familiar.

4. Marketing Development Strategy, namely in developing the ali agrem cake business in general, of course, small businesses must find ways to be able to build satisfaction, loyalty, and good relationships with customers online so that they keep buying their business products. By implementing e-commerce information technology, manufacturers can choose to develop the target market to the global market or only focus on certain market segments.

In the era of globalization and digitalization such as e-commerce to market traditional food products of Ali Agrem cakes can be done through social media, such as: Facebook, Twitter, Instagram, LinkedIn, TikTok, WhatsApp, YouTube and so on, with the aim of making it easy for the wider community to know. Marketing of traditional food products with e-commerce can provide benefits for Ibu Enah's ali agrem cake business, namely, cheap and efficient, have unlimited access, and can shorten the distribution distance of products.

By carrying out a marketing strategy process based on internet technology using a continuous social media platform, it will be able to generate profits and will have an impact on increasing income for ali agrem cake entrepreneurs. The profits obtained will increase as more people know about it, so the sales of ali agrem cakes are expected to increase from an average of 29% for one month, to 50%.

The impact of marketing strategies based on internet technology using social media platforms on economic improvement has a very good impact on ali agrem entrepreneurs in increasing their income. The impact is that in addition to increased sales, it will gain new customers and consumers will be more familiar with the Ali Agrem cake products offered.

E. CONCLUSION

From the results of the research, it can be concluded that the digital-based marketing strategy implemented by ali agrem entrepreneurs, sales have been limited to local, although some are sold outside the city but the number is small. With a digital-based marketing strategy, by using a social media-based platform, sales are expanded not only locally but also to the global level. With the implementation of a digital-based marketing strategy, the sales of ali agrem cakes are expected to increase from an average of Rp 30,750,000 for each month or 29%, to 45,125,000 or 50%.

The obstacles faced by ali agrem entrepreneurs are: the knowledge of employees and owners of ali agrem cakes about digital-based internet technology is still lacking, so it is necessary to hold training, supported by adequate facilities and infrastructure. For business development, it is necessary to increase capital, because so far it is still considered insufficient.

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