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SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

Digital Marketing Strategy in Increasing Sales of Afiza Crackers in Kendit Situbondo Village

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Abstract: This study aims to analyze the digital marketing strategy in increasing sales of Afiza crackers, a micro business located in Kendit Village, Situbondo. Kerupuk Afiza is a home-based product developed by Mrs. Miswa since 2019, relying on hereditary recipes and local raw materials. Previously, the business only relied on traditional marketing methods such as sales at local markets and neighborhood stalls, which led to stagnant sales growth. Through a qualitative approach, data was collected from interviews with the business owner, two employees, and four resellers. The results showed that product uniqueness and flavor consistency are the main advantages. Marketing strategies are carried out through simple social media such as WhatsApp and Facebook, although business actors still experience constraints in digital management. Product distribution was expanded through a network of resellers, overcoming the constraints of less strategic business locations. In addition, flavor diversification, affordable pricing, and internal training for employees helped maintain product quality and competitiveness. In terms of production, limited tools and dependence on the weather are challenges that need to be overcome. This study concludes that although Afiza crackers have not fully implemented digital marketing strategies optimally, the combination of personal promotion, social media utilization, and empowerment of local human resources has had a significant impact in increasing sales. Further training in digital marketing and production technology development is recommended to strengthen the competitiveness of the business in the future.

Keywords: MSMEs, Digital Marketing, Local Products.

1. INTRODUCTION

Kendit is a sub-district in Situbondo Regency, East Java, Indonesia. The sub-district is about 14 km from the capital of Situbondo Regency to the west. The center of government is in Kendit village. The village is located in an area that has flat land contours, with beautiful natural scenery. The total area of Kendit Village covers approximately 720 hectares, with most of the area used for agriculture and settlements. It consists of several hamlets, namely Karanganyar Timur, Karanganyar Barat, Kendit Barat, Blimbingan, Krajan Utara, Krajan Selatan, Klompangan and Tamansari. The total population of Kendit Village is around 5,234 people from various age groups. The majority of the population earn a living as farmers, ranchers, and traders. The village economy is dominated by the agricultural sector, with main crops such as rice, corn, sugar cane and also vegetables.

Situbondo is famous for one of the processed crackers, one of which is in the kendit area, Situbondo. Fmain focus, which is to utilize digital marketing strategies to support increased sales, which is in line with the challenges usually faced in marketing these products, kerupuk Afiza is one of the businesses that need effective strategies to compete, especially in the digital era. The rapid development of internet technology today provides opportunities for entrepreneurs to reach consumers widely and quickly through online product promotion and by increasing sales. Rapid technological advances also have a major impact on people's lifestyles, so the digital era requires everyone to quickly adapt to the use of technology.

Advances in information and communication technology have created new opportunities for businesses to promote their products more effectively and efficiently. (Pratama et al., 2023). This study will specifically examine the digital marketing approach used by the Afiza cracker business



located in Kendit Village, Situbondo, which aims to increase its sales. Kendit Village located in Situbondo Regency has considerable potential for the development of local products, such as crackers. Among them, Afiza crackers are a superior product produced by the local community. However, despite its high quality, sales of Afiza crackers are still limited and less desirable, hence the need for an appropriate marketing strategy to increase the competitiveness of this product in the market. This study seeks to investigate the application of digital marketing strategies to increase sales of Afiza crackers.

Digital marketing includes various techniques and tools, such as social media (WhatsApp and Facebook), email marketing. The use of social media, for example, helps businesses to reach a wider market and interact directly with consumers. In addition, by utilizing e-commerce platforms, businesses can sell their products online, making it easier to reach and more convenient for consumers. This research will look at how these strategies can be implemented by Afiza crackers. In addition, this research will also discuss the challenges faced by businesses in implementing digital marketing strategies. Some of these challenges include the lack of adequate tools, lack of knowledge about digital technology, and increasingly fierce competition in the market. By understanding these challenges, businesses can formulate more effective and sustainable strategies to increase their product sales. In the context of digital marketing, choosing the right platform is critical to increasing sales. Initially, the Afiza crackers business used the WhatsApp digital marketing strategy and later moved to Facebook to increase sales of Afiza crackers in Kendit Village, Situbondo. To increase the sales of Afiza crackers, the owner chose to combine the two platforms. Using WhatsApp for direct communication and building relationships with customers, while Facebook is used to reach a wider audience and conduct more structured promotions. With a balanced approach, it is expected to maximize its sales potential. Based on the background above, which explains the benefits of using digital marketing and according to several studies that show that digital marketing can increase sales, the author raises the title "Digital Marketing Strategy in Increasing Sales of Afiza Crackers in Kendit Situbondo Village".

2. RESEARCH METHOD AND MATERIALS

The researcher employs a qualitative method in this study, by clearly defining the research title and focusing on the core issues under investigation. The researcher systematically describes and illustrates the relevant facts and phenomena occurring in the field. Efforts were made to collect data from various sources, which was then carefully analyzed in order to produce well-founded conclusions. This research aims to gather valid information and data based on field conditions regarding the Digital Marketing Strategy to Increase Sales of Afiza Crackers in Kendit Village, Situbondo. A social approach is adopted as a means to establish communication and encourage community participation. This social approach involves the researcher engaging in direct communication and interaction with the local community in Kendit Village, Situbondo, particularly with business actors involved in the cracker industry. The communication strategy must be appropriately tailored to the local context to ensure the community feels comfortable and open in expressing their opinions. This research includes approaches that are intended to obtain the necessary data required by the researcher. The purpose of this research is to collect information on the positive status of the subject, meaning the actual condition of the phenomena as they exist at the time the study is conducted. Through this research, the researcher seeks to explore the Digital Marketing Strategy to Increase Sales of Afiza Crackers in Kendit Village, Situbondo.

3. RESULTS AND DISCUSSION

3.1. Profil UMKM Kerupuk Afiza

Kerupuk Afiza was founded by an MSME player in Kendit Village, Situbondo, which focuses on the production of traditional crackers with local quality raw materials. This business has been operating for more than five years, but previously only relied on conventional sales. Product Distinctive Characteristics Kerupuk Afiza uses traditional recipes that produce typical Situbondo

flavors, such as fish crackers and onion crackers with natural spices. Initial Target Market Focus on local consumers, especially the people of Kendit Village and its surroundings.

Afiza's cracker business is one of the processed raw cracker products or commonly known as Gendar Puli crackers, these crackers come from kendit village, Situbondo. This business was initially established in 2019. The owner of this business is named Mrs. Miswa. Previously, Mrs. Miswa only worked as a housewife who had no income and only relied on her husband's salary, shortly thereafter Mrs. Miswa's husband died. Therefore, Mrs. Miswa wanted to have her own income by opening a small business.

Before the adoption of digital marketing strategies, this business relied exclusively on traditional marketing methods. Sales were conducted through local markets, small neighborhood stores, and personal networks of relatives and acquaintances. This limited marketing reach significantly hindered market expansion efforts, resulting in stagnant sales performance. Initial data indicated that average monthly sales remained stable but showed no substantial growth over the past two years. Key challenges faced by the business included: (1) Limited market access, as the product was only recognized within the local community; (2) Price competition, particularly from mass-produced crackers sold at lower prices; and (3) Inadequate promotion, marked by the absence of compelling branding strategies or effective promotional activities.

3.2. Digital Marketing Strategies Implemented

One of the essential elements that entrepreneurs must consider is marketing. The marketing process plays a crucial role in ensuring that a business's products or services reach customers or resellers effectively. Consequently, it is imperative for companies to develop tailored marketing strategies to ensure revenue generation aligns with corporate expectations. In the business world, competition is inevitable, and a misstep in strategy may ultimately benefit competitors. The data used in this study are derived from interviews conducted with the business owner, two employees, and four resellers of Afiza Crackers.

a. Strategies Employed by the Business Owner to Increase Sales of Afiza Processed Crackers

Based on the interview with Ms. Miswa, the owner of Afiza Crackers, she emphasized that her raw processed crackers differ from others in the market, despite the existence of similar products. These crackers are made using a family-inherited recipe, which ensures consistent taste and quality over time. Typically, the product is consumed for personal enjoyment or purchased as a souvenir, making it a popular snack item among families. The product is also widely distributed by nearby resellers.

Ms. Miswa elaborated that Afiza Crackers come in various flavors, including Original Gendar Puli, Spicy Balado Gendar Puli, and Kencur Gendar Puli. Consumers are also allowed to place custom orders based on their flavor preferences. All of the products are manufactured in a home-based production facility located at Ms. Miswa's residence. The raw ingredients are sourced locally, from areas near the production site. To maintain its appeal, Afiza Crackers in Kendit Village, Situbondo, consistently uphold high product quality standards.

The pricing strategy employed by Afiza Crackers involves calculating the cost of raw materials and adding a profit margin. Pricing decisions are also influenced by the product's quality. Prices vary depending on the size and weight of each package, ranging from IDR 5,000 to IDR 20,000, which makes the product accessible to a broad range of consumers. The affordability is aligned with the quality and speed of service. The business generates approximately IDR 14,000,000 in monthly profits, with an estimated total monthly production weight of about 700 kilograms. In addition to offering affordable prices, the business's location—Dusun Krajan, 200 meters south of Kendit Vocational School in Situbondo—is considered less strategic, as it is situated in a narrow alley that may be difficult for consumers to access directly. Hence, location selection plays a critical role in ensuring the convenience and sustainability of the business.

Promotional efforts for Afiza Crackers are carried out through social media platforms such as WhatsApp and Facebook. Although no discounts are offered to resellers, the low base prices enable

them to resell the products at reasonable margins. This approach indicates strong consumer interest in Afiza's raw processed cracker products.

Several production challenges have been identified. Notably, weather conditions significantly impact the drying process, which can take one to two days depending on the intensity of sunlight. Additionally, the production process remains manual, lacking advanced machinery. Ms. Miswa also faces difficulties in managing her business's Facebook account due to limited digital literacy and creativity. As a result, she is actively learning to improve her social media skills to remain competitive and stay abreast of current marketing trends.

Aside from promotional efforts, Afiza Crackers also implement a human resource strategy. The business employs trained personnel, all of whom were directly mentored by Ms. Miswa. Recruitment emphasizes honesty, discipline, positive attitudes, strong work ethics, and accountability. Most employees are over 30 years old, have families, and are junior or senior high school graduates. This demographic helps ensure stability and motivation in the workforce, ultimately contributing to the business's goals. Additionally, Afiza Crackers collaborates with several resellers including Mr. Dimas' Store, Ms. Nur's Store, Mr. Robek's Store, and Ms. Atun's Store. These resellers distribute Afiza products at their respective locations, enhancing public awareness and market penetration.

b. Strategies Employed by Employees to Increase Sales of Afiza Crackers

Based on an interview with Ms. Unza, an employee of Afiza Crackers who has been with the company since 2021, it was revealed that the business provides training for new employees to ensure the production of high-quality goods. Ms. Unza is responsible not only for maintaining product quality but also for mentoring her colleagues. She affirmed that Afiza Crackers are appealing both as personal snacks and as souvenirs due to their affordable price and appealing taste. However, she does not participate in marketing activities, focusing exclusively on production. Her monthly salary is IDR 600,000.

Similarly, Ms. Hanafiah, another employee who joined in 2021, reported receiving training designed to maintain product quality. She noted that many customers purchase the crackers for personal consumption or resale due to the product's affordability and accessibility. Like her colleague, she receives a monthly salary of IDR 600,000, which can be withdrawn weekly upon request.

c. Strategies Employed by Employees to Increase Sales of Afiza Crackers

Interviews with several resellers revealed the following insights:

Mr. Robek, who has been a loyal customer since 2019, discovered Afiza Crackers via a WhatsApp status posted by Ms. Miswa. Already acquainted with her, he expressed interest in the product and began selling it at his small retail shop. His decision was motivated by the product's appeal and its potential to diversify his inventory.

Mr. Dimas, another reseller since 2019, learned about Afiza Crackers through word of mouth. Given the business's proximity to his store, he decided to include the crackers in his product offerings. The increasing popularity of the product convinced him to establish a partnership with Ms. Miswa.

Ms. Nur, who began reselling Afiza Crackers in 2023 after opening her store, was directly approached by Ms. Miswa. Intrigued by the product and its growing consumer demand, she agreed to distribute the crackers and has since become a regular supplier.

Ms. Atun, also a new reseller as of 2023, was similarly introduced to the product by Ms. Miswa. She recognized the demand and opted to carry Afiza Crackers in her store, contributing to the brand's broader market presence.

3.3. Marketing Strategy Analysis in Increasing Sales of Afiza Crackers Business

From the in-depth interview with Mrs. Miswa, the owner of Afiza crackers, it is known that product uniqueness is the main key in the strategy to increase sales. Afiza crackers are not just ordinary products, but products with historical value because the recipe is a family inheritance. This is a strong differentiation force compared to competitors' products. Consistency in taste and quality is a priority

that Mrs. Miswa always maintains. In an effort to expand the market, Mrs. Miswa also diversified her products by creating several flavor variants such as original, balado, and kencur gendar puli crackers. This diversification aims to meet consumers' diverse taste preferences. The products are produced independently in the production house where he also lives, with raw materials obtained from the surrounding environment. This approach creates cost efficiency and supports local economic empowerment.

Pricing strategy is also an important part of efforts to increase sales. Prices are determined based on the calculation of raw material costs plus a reasonable profit margin. The product is sold at a price range of Rp5,000-Rp20,000, which is considered very affordable for all levels of society. With this price, the product still provides a decent profit margin, which is around Rp14,000,000 per month from a total production of around 7 quintals. However, Mrs. Miswa realizes the limitations of the less strategic production location, which is located in a small alley in Krajan Hamlet. This location is quite difficult for consumers who want to buy the product directly. Therefore, distribution through resellers is a strategy to overcome this limitation. Promotion efforts are done simply through social media such as WhatsApp and Facebook, although the management still faces obstacles due to limited digital understanding and creativity. Ibu Miswa recognizes the importance of learning and adapting to technological trends in order to compete.

The production of crackers also faces technical challenges, such as dependence on sunlight for the drying process, which is severely disrupted when the weather is unfavorable. In addition, the production process is still done manually due to limited tools. This indicates an opportunity to develop more efficient production technology in the future. HR strategy is also a major concern. The employees recruited are local residents with junior and senior high school educational backgrounds. The main criteria emphasized are honesty, discipline and responsibility. These workers are trained directly by Mrs. Miswa, which shows the direct coaching approach of the business owner to maintain product quality. Ms. Miswa also collaborates with several resellers who act as the main distributors of the products, creating an indirect yet effective distribution system.

Employee Perspective: Production Quality and Discipline

Interviews with two employees, Ms. Unza and Ms. Hanafiah, provide an overview of how the internalization of values and quality of work are maintained in the production. Both have been working since 2021 and said that they received training directly from the business owner. Ms. Unza said that she is not involved in marketing, but plays an important role in ensuring the quality of production is maintained. She also helps mentor new employees. This shows that the work system is not only result-oriented, but also learning and knowledge transfer among employees.

Ms. Hanafiah echoed similar sentiments, emphasizing the importance of maintaining product quality standards. She also noted that the product is in high demand due to its affordable price and distinctive taste. Both Ms. Unza and Ms. Hanafiah mentioned that their salary is Rp600,000 per month, but the salary collection system is flexible as it can be taken weekly as needed. From this interview, it can be concluded that the strategy to increase sales from the employee side is through guaranteeing product quality and diligence in the production process. Although their role is not directly in the marketing realm, their contribution is vital in building a good product image in the eyes of consumers.

Reseller Perspective: Distribution and Promotion Effectiveness

The four resellers interviewed, Mr. Robek, Mr. Dimas, Ms. Nur, and Ms. Atun, provide an important insight into how informal distribution networks have become the mainstay of Afiza crackers sales. Mr. Robek has been a reseller since 2019 and was initially attracted by Ms. Miswa's WhatsApp status. Their friendship played a major role in the initial distribution process. Mr. Robek's decision to sell Afiza's kerupuk products in his shop proves that personal and social network-based marketing strategies are very effective, especially in a small community environment. Mr. Dimas, who was introduced to Afiza's kerupuk products through word of mouth, also found similar results. The proximity of Mrs. Miswa's business location to his shop is a factor that facilitates cooperation. Mr. Dimas' decision to become a reseller was based on his interest in the high market demand for the product.

Other resellers, Ms. Nur and Ms. Atun, also learned about Afiza crackers directly from Ms. Miswa's personal promotion. Although they only started in 2023, they have already seen positive

results. Both mentioned that consumer demand is quite high, mainly due to the distinctive flavors and affordable prices. From the resellers' testimonies, it can be concluded that the strategy of door-to-door personal promotion as well as the family approach has proven effective in attracting new resellers. Although no special discounts are given to the resellers, they are still enthusiastic because the purchase price from Mrs. Miswa is already low enough to provide a decent profit margin. This shows that the base price of the product has been calculated in such a way as to support repeat sales without having to provide discount incentives.

Based on the results of this qualitative interview, it can be concluded that the success of the Afiza cracker business in increasing sales is highly dependent on:

- a) Family recipes are a key differentiator that creates customer loyalty.
- b) Provide attractive choices for consumers and cater to market tastes.
- c) Reach out to all without compromising on quality.
- d) Although still limited, promotion via WhatsApp and Facebook as well as social networking is quite effective.
- e) It is key to expand the product range in the midst of limited business locations.
- f) Highly trained and dedicated employees go a long way in maintaining product quality.

However, there are still challenges that need to be overcome such as limited production technology, less strategic location, and lack of mastery of digital marketing from business actors. Therefore, training in digital technology and modern marketing management can be a strategic solution to strengthen the competitiveness of Afiza crackers in a wider market.

Based on interviews with the owner, employees, and several resellers, it can be concluded that the Afiza crackers business has a strong home-based business foundation with a unique product and a simple but effective marketing strategy. Mrs. Miswa, the owner of Afiza crackers, emphasizes that her product is unique because it is a family recipe passed down from generation to generation. Consistency in taste is the main strength of this product, in addition to a variety of flavors such as original, balado, and kencur that provide attractive choices for consumers.

The promotional strategy used is quite simple but right on target. Social media such as WhatsApp and Facebook are the main means of marketing the product. One example of the success of this strategy is how Mr. Robek first learned about and became interested in this product through Mrs. Miswa's WhatsApp status. Although she is not yet optimally using social media, Mrs. Miswa realizes the importance of digital marketing and keeps trying to learn and keep up with the development of social media so as not to be left behind. This shows an awareness to grow and be adaptive to change. In terms of pricing, Afiza crackers use a pricing strategy based on production costs and profit margins, taking into account product quality. Prices range from Rp5,000 to Rp20,000, which is still very affordable for various levels of society. This allows resellers to make a profit when reselling the products, even though there is no special discount for them. This pricing approach emphasizes decent and competitive product value, and maintaining customer satisfaction. In terms of production, all activities are carried out manually in Mrs. Miswa's production house located in Krajan Hamlet, Situbondo. This location is quite remote because it is located in an alley, making it difficult for consumers to shop directly to the location. This is one of the challenges that need to be overcome in order to make product distribution wider and more efficient. In addition, weather constraints also affect the production process as drying the crackers still depends on sunlight, which takes 1-2 days depending on the weather. This business also shows attention to human resource development. The employees who work have received direct training from Ms. Miswa, with criteria such as honesty, discipline, responsibility, and hard work. The employees chosen are generally married and over 30 years old, who are considered more stable and responsible in their work. One of the employees, Mrs. Unza, said that she not only produces but also assists in training her coworkers to maintain production quality.

The existence of resellers such as Mr. Robek, Mr. Dimas, Ms. Nur, and Ms. Atun is also an important element in the distribution strategy. Most of them are attracted by the product's good quality and affordable price. Interestingly, some of them learned about this product through a personal approach (offered directly by Ms. Miswa), while others from social media or word of mouth.

This indicates that a combinative marketing strategy between direct and digital approaches is still very relevant and effective in the context of micro enterprises.

Overall, Afiza's cracker business has great potential to grow further. The combination of product quality, affordable prices, reseller loyalty, and commitment to human resource development are the main assets of this business. However, there are several aspects that need to be improved, such as modernizing production equipment, optimizing social media, and reviewing business locations to increase consumer accessibility. If these challenges can be overcome, then Afiza's cracker business has the opportunity to move to a larger scale and reach a wider market.

The business run by Mrs. Miswa is currently engaged in the culinary field which is included in one of the sub-sectors of Indonesia's creative economy. This Afiza cracker business was established by one of the creative housewives from Kendit Village, Situbondo. The Afiza cracker business itself has helped many people around who do not have jobs and for housewives who want to increase income for their families. This business has employed more than 10 employees consisting of men and housewives. In the process of managing raw crackers, it is still managed manually and still relies on simple equipment. This culinary business is privately managed and the management process is done by Mrs. Miswa and several employees. Mrs. Miswa who manages and pursues this business feels no difficulty, because the ingredients used are very easy to find around where Mrs. Miswa lives. Where the main ingredients of this culinary business are flour, salt, STTP, garlic, shallots, shrimp paste. These ingredients are very easy to find around us. In addition, workers can also earn income to meet their needs and provide opportunities for many people and be able to have income so that it can be useful to meet family needs and greatly help their economy.

A marketing carried out on social media is not only selling their products directly, with the existence of social media business actors can also promote their products through interesting video and image content, where the content contains products that will be sold to the target market. In this way, it will attract the attention of buyers and resellers. In the marketing strategy carried out at the Afiza cracker business today through WhatsApp and Facebook social media. With the development of technology today, the majority of people prefer to shop through online media. In the beginning, Afiza cracker products were marketed using WhatsApp social media only. Over time Mrs. Miswa tried to switch to promoting her sales which was carried out using Facebook social media and finally provided a considerable increase in sales. It can be seen that resellers say their interest in the Afiza cracker business is due to seeing posts of pictures and videos uploaded on Facebook accounts by business actors but here there are obstacles experienced by business actors on social media, namely that they are less updated about Facebook applications and also lack creativity in posting pictures and videos with current trends.

Based on the results of research that has been carried out by business actors, employees, and resellers of the Afiza cracker business, here the researcher can present the results of the researcher's findings data related to the 4P marketing strategy in increasing sales at the Afiza cracker business.

a. Product Strategy

Product strategies are considered effective in influencing consumers and resellers to buy and also resell for profit. In the reseller's view, the product concept can be seen from a product that consumers want and need, the reseller thinks that whether this product is useful and beneficial to them.

The Afiza Crackers Product Strategy is a business engaged in the culinary field which is included in one of the creative economy sectors. This product is marketed because it has advantages in the form of distinctive flavors, crispy textures, and natural ingredients used. Available product variants include original flavored gendar puli crackers, balado flavor, and kencur flavor. Rebranding the packaging uses a more attractive, modern design, and includes information such as logos, addresses, and cellphone numbers. In addition, this product uses natural ingredients "without preservatives" or "non-MSG" such as sugar and salt as natural preservatives, to increase consumer confidence. In the product strategy implemented by Mrs. Miswa, there are things that attract the attention of researchers, namely the digital marketing strategy which is one of the main efforts in increasing sales of Afiza Crackers. Digital marketing allows products to be more easily recognized by a wider range of consumers without

being limited by geographical areas. In this strategy, various digital platforms are utilized to increase product visibility and appeal.

One of the steps taken was the creation of a digital catalog containing high-quality product photos, short descriptions, and pricing information. This catalog was created using design platforms such as Canva and other editing applications to make it look more attractive. In addition, product marketing is done through social media such as WhatsApp and Facebook. WhatsApp is used for direct marketing to consumers and resellers, while Facebook is used to reach a wider market through groups and marketplaces.

The utilization of social media as a marketing tool is proven to increase the number of orders, both from individual consumers and resellers. With digital promotion, it is easier for consumers to get information about products, benefits, and how to order. In addition, this strategy also allows direct interaction between sellers and buyers, thus strengthening customer trust in the product.

b. Price Strategy

Here pricing is one of the important factors that need to be considered because the price itself greatly affects whether or not an Afiza cracker business product is offered. Comparing prices with competitors in the local area and e-commerce platforms to determine competitive prices. Setting different prices for retail and wholesale purchases. Providing special discounts for large purchases.

The price offered is very affordable so that anyone can easily buy it. Even though the price is affordable, Afiza cracker products still maintain product quality in accordance with the predetermined price, of course this price can also be profitable for resale by resellers. Afiza's raw cracker processed product business provides a variety of prices according to the weight of the product packaging ranging from Rp. 5,000, Rp. 10,000, and Rp. 20,000.00. all of this is done so that sales profits can increase and meet all costs that have been incurred in the production and operational processes.

Table.1 Price List

| No | Item Name | Price (Rp) |
|----|------------------------|--------------|
| 1. | Gendar crackers 250 gr | Rp 5.000.00 |
| 2. | Gendar crackers 500 gr | Rp 10.000.00 |
| 3. | Gendar crackers 1 kg | Rp 20.000.00 |

Source: Mrs. Miswa, Afiza Crackers Business Owner

As for the resellers, Mrs. Miswa does not give a special price, they get the same price according to the price that has been listed. But they can resell it at the price they have agreed on. For example, they take a price of Rp 20,000 with a weight of 1 kg they can resell at a price of Rp 22,000- Rp 23,000, this price can change depending on the location and also the place where they sell the product. For payments when buyers want to buy products directly and can also be through online using bank transfers, Ovo and others. In this digital media, Mrs. Miswa does marketing using social media that she has implemented on a Facebook account in the form of photos of her processed products complete in terms of price, taste, address, and weight of the product. In accordance with doing business on social media regarding the description of the products sold must be clear. With the product description that is already available, it is hoped that it can make it easier for consumers to choose any product according to consumer desires. However, all of this goes back to what strategies Mrs. Miswa applies by doing this, it is hoped that it can attract buyers and opportunities to increase consumer purchasing power by using online message media.

Based on the description above, the price set by Afiza's raw cracker products uses mark-up pricing. Mark-up pricing is a pricing method in which the company adds a certain percentage of profit above the production or acquisition cost of a good or service. This strategy is used to ensure that the company makes a profit on each unit sold. Pricing carried out by Afiza's raw cracker processed products is also carried out by setting prices based on product quality.

c. Strategy Place

One of the things that must be considered in opening a business is determining the place of business. Determining the location of a business is very important because it can affect the success of the business in the long run. The right location can increase the number of customers, operational efficiency, and business competitiveness. A strategic business location can increase the chances of success by attracting more customers, reducing operational costs, and facilitating access to raw materials and labor. Afiza's raw cracker business decided on a place with full consideration and also took risks. It can be seen from Mrs. Miswa who chose a location in a rural community environment.

The risk taken is that resellers and consumers feel a bit difficult because the location is far from the city and to get to the location of the production site, because it is in an alley. This makes it difficult for car vehicles to enter the location. With this risk, the owner of Afiza's raw cracker business, Mrs. Miswa, overcomes it by offering appropriate prices, quality products, and also satisfying services for consumers and resellers. In this way, it is hoped that it can maintain Afiza's raw cracker business by continuing to maintain consumer and reseller confidence in Afiza's raw cracker business.

The location of Afiza's raw cracker business is supported by good road access even though it is in the countryside, the roads are quite good. Coupled with the existence of social media which makes it easier for consumers and resellers to find out the location of the Afiza cracker business itself from the google maps site. Afiza's raw cracker business is located in Krajan Hamlet, 200 M South of Kendit-Situbondo Vocational School. Although marketing products through social media, Mrs. Miswa's decision to choose this location is very influential on the production process. Because, all products and also production activities are on site and will make it easier for consumers and resellers to see and take products directly. Based on the description above, it can be said that Afiza's raw cracker processing business chooses a location that is not appropriate and strategic for resellers and consumers who will find it difficult to access the location.

d. Promotion Strategy

Promotion plays a role in conveying information about products or services to customers through persuasive communication. The goal is to influence people to be interested and buy the product. With the right promotional strategy, businesses can increase customer awareness and expand market reach, so that sales can increase effectively. The promotion carried out by Afiza's raw cracker business is to persuade and inform potential consumers to be interested and buy the products offered. Afiza's raw cracker business offers its products online and offline. Offline promotion is carried out by informing products through word of mouth (WOM) or word of mouth from one consumer to another. This is done so that Afiza's raw cracker processed products can be recognized by the community around their neighborhood. Meanwhile, online promotion is carried out using the WhatsApp (WA) application and also Facebook (FB). Mrs. Miswa usually promotes her products by uploading videos and photos on WhatsApp status, it is hoped that the contact who keeps Mrs. Miswa's number will find out information about the product. Not only that, Mrs. Miswa also uses a Facebook account, through posting photos and videos, it aims to reach consumers more widely because existing consumers are certainly not always the closest people or those in the surrounding environment. Not only that, consumers of Afiza crackers themselves are now out of town, promoting them through the Facebook account of Afiza crackers so that they can be known to the wider community.

Based on the description above, the promotion carried out by the Afiza raw cracker business has implemented a promotion strategy through two main ways, namely digital promotion (online media) and word of mouth (WOM). The use of social media such as WhatsApp and Facebook is the main means of introducing and marketing products widely. This strategy is considered quite effective, because Afiza crackers are now not only known in the neighborhood around the production site, but have also reached a wider market outside the village. In addition, word of mouth also plays an important role in increasing sales. Customers' satisfaction with the quality and taste of the product makes them voluntarily recommend it to others. With this combination of digital promotion and WOM, Afiza's cracker business is able to expand its market reach and increase consumer interest in a sustainable manner.

4. CONCLUSION

Based on the results of research on digital marketing strategies in increasing sales of Afiza Crackers in Kendit Village, Situbondo, it can be concluded that based on the results of the research conducted, researchers concluded that digital marketing strategies play an important role in increasing sales of Afiza Crackers products. This conclusion is obtained from analyzing field data regarding digital marketing activities carried out and their impact on business development. The detailed conclusions are as follows Kerupuk Afiza has utilized social media, specifically WhatsApp and Facebook, as the main tools in their digital marketing strategy. The use of WhatsApp is utilized for direct communication with customers, order taking, and providing responsive services, thus building a more personalized relationship with consumers. Meanwhile, Facebook is used to expand marketing reach through product uploads, customer testimonials, and periodic promotions. This strategy has proven effective in increasing sales, because it makes it easier for consumers to recognize products, place orders, and provide feedback. In addition, digital marketing allows businesses to reach a wider market without having to spend a lot of money as in conventional marketing. In addition to digital marketing strategies, Afiza Crackers business actors also carry out various product innovations to increase attractiveness and competitiveness in the digital market. These innovations include: The variety of cracker product variants offered, so that consumers have many choices according to their tastes, affordable product prices, making these crackers able to reach various groups of consumers, both local and outside the region, delicious and distinctive flavors, being an added value that encourages repeat purchases, the use of natural ingredients without chemicals, which is an advantage in itself because it supports a healthy and environmentally friendly lifestyle. The combination of digital marketing strategies and product innovation has made Afiza Crackers one of the MSMEs in Kendit Village that is able to adapt and grow in the digital era. The results of these efforts can be seen in the increase in product demand, the development of customer networks, and a significant increase in sales volume.

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