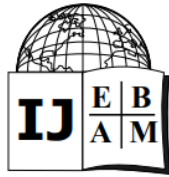


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The Digital Marketing Strategies of PT Bisa Artifisial Indonesia

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ARTICLE INFORMATION	ABSTRACT
Section Internship Report Article	This internship report examines how digital marketing strategies impact the sales of frozen food products at Bisa Kitchen, which is part of the PT Bisa Artifisial Indonesia project. The results show effectiveness in utilizing social media platforms such as Instagram and TikTok and email marketing to increase brand awareness and customer engagement. However, the problems found include algorithm changes, limited resources, and competitive market competition. The strategic management implemented optimizes digital marketing efforts, expands customer relationships, and expands market reach. This strategy also ensures that Frozen Food Bisa Kitchen will continue to grow.
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INTRODUCTION

PT. Bisa Artifisial Indonesia is a start-up company that develops services such as specialized projects in artificial intelligence to meet the needs of society, industry, and government. Initially, Bisa AI offered a range of services, including image recognition service, video analytics service, natural language service, data analysis service, lab as a service, e-learning, and IoT service. By collaborating with various companies to solve problems through artificial intelligence, BISA AI has been able to grow further. Over time, Bisa Artifisial Indonesia has developed and taken advantage of the existing opportunities, which in turn has established the Bisa Perform platform, facilitating collaboration and hosting webinars, boot camps, and online events (PT Bisa Artifisial Indonesia, 2019).

The company also has the Bisa AI Academy, which is an online learning platform that facilitates job searches, freelancing, and discussions, among other functions. The growth of Bisa Artifisial Indonesia indicates that every step and opportunity achieved by Bisa AI benefits and supports society in acquiring knowledge, solving problems, and achieving success in the



future. Bisa Kitchen, a division of PT Bisa Artifisial Indonesia that specializes in frozen food products like hawaiian pizza and beef slice teriyaki. Bisa Kitchen is strategically focused on tapping into the growing frozen food market in urban areas such as Jakarta and Depok. The kitchen offers a variety of high-quality frozen meals designed for convenience, catering to the fast-paced lifestyles of its target market. This segment plays a key role in PT Bisa Artifisial Indonesia's overall digital marketing strategy, using online platforms to reach more consumers (PT Bisa Artifisial Indonesia, 2019).

In this digital era, the development of information technology and the Internet has transformed business paradigm, including marketing and product sales (Laudon and Traver, 2021). Digital marketing has become one of the main strategies companies use to increase sales and build brand awareness. It allows companies to reach a wider audience more efficiently and at a lower cost compared to traditional marketing methods (Chaffey and Ellis-Chadwick, 2019). Bisa Kitchen has encountered several significant challenges. One of the main issues is the frequent updates to social media algorithms, making it difficult to maintain content visibility. Additionally, the company faces increasing competition in the digital marketplace, limited financial resources, and supply chain difficulties, all of which impact its ability to scale marketing campaigns effectively.

These operational challenges have limited the company's ability to optimize frozen food sales. Research from previous studies highlights the importance of digital marketing in boosting brand visibility and sales. Jabodetabek is densely populated with high mobility. With a hectic lifestyle and high work demands, people in the capital increasingly rely on easy access to information and services online. Therefore, digital marketing is important in reaching a broader consumer base. This is certainly relevant in urban environments such as Jakarta, where it can increase the sales of frozen food products (Wijaya and Santoso, 2018). Digital marketing enhances product visibility and enables precise targeting of specific audiences through effective segmentation. By engaging with groups most interested in a particular product or service, digital marketing fosters higher levels of interaction and engagement. This approach helps establish meaningful relationships with customers, ultimately leading to increased sales of frozen food products (Indrapura and Fadli, 2023).

However, one of the main challenges faced by Bisa AI is the suboptimal implementation of frozen food marketing strategies. Although the company has used several marketing ways to promote its products, the results still need to be maximized. These challenges include a lack of targeted product advertisements, limited customer interaction, and insufficient data analysis to understand consumer behavior. The company has obstacles in selling frozen food, creating obstacles to sales. According to Erickson and Hung (1997), traditional marketing has proven to be ineffective in selling frozen food, such as print or television advertisements that are unable to reach a wide audience, especially in DKI Jakarta, which has a population of 2,523,843 people aged 20-34, according to the Indonesian Central Bureau of Statistics Population Projection from the 2023 census.

This presents an opportunity to implement digital marketing so that the products can be widely seen by younger people. The importance of digital marketing in the context of frozen food in Jakarta can be explained through several aspects. Digital marketing provides in-depth performance data and analysis. Companies can improve their marketing efforts by regularly studying metrics such as conversion rates, engagement, and customer demographics. Therefore, to fully leverage the potential of digital marketing for frozen food sales in Jakarta, this internship report will explore various strategies and tactics that can be implemented to effectively achieve marketing objectives in this digital era.

Digital marketing can expand online market opportunities, allowing the wider community, especially in Jabodetabek, to view kitchen product promotions. Eventually, the

adoption of course, implementing digital marketing has a significant impact on company profitability. Companies operating in the technology education industry face challenges like those encountered by traditional education providers. A challenge often occurs is the company's ability to meet course services and food delivery. This internship report focuses on the frozen food sales project "What are the digital marketing strategies of frozen food products at Bisa Kitchen at PT Bisa Artifisial Indonesia?"

The purposes of internship program organized by Kampus Merdeka aims to enable students to provide practical work experience relevant to their field of study and assist in developing the skills and knowledge required to prepare them to enter the world of work. By enhancing practical skills through certified internship programs, students can apply theoretical knowledge learned in the classroom to real-life work situations. Interns can develop practical skills needed in the field of study, such as technical skills, communication skills, and relevant problem-solving skills. They can also sharpen their abilities and gain additional knowledge through learning opportunities provided by Bisa AI, such as Bisa Design, Bakerspice, and BISA AI (Artificial Intelligence and Machine Learning).

LITERATURE REVIEW

Digital Marketing and Food Industry

According to Kotler (1992), marketing management involves the analysis, planning, implementation, and control structure to match a company's goals and vision. This management approach also relies on organizational design that adapts to the market needs, especially the target market. The role of marketing today is not only to deliver products or services to consumers but also to ensure that these products or services can provide continuous customer satisfaction. This will lead to repeat purchases which in turn generate profits for the company. In the contemporary era, digital marketing has become a new paradigm in marketing. Digital marketing uses internet infrastructure to deliver marketing messages to consumers. This approach provides advantages in terms of reach, segmentation, and more efficient consumer interaction compared to conventional marketing methods. Therefore, understanding and implementing digital marketing is crucial for companies aiming to remain competitive in an increasingly digitally connected market.

Digital marketing significantly and diversely impacts product sales performance. By utilizing digital platforms such as social media, websites, and search engines, businesses can expand their reach to a wider and more diverse audience. In those platforms, digital marketing analytics and data analysis can be used to identify market trends, understand customer behavior, and respond efficiently to changes in the company environment. Companies can use a data-driven approach to improve their market segmentation, product sales performance, and marketing strategies. Additionally, digital marketing provides opportunities for products and businesses to increase brand awareness, create a unique brand identity, and differentiate themselves from competitors (Chaffey and Ellis-Chadwick, 2019). Digital transformation has fundamentally changed various aspects of the food and beverage industry. Digital technologies, such as e-commerce platforms, food delivery apps, and social media, have enabled companies to reach consumers more efficiently and effectively.

This transformation can increase direct interaction between companies and consumers, allowing businesses to respond faster to market demand, and provide a more personalized and enjoyable customer experience (Grewal and Roggeveen, 2020). In addition, digitalization allows for deeper consumer data collection, which can be used to develop more targeted and relevant marketing strategies. Digital marketing plays an important role in increasing brand

visibility and sales of food products, ultimately contributing to increased company profitability. Through various digital channels, such as social media, email marketing, and online advertising, companies can expand their market reach and attract potential consumers. Engaging and relevant content, such as high-quality product photos, cooking tutorial videos, and customer reviews, can increase consumer appeal and build trust in the products being offered (Chaffey and Ellis-Chadwick, 2019). Measurable and real-time adjustable marketing campaigns allow companies to optimize their marketing budgets and maximize Return on Investment (Ryan and Jones, 2016). Thus, companies can make better and faster decisions in adapting their marketing strategies to meet consumer needs and wants (Kotler and Keller, 2017).

Marketplace

According to Kotler (2000), a market is a place where buyers and sellers meet and exchange goods or services. Meanwhile, e-commerce refers to the buying and selling of services and goods electronically, with business transactions conducted via computerized system using the Internet, networks, and other digital technologies (Laudon and Traver, 2021). Several factors have contributed to the rapid growth of the e-commerce market in Indonesia. First, Indonesia has a large population of young people who are active users of digital platforms. This demographic trend, combined with the widespread use of smartphones and internet access, has created fertile ground for the growth of e-commerce (Kemp, 2022). The government has also supported the e-commerce sector through the issuance of minister of trade regulation number 31 of 2023 concerning business licensing, advertising, guidance, and supervision of business actors in trade through electronic systems (Kristianus, 2023).

With this regulation, the government aims to organize the ecosystem of electronic commerce in a fair, healthy, and beneficial manner. As a result, there has been a surge in both sellers and buyers on platforms such as Shopee, Lazada, and Tokopedia, establishing Indonesia as the largest e-commerce market in Southeast Asia. Market Place type refers to categorizations or classifications within the domain of commercial exchange platforms. This classification highlights various characteristics, functions, and operational dynamics of market. Common types include horizontal marketplaces that sell various products across multiple categories. Tokopedia and Bukalapak are examples of this type of market (Hanifah, 2021). Consumers can find a wide range of items on both websites, including books, furniture, food, clothing, children's toys, gadgets, and many more. Typically, horizontal marketplaces function like one-stop shops emphasizing convenience as their main selling point (Handayani, 2022).

Marketplace in Indonesia, the online marketplace has grown rapidly, significantly changing the way people shop. This development is driven by the widespread use of the Internet across the country, the increasing number of smartphone owners, and the growing public trust in online transactions. The presence of marketplaces has provided various benefits for consumers, sellers, and the economy. Marketplaces offer convenience to buyers by providing easy access to various products and services without leaving home. Consumers can also compare prices to get the lowest price (Adwimurti and Sumarhadi, 2023). Meanwhile, online marketplaces provide merchants with opportunities to reach more customers and increase their product exposure. By utilizing features such as advertising and promotion programs, merchants can increase sales and expand their customer base.

Economically, the growth of the online market has a positive impact by enhancing trade activities and creating new job opportunities, particularly in the logistics industry, which has experienced a significant increase to meet the rising demand for delivery Services (Bahansa

Logistik Indonesia, 2024). Furthermore, the rising number of online transactions also drives growth in the overall digital economy.

Frozen Food and Consumer Behaviour

According to French (2024), frozen food is a product category in the food industry that has experienced significant growth over the past few years, retail sales of frozen food increased by 7,9%, reaching a total of \$74,2 billion—an increase of over \$10 billion within the last three years. Frozen foods have unique characteristics, such as the ability to retain freshness and nutritional value for a longer period compared to fresh food products. Frozen food has several advantages that contribute to its popularity. Firstly, it has long-lasting characteristics that can be stored for extended periods without losing its nutritional value or taste. In addition, it offers convenience in storage as it can be kept in a freezer and used as needed while maintaining its quality. The product quality is well-preserved due to being frozen at low temperatures.

Lastly, frozen food provides a wide variety of options, including meats, fish, vegetables and ready-to-eat meals. According to Mothersbaugh and Hawkins (2016), consumer behavior encompasses the activities individuals engage in directly related to obtaining and using goods and services, including decision-making in these activities. Time can influence consumer behavior in choosing frozen food products, such as convenience of easy access to buy frozen food. One of the main reasons consumers choose frozen food is the convenience and practicality it offers. Frozen food can be stored for a long period without losing its quality, allowing consumers to always have a ready-to-eat food available at home. Frozen food is becoming a trend in Indonesia, especially in Jakarta, the country's capital, and business center.

Busy schedules and tight time constraints lead people to overlook their meal schedules. With the increasing population and busyness of daily life, more individuals are looking for fast and practical food solutions. Frozen food has become a favored option among the public today, primarily due to its convenient and rapid preparation process, which saves considerable time, furthermore, it is also known for its delicious taste (Sundari, 2023). It can increase productivity and efficiency by making consumers satisfied without spending time at eateries, and it can be cooked more quickly. GoFood and GrabFood have changed the way consumers shop for and consume frozen food by providing fast, convenient services. Consumers can order frozen food via the applications with just a few clicks, eliminating the need to leave their homes.

INTERNSHIP METHOD

This internship report employs a qualitative research approach to gain a deeper understanding of the digital marketing strategies applied in the Bisa Kitchen project at PT Bisa Artificial Indonesia. qualitative research seeks to explore and interpret the meanings behind social phenomena, often providing insight into how individuals or groups experience and respond to these phenomena. In this case, the research focuses on the digital marketing strategies used in the frozen food sector.

According to Merriam and Tisdell (2016), a qualitative approach offers the advantage of providing rich, contextualized insights into the implementation and impact of marketing strategies in real-world environments. This approach also allows researchers to capture the complex dynamics between various stakeholders, such as management and mentors, who play key roles in shaping and assessing these strategies. By focusing on these interactions, the research aims to understand the organizational and cultural factors that influence digital marketing.

Data Collection

The data for this study were gathered through a combination of interviews and observations. Interviews were conducted with key figures involved in the project, including Wira Satyawan, the Product Owner; Ibrahim Faujia, the Director of Marketing; and Octaviano, the President Director. These interviews, which took place through Zoom and WhatsApp, allowed for flexibility and real-time interaction. This method not only facilitated in-depth conversations but also ensured that participants had the opportunity to express their views freely. Additionally, the study incorporated content analysis of various digital marketing materials, including social media campaigns, email marketing, and website content (Bowen, 2009). This approach provided a comprehensive understanding of how PT Bisa Artifisial promotes its frozen food products online and how these efforts align with broader company strategies.

Table 1. Respondents

Name	Position
Ibrahim Faujia	Director of Marketing
Wira Satyawan	Product Owner
Octaviano	President Director

Data Analysis

To analyze the data, this report applied thematic analysis, which emphasizes identifying, analyzing, and reporting recurring patterns, or themes, within the collected data. As described by Creswell (2013), thematic analysis involves an initial phase of transcribing interviews and repeatedly reading through them to become familiar with the content. In this internship, the analysis was ongoing, occurring throughout the research process, not just after all the data had been collected (Creswell, 2009). The focus of this thematic analysis was on the digital marketing strategies utilized by the Bisa Kitchen project. Special attention was given to strategies related to managing social media, building customer relationships, and enhancing brand awareness, all of which were aimed at boosting the company's visibility on various marketplace platforms.

The analysis also considered the broader context of technological advancements and increased competition within the frozen food industry. These themes were drawn from interviews with project leaders, offering valuable insights into the challenges and opportunities they faced. In line with Creswell's (2009) framework, the final stage of the thematic analysis involved synthesizing the findings and drawing conclusions. This process culminated in the development of a comprehensive internship report, which provides in-depth interpretations of the digital marketing strategies employed by PT Bisa Artifisial. The report not only highlights practical insights into how the company navigates the competitive frozen food market but also offers theoretical contributions that can inform future research in digital marketing strategy.

RESEARCH RESULTS & DISCUSSION

Table 2. Bisa Kitchen Frozen Food Products

Product Name	Description	Target Market
Hawaiian Pizza	Frozen pizza with a blend of cheese	Jakarta and Depok
Beef Slice Teriyaki	Thin beef slices in a savory teriyaki sauce	Jakarta and Depok
Asam Udang Manis	Sweet and sour prawn dish	Jakarta and Depok
Capcay	Mixed vegetables with chicken and shrimp	Jakarta and Depok

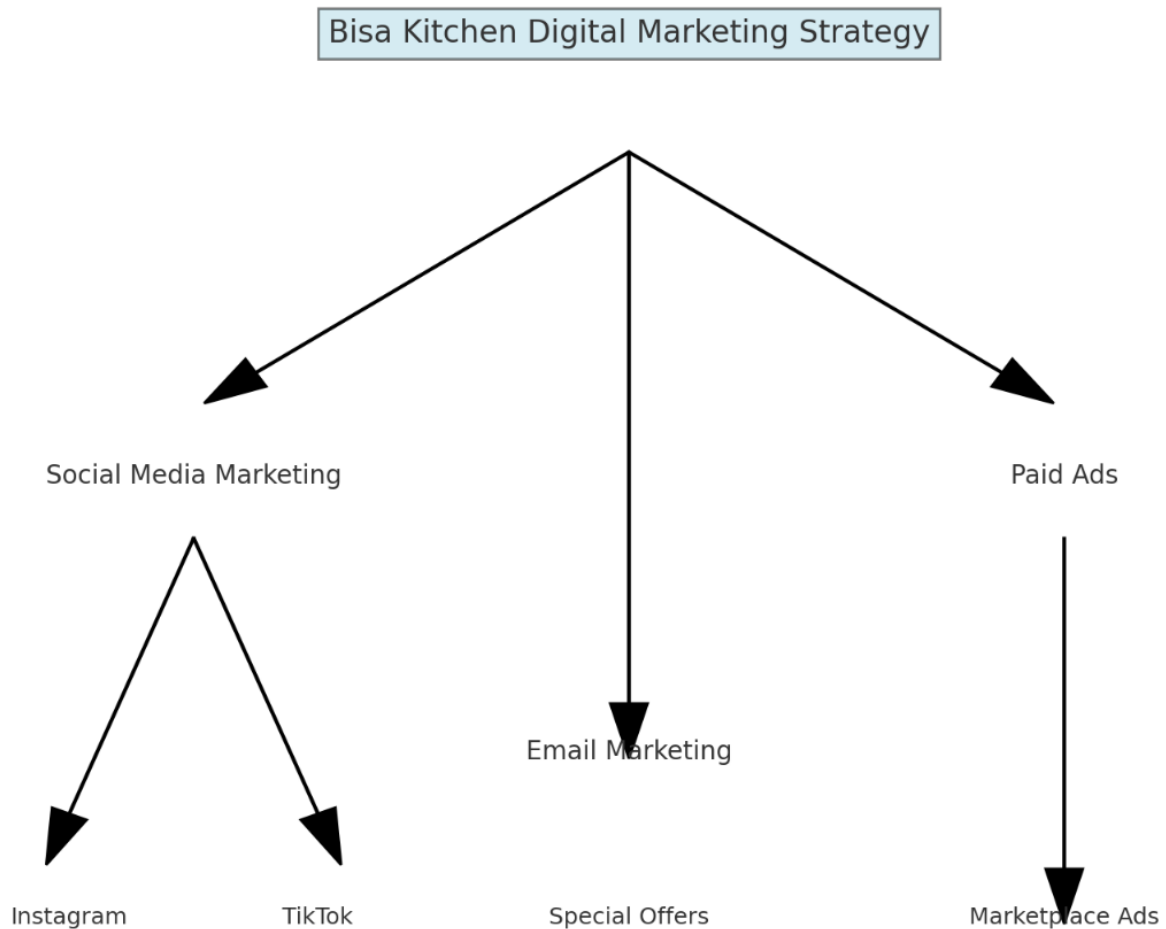


Figure 1. Digital Marketing Strategy of Bisa Kitchen

Based on the figure, it can be conclude that:

1. Bisa Kitchen uses Instagram and TikTok for social media engagement.
2. Paid advertising is targeted through Marketplace Ads and social media ads.
3. Email marketing focuses on existing customers, but it has proven less effective for frozen food products.

During the internship project at BISA Artifisial Indonesia, the primary steps taken included analysing consumers and evaluating the frozen food products that were reviewed on Go-Food and e-commerce platforms. The results of the analysis show that most of the criticism from consumers is on the quality of the food. Therefore, further measure is focusing on improving the quality and raw materials of food and then offer massive discounts on new products to improve the brand. This effort has been proven to be effective in increasing ratings in Go Food and E-commerce platforms.

Digital Marketers Interns then would design and implement innovative and successful marketing strategies to increase brand awareness and sales of the frozen food products. During this process, they learned and implemented effective sales strategies, such as displaying products, handling customers, and negotiating so that they could sell products more confidently and successfully. In addition, they also learned how to leverage social media platforms to promote goods, connect with customers, and form a strong online community

Table 3. Feedback from Key Interviews

Name	Position	Key Insights
Ibrahim Faujia	Director of Marketing	The effectiveness of evaluating kitchen products and the reasons why digital marketers carry out evaluations of criticism or comments from consumers on e-commerce platforms and Go-Food are very important. Understanding consumers' needs and preferences can help consumers behave so the management can adapt products and marketing strategies to meet consumers' expectations. The second is evaluating criticism from consumers who reveal problems that were not previously seen; this can allow companies to make improvements to increase consumer satisfaction. Responding to consumer criticism shows that the brand cares about customers to improve the customer experience.
Wira Satyawana	Product Owner	We can adjust the products; for example, if consumers often mention that this product is practical and fast, then we can focus on this aspect in product development and marketing. If consumers comment on a negative connotation, then what we do is improve the packaging to be more aesthetic, improve the quality of taste, and apologize persuasively to customers who give a rating of 1 to 2.
Octaviano	President Director	Optimizing sales through product improvements and targeted marketing

Key Challenges Faced by Bisa Kitchen

Bisa Kitchen faces several obstacles and challenges in implementing its digital marketing strategy. One of the main obstacles is the increasingly fierce competition in the digital market, which requires continuous innovation to differentiate its products from those of competitors. Another obstacle faced is limited resources, both financial and manpower, which hinders their ability to run broader and more intensive digital marketing campaigns. In addition, shortages of frozen food supplies can hinder sales when customers place orders, thus missing the opportunity to increase sales, and the company may lose the trust and reputation it has built. Thus, the inability to fulfil these orders will result in customers looking for other stores resulting in a loss of customer loyalty. High delivery costs through Go-Food can limit the product's ability to reach a broad market with the expansion of the Jabodetabek market. This is an excellent opportunity to reach a wide market in West Java and even Central Java if operational and logistical management can be resolved to develop digital marketing through social media.

Table 4. Major Obstacles in Digital Marketing Implementation

Challenge	Description	Impact on Business
Fierce Competition	High competition in frozen food sector	Need for continuous innovation

Challenge	Description	Impact on Business
Limited Resources	Constraints in financial and manpower resources	Hinders expansion of digital marketing campaigns
Frozen Food Supply Shortages	Insufficient supply during high-demand periods	Loss of customer trust and sales opportunities
High Delivery Costs	High cost of delivery through Go-Food	Limits market reach, especially in Jabodetabek area
Unattractive Packaging	Packaging not appealing or lacking information	Low consumer interest and reduced sales

Strategic Planning for Future Marketing

Strategic planning refers to a managerial process critical for developing and maintaining an appropriate fit between business objectives and cold food products. It consists of various steps, from situation analysis and goal setting to strategy implementation and evaluation. This internship report shows that frozen food businesses can be more focused in defining their vision and mission through effective strategic planning. This allows them to make products that meet consumer needs and maintain competitiveness. In this case, the strategies designed can adapt their frozen food products to the market trends and continuously changing customer preferences through carefully designed strategies.

In addition, companies that implement strategic planning well tend to have better financial performance, characterized by increased profits and satisfactory growth. Thus, it can be concluded that proper strategic planning is the key to success in managing a frozen food business sustainably and profitably. By conducting interviews using the Zoom Meetings platform, the researcher gathered information on the company's strategies for developing and implementing business initiatives to achieve long-term goals. One successful strategy is the use of social media, particularly Instagram and TikTok, as the key tool in marketing campaigns.

Table 5. Improvement Opportunities and Solutions

Area of Improvement	Proposed Solution	Expected Outcome
Product Packaging	Enhance packaging design, provide cooking instructions	Increased consumer trust and sales
Customer Feedback Response	Respond to negative reviews empathetically	Improved customer satisfaction and brand loyalty
Brand Awareness	Utilize Tokopedia's Power Merchant program	Higher exposure and sales growth

Bisa Kitchen has developed a strategy to encourage customers to leave reviews by offering incentives such as discounts or coupons for customers who leave a 5-star review, thereby boosting motivation. Second, the company can respond to negative reviews improve communication with customers. According to information from Wira Satyawan, the owner, in resolving consumer criticism by understanding customer complaints, Bisa Kitchen must respond with empathy and admit any mistakes that have occurred. Acknowledging mistakes and apologizing to customers can alleviate customer dissatisfaction and show that Bisa Kitchen is committed to rectifying the situation.

Table 6. Evaluation of Strategies Implemented

Strategy	Evaluation	Outcome
Social Media Engagement	Positive interactions via Instagram, TikTok	Increased brand awareness and consumer engagement
Paid Advertising	Effective in expanding market reach	Sales growth in targeted locations
Email Marketing	Ineffective in frozen food promotion	Focus should be on social media and marketplace ads

Improving the outlet visuals can attract consumers and improve the brand image of Bisa Kitchen. This can increase brand awareness, differentiating Bisa Kitchen from its competitors by designing a brand awareness strategy. Attractive and comfortable interior design can create a captivating engagement for customers. Make sure the outlet has the perfect layout, proper lighting, and finishing touches that reflect the character of the Bisa Kitchen brand. By prioritizing outlet centers that can attract customers and improve Bisa Kitchen's brand image, brand mindfulness can be expanded, which can further differentiate Bisa Kitchen from its competitors.



Figure 2. Menu Offered by Bisa Kitchen

Bisa Kitchen is focused on enhancing customer interaction, particularly through increased engagement on social media platforms such as Instagram and TikTok. The company also plans to leverage its status as a Tokopedia Power Merchant to build trust and reach a broader audience. By strengthening its digital presence and fostering more direct communication with consumers, Bisa Kitchen seeks to deepen customer relationships, encourage brand loyalty, and improve overall sales performance. Power Merchant is a status

that signals to consumers that the seller is a trusted partner with a good reputation on the Tokopedia platform.

Consumers tend to trust power merchants more when making transactions as this status indicates product quality, good service, and compliance with Tokopedia's policies. In addition, Power merchants get special promotional support from Tokopedia. They can access promotional programs such as discounts, cashback, free shipping, and other special sales programs. This helps increase the exposure of Bisa Kitchen products and encourage sales growth. Tokopedia is chosen as the main platform for the Power Merchants because most e-commerce users in the capital city use this platform.

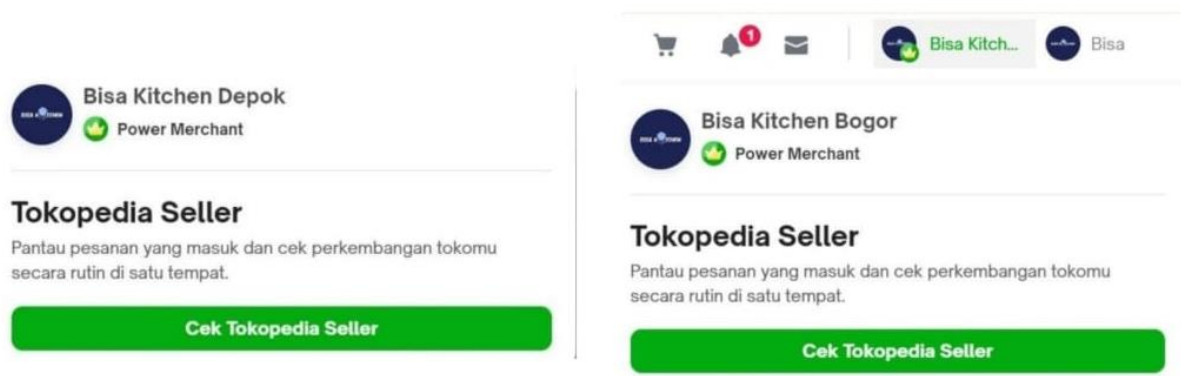


Figure 3. Bisa Kitchen Tokopedia Seller

Source: Bisa kitchen Jakarta (2024)

Bisa Kitchen has successfully leveraged digital marketing strategies, focusing on social media marketing and paid advertising, but improvements are needed in areas such as packaging and operational management to overcome challenges like fierce competition and high delivery costs. Strategic planning and consumer feedback evaluation will continue to drive their growth in the frozen food sector.

Discussion

One of the objectives of digital marketing is to enhance customer engagement, develop strong brand recognition, and increase sales through technology and social media platforms. By leveraging online activity data and a high degree of precision, digital marketing businesses can target customers more analytically, allowing campaigns to be tailored to reach the right audience. Digital marketing focuses on building strong relationships with customers through direct and personalized interactions via social media, email, or other digital communication channels (Indrapura and Fadli, 2023). By thoroughly understanding customer behaviour, businesses can create more successful marketing strategies and quickly adapt to changes in the market demands.

Leveraging social media can provide higher profits and benefits for PT Bisa Artifisial Indonesia. According to Kaplan and Haenlein (2010), social media can effectively increase reader engagement and attract a larger audience. To stay relevant and effective in the ever-changing digital era, it is essential to understand the latest digital marketing trends that cover various aspects, from changes in consumer behavior to marketing developments. One of the most dominant trends is the increasing use of social media. Platforms such as Instagram and TikTok continue to experience significant growth in active users.

Social media usage has transformed communication from what the previous limitations of phone calls and SMS to more dynamic interactions through comments, likes, and content sharing. In this case, BISA Kitchen has leveraged some interactive features such as polls, storytelling, and live sessions that increase customer interaction and encourage stronger community building (Tuten and Solomon, 2017). From the social media platforms, testimonials from customers and authentic content can build consumer trust and credibility (Pulizzi, 2012). Therefore, BISA Kitchen can reach a wider audience, enhance customer interaction, and build credibility.

Competitive analysis is an analytical activity conducted to define a company's strengths, weaknesses, opportunities, and threats based on its relationship with competitors in a market. This analysis helps in various aspects, such as recognizing strengths, understanding the market, evaluating trends, and planning for the future. In this context, competitive analysis is used to evaluate the company's position in the frozen food industry and identify the strengths, weaknesses, opportunities, and threats (SWOT) associated with the product. This includes assessing the company's internal strengths and weaknesses, as well as external opportunities and threats all related to frozen food products. Through this analysis, the company can determine effective strategies to increase internal strengths, reduce internal weaknesses, utilize external resources, and address external threats.

In digital marketing, strategy involves market segmentation. Companies can segment the market based on demographic, geographic, psychographic, and behavioural variables. For example, demographic segmentation might include 20 to 30 years old and middle-to-upper income levels. Geographic segmentation could cover specific areas or locations, such as Jakarta and Depok, while psychographic segment segmentation might include personality traits, lifestyle, and values. Accurate segmentation allows a company to identify the unique needs and preferences of each market segment (Wedel and Kamakura, 2012). After implementing segmentation for frozen food, the next step is to target the most promising segments within Jakarta and Depok. In competitive analysis, businesses must determine which segments are the most profitable and where they can compete effectively.

This involves analysing the strengths and weaknesses of competitors within each segment and the market potential. For example, suppose a business has an advantage in digital marketing over its competitors. In this case, the business can target the gen z demographic, who are more likely to use social media and digital technology (Kotler and Keller, 2017). Positioning BISA Kitchen's frozen food products involves creating a customer identity through product differentiation. In that way, the company can ensure that the value and competitive advantages of its products are clearly communicated to customers. Inappropriate positioning can obscure the company's brand image, which can reduce the effectiveness of its marketing campaigns. Marketing strategies are essential to increase sales and brand awareness among consumers. One of the effective strategies used by companies is promotion through social media to build brand awareness.

This is important because brand awareness influences purchasing decisions, as consumers are more likely to buy products they recognize (Khoirur Riza and Renny Risqiani, 2023). Although the digital marketing strategy implemented by BISA Kitchen has yielded positive results, some challenges and issues still arise. The most important principle is to use consistent and high-quality content. Generating relevant and engaging content requires much time and daily data. In addition, increasing competition in the food industry demands more innovative and aggressive strategies to remain competitive. BISA Kitchen needs to continuously adapt to consumer trends and changing preferences. Advances in technology and infrastructure in developing digital platform and data analysis are also obstacles to maximizing digital marketing strategies (Kaplan and Haenlein, 2010).

The growing dominance of Go-Food apps and video content consumption has also influenced how people interact, share information, and seek entertainment. Social media facilitates more open dialogues between companies and consumers, where feedback and criticism can be expressed directly (Mangold and Faulds, 2009). Communicating responses to negative customer reviews is an important aspect of customer relationship management. Research shows that providing a swift and empathetic response can increase positive perceptions of a company despite an initial complaint (Smith and Bolton, 2002). Therefore, responses should be made immediately after receiving a bad review, ideally within 24 hours, to show that customer complaints are a priority. An effective response starts with thoroughly reading and understanding the customer complaint. This is important to ensure that the response is relevant and shows full attention to the issues the customer is facing (Grégoire, Tripp and Legoux, 2009).

The next step is to offer concrete solutions for improvement. The solution shows that the business is listening and trying to solve the problem (Tax, Brown and Chandrashekar, 1998). In addition, inviting customers to continue the conversation through private channels, such as email or phone, can help resolve the issue more thoroughly and effectively. This follow-up action is essential to ensure that the customer's issue has been resolved and that they feel valued. Following up with customers after resolving their concerns is essential to confirm their satisfaction with the solution provided and to prevent similar issues in the future. Analysing customer complaints can help identify systemic issues or patterns that need to be addressed. In addition, companies should thank customers who leave positive and negative reviews to show that all reviews are appreciated.

For example, an honest response such as, "Thank you for letting us know about this issue. Your feedback is invaluable to us as we strive to continuously improve our service", can boost customer relationships (Hart, Heskett and Sasser, 1990). BISA Kitchen's business model which integrates sales through online platforms and collaborate with local sales representatives, offers flexibility and the ability to expand into broader markets. Online shopping through official websites and e-commerce platforms makes it easy for customers to purchase products discreetly. Collaborating with local vendors helps BISA Kitchen attract more discerning customers and build customer trust through a physical presence in stores. This strategy allows BISA Kitchen to maximize market penetration and optimize product distribution (Pulizzi, 2012).

Power Merchant is a term used in commerce and economics to describe a company with significant market power and influence. These merchants typically have vast resources, advanced innovation, and systems, allowing them to impact the cost, quality, and accessibility of advertised goods and services. Power merchants on platforms such as Tokopedia can increase their influence and control through various methods. For example, they can use data analytics to observe emerging trends, behaviours, and patterns. This information can be then used to adjust their marketing procedures, calculate unusual offers, and focus on advertising and product development (Kotler and Keller, 2017).

Power Merchants can quickly adapt to modern changes and innovations in an increasingly digital trading environment. They can market their goods and services through various digital channels, create user-friendly e-commerce platforms, and utilize social media to connect with clients (Tiago and Veríssimo, 2014). Tokopedia plays a crucial role in BISA Kitchen's digital marketing strategy. Utilizing ads through Tokopedia's top-up feature and power merchants status in areas such as Depok, Bogor, and South Jakarta will help increase product visibility and sales on Indonesia's largest e-commerce platform. Tokopedia's payment link allows BISA Kitchen to target customers who have already expressed interest in its products, increasing the likelihood of sales conversion.

CONCLUSION

The conclusion of this report focuses on addressing the problem statement regarding the effectiveness of digital marketing strategies at Bisa Kitchen. With platforms like Instagram and TikTok, Bisa Kitchen has been able to increase brand visibility and customer engagement, which in turn has contributed to higher sales of frozen food products. However, the company has also faced significant challenges, including frequent algorithm changes on social media platforms, limited financial and human resources, and supply chain disruptions. These factors have hindered the company's ability to consistently execute broader marketing campaigns. Despite these obstacles, the company has taken strategic steps to address customer feedback and improve product quality, particularly by upgrading ingredients and introducing new products.

These efforts have resulted in improved customer ratings on GoFood and various e-commerce platforms, demonstrating the effectiveness of their targeted digital marketing strategies. By focusing on continuous innovation and responding to customer needs, Bisa Kitchen has shown that digital marketing is a vital tool in overcoming the challenges identified in the problem statement. It is evident that responding to customer criticism by improving the quality of ingredients and promoting new products are effective strategies for improving customer ratings and brand perception. To stand out in the Jakarta environment, especially in e-commerce, digital marketing efforts and superior product quality are required. Specifically, the effectiveness of using Power Merchant status on the Tokopedia application can increase product visibility and sales.

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