



Increasing Competitiveness in UMKM Momala Candle Studio: Digital Marketing Strategy And International Shipping

Meningkatkan Daya Saing UMKM Momala Candle Studio: Strategi Pemasaran Digital dan Pengiriman Internasional

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Published online: 10 Desember 2024

ABSTRACT

Momala Candle Studio, a micro, small, and medium enterprise (MSME) in Batam, produces aromatherapy candles that are highly attractive to foreign tourists. The challenges faced include a lack of effective digital marketing strategies and insufficient understanding of international shipping procedures. The aim of this research is to expand Momala Candle Studio's market reach, enhance product exposure among local and international audiences, and improve the competitiveness of the business. The research methods include observation and interviews. The implementation results indicate an increase in product exposure, access to international markets, and customer satisfaction.

Keywords: Momala Candle Studio; Instagram Ads; International Shipping; Sales

Abstrak: Momala Candle Studio, sebuah usaha mikro, kecil, dan menengah (UMKM) di Batam, memproduksi lilin aromaterapi yang sangat diminati wisatawan mancanegara. Tantangan yang dihadapi antara lain kurangnya strategi pemasaran digital yang efektif dan pemahaman yang kurang mengenai prosedur pengiriman internasional. Tujuan dari penelitian ini adalah untuk memperluas jangkauan pasar Momala Candle Studio, meningkatkan eksposur produk di antara khalayak lokal dan internasional, dan meningkatkan daya saing bisnis. Metode penelitian meliputi observasi dan wawancara. Hasil implementasi menunjukkan peningkatan eksposur produk, akses ke pasar internasional, dan kepuasan pelanggan.

Kata kunci: Momala Candle Studio; Iklan Instagram; Pengiriman Internasional; Penjualan

INTRODUCTION

MSMEs have a major influence on the country's economy because they are large in terms of Gross Domestic Product (GDP). Their ability to employ many people, and their overall resilience to financial downturns (Nurmala et al., 2022). Micro, Small, and Medium Enterprises (MSMEs) are businesses that aim to improve the economy by encouraging collaboration between participants and members from various sectors, especially the government, to achieve profitable results.

Momala Candle Studio is an MSME business in Batam that focuses on making aromatherapy candles with various distinctive and unique aromas. Momala Candle Studio's products receive

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special attention from foreign tourists visiting Batam, considering that the aromatherapy candles produced not only function as decoration but also provide a relaxing effect through the natural aromas used. However, even though this product has good quality and high appeal, there are several

obstacles that hinder the development of this business in the long term.

Digital marketing refers to product promotion through digital technology, especially by utilizing online media such as display advertising and other digital platforms (Desai, 2019). Digital marketing is the promotion of products or services through digital platforms to reach consumers effectively and efficiently, using digital data and technology, and targeting specific segments through social media, email, and SEO (Setiadi, 2022). An effective marketing strategy on social media involves creating quality content, actively interacting with the audience, and using paid advertising to reach specific market segments (Rahayu & Dewi, 2021).

The problems faced by Momala Candle Studio were ineffective digital marketing strategies and the absence of international shipping procedures. The purpose of this study is to expand the market reach of Momala Candle Studio, increase product exposure among local and international audiences, provide recommendations on effective digital marketing strategies and understanding of international shipping so that Momala Candle Studio can more easily reach overseas markets. Thus, it is hoped that this business will be able to expand the market and attract more consumers both domestically and internationally.

RESEARCH DESIGN

The methods used in this study are observation and interviews:

a. Interview

An interview is a meeting between two individuals with the aim of exchanging information and ideas through a structured exchange of questions and responses (Esterberg, 2016), a meeting of two or more people who meet directly to receive information or statements directly (Mulyana, 2016), so that they can understand and interpret information on a particular subject (Sugiyono, 2016).

The results of interviews conducted with related parties at Momala Candle Studio revealed several important findings. First, there is an awareness of the importance of a digital marketing strategy, but limited resources are an obstacle to its implementation. Second, interviews showed that although there is interest in making international shipments, understanding of the methods, costs, and duration of international shipments is still minimal, hampering efforts to expand into foreign markets.

b. Observation

According to Supardi (2016) the observation method is a data collection strategy that is a methodical process for observing and documenting the symptoms being studied. Observations are conducted with the aim of obtaining an accurate picture of an event or incident, with the aim of answering research questions (Sudaryono, 2017).

The results of social media observations show that Momala Candle Studio's digital marketing strategy is still weak, reflected in the content uploaded and the low frequency of posting. This results in limited market reach. Insights from Instagram indicate that although there is potential to attract more audiences, the lack of consistency in uploading quality content and active interaction with followers hinders the desired growth and engagement. To improve this situation, a more planned and focused strategy is needed on developing interesting content and increasing the frequency of uploads in order to reach a wider audience.

RESULTS

1) Digital Marketing Strategy

a. Target Audience Determination

The characteristics of Momala Candle Studio's target audience include individuals aged 25-45 years, especially women, who are interested in a natural and healthy lifestyle, including the use of aromatherapy products to support mental and physical well-being. Located in Batam, with expansion to a wider audience including foreign tourists and local residents. Active users of social media, especially on Instagram, with a tendency to seek inspiration for lifestyle, relaxation, and home decor.

b. Development of Attractive Visual Content

High-quality visual content, such as product photos and videos. High-quality photos showing candles in a comfortable home setting, showcasing the aesthetics of the product. Short videos, for Reels or Stories showing candles in real situations (eg, packing customer orders, unboxing products). Content should reflect the atmosphere of relaxation and the beauty of the product to attract users' attention. Natural and minimalist aesthetics, with soft colors and warm lighting that create a comfortable and calming atmosphere.

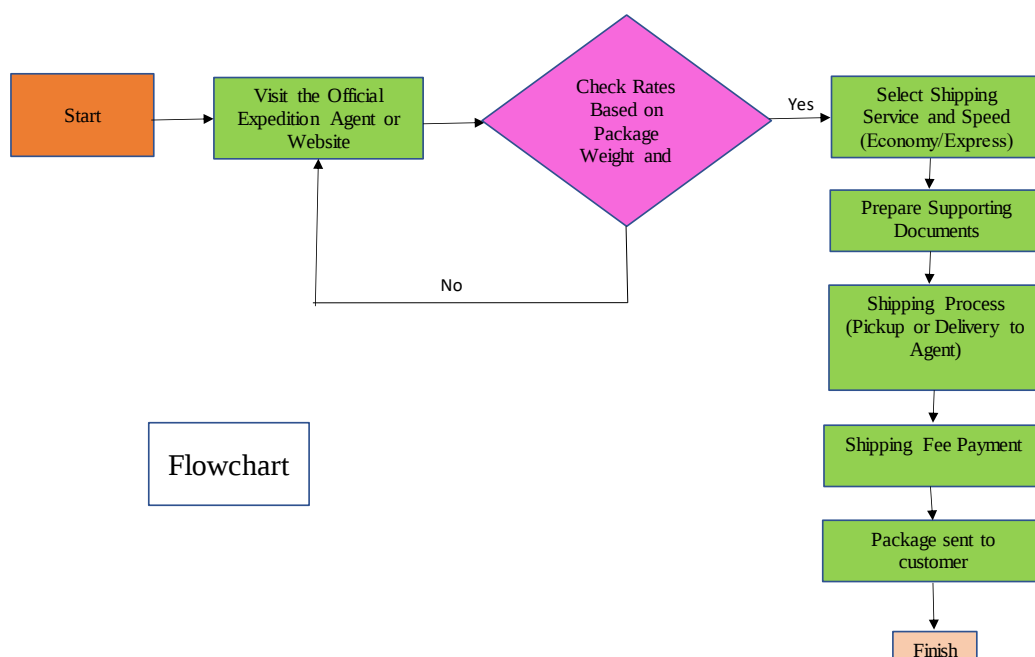
c. Use of Instagram Features

Utilize Instagram features such as Grid posts, Instagram Stories, and Reels to showcase products and interact directly with audiences through comments or polls.

d. Paid Advertising

1. Advertising Objective: increase Instagram followers, likers, and reach.
2. Target Audience: focus on women aged 25-45 years
3. Budget and Scheduling: Daily budget, ads run on weekends from noon to night to maximize the number of active audiences.
4. Call to Action (CTA): Include a clear CTA to encourage audiences to take a specific action, such as "Buy Now," "Visit Store," or "Learn More."

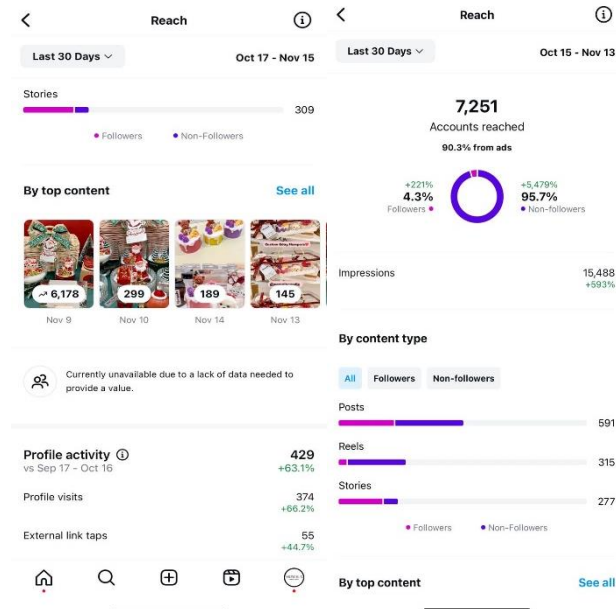
2) International Shipping



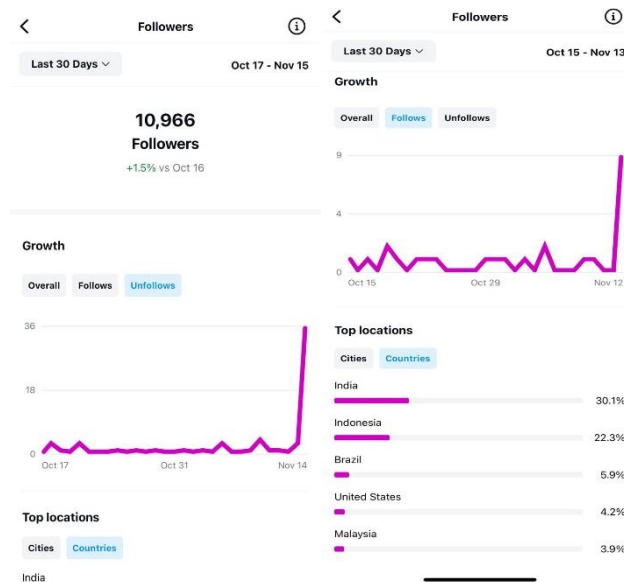
2) Output Implementation Process

After the marketing strategy design is completed and has been approved by the supervisor, the next stage is the implementation process of the marketing strategy that has been created for Momala Candle Studio.

1) Digital Marketing Strategy



Based on the image on the left, Profile Visits shows the number of visits made by users to the profile. Instagram Momala Candle during the period. In this case, your profile has been visited 374 times, an increase of 66.2% compared to the previous period. Then in the External Link Taps section, it shows the number of users who clicked on the external link listed in the Instagram bio. During this period, there were 55 clicks on external links, an increase of 44.7% compared to the previous period. Based on the image on the right, the Accounts Reached section During the last 30 days (October 15 - November 13), the Momala Candle account managed to reach 7,251 accounts, of which 90.3% came from advertising. In the Followers section by 4.3%: The reach of account followers increased significantly, by 221%. In the Non-followers section by 95.7%, most of the reach came from users who were not account followers, with a tremendous increase of 5,479%. This indicates that the content or advertisement has succeeded in attracting the attention of a new audience. Finally, the Impressions section shows the number of content views was 15,488, an increase of 593% compared to the previous period.



The image above shows that the Momala Candle account has a total of 10,966 followers in the period from October 17 to November 15, with an increase of 1.5% (+200) compared to data on October 16. The ads that were run proved to be very effective in increasing reach, especially for non-followers. Overall, there was a significant increase in reach and number of content views. In terms of follower locations, the audience of this account is spread internationally, with the main concentration in India (30.1%) and Indonesia (22.3%). In addition, countries such as Brazil (5.9%), the United States (4.2%), and Malaysia (3.9%) also contributed, although in smaller amounts.

2) International Shipment



The image above shows Momala Candle Studio employee training in understanding international shipping. This training includes knowledge of packaging procedures, customs regulations, shipping documentation, and related expeditions. With adequate understanding, employees can ensure the shipping process runs smoothly, on time, and according to international standards, thereby increasing global customer trust and strengthening the company's reputation in the international market.

CONCLUSIONS

Based on the Community Service activities at Momala Candle Studio, this project has succeeded in achieving its stated objectives, namely expanding Momala Candle Studio's market reach, increasing product exposure among local and international audiences, and providing recommendations on effective digital marketing strategies and understanding of international shipping.

This project has succeeded in expanding Momala Candle Studio's market reach, as seen from the growth of the Instagram account which showed a significant increase in several key indicators. The number of visits to the profile increased by 66.2%, the number of clicks on external links in the bio increased by 44.7%, and the account managed to reach 7,251 users in 30 days, with 90.3% coming from advertising. In addition, content impressions jumped by 593%, reaching a total of 15,488 impressions.

Product exposure has also been successfully increased, both among local and international audiences, with a growth in the number of followers of 1.5% (+200) during the research period. The majority of the audience came from India (30.1%) and Indonesia (22.3%), followed by Brazil, the United States, and Malaysia. This shows that Momala Candle Studio has succeeded in attracting the attention of the international market. On the other hand, employee training on international shipping management has made an important contribution in supporting global market expansion. This training increases employee understanding of packaging procedures, customs regulations, documentation, and logistics, so that the shipping process can run smoothly, on time, and according to international standards.

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