

## ***Analysis of Digital Marketing Strategies in Increasing Sales of Singgasana Cafe and Resto in Tanjung Bumi District Bangkalan Regency***

### **Analisis Strategi Digital Marketing Dalam Meningkatkan Penjualan Cafe dan Resto Singgasana di Kecamatan Tanjung Bumi Kabupaten Bangkalan**

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#### **ABSTRACT**

*Digital marketing strategy that can increase sales of Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency. This research is based on This is due to the increasingly competitive culinary business context, where the existence of digital marketing has become important to attract customers and expand market share. Singgasana Cafe and Resto, which was founded in 2015, has become a popular destination with a charming beach panorama. The aim of this research is to understand the digital marketing practices implemented by Singgasana Cafe and Resto and analyze their impact on increasing sales. The research method used is a qualitative method with a Systematic Literature Review (SLR) approach and direct interviews with the Cafe Owner, namely Mr. Mohammad Sahri SH, MH., and Mrs. Nia manager. SLR is used to identify trends, best practices, and current research. related to digital marketing strategies in the culinary industry. Interviews with owners and managers were conducted to gain in-depth insight into the implementation of digital marketing strategies at Singgasana Cafe and Resto. The research results show that Cafe and Resto Singgasana has succeeded in integrating digital marketing strategies well, including the use of social media, personalization of services, and use of Point-of-Sale (POS) technology. Implementation of this strategy has a positive impact on sales, increases customer engagement, and strengthens the brand image of Cafe and Resto Singgasana.*

**Keywords :** Digital Marketing Strategy, Sales, Singgasana Cafe and Resto, Point-of-Sale (POS)

## **1. Introduction**

The growth of the culinary industry in Indonesia, particularly in Bangkalan Regency, East Java, is expanding rapidly, driven by the increasing public interest in unique and memorable culinary experiences. One culinary destination that has successfully created its own distinctive appeal is Singgasana Cafe and Resto, located on Jl. Raya Tanjung Bumi, Bumi Anyar, Tanjung Bumi District, Bangkalan Regency, East Java. Established in 2015, Singgasana Cafe and Resto has managed to maintain its popularity and remains busy with visitors until the evening. The success of Singgasana Cafe and Resto lies not only in its delicious cuisine but also in its charming ambiance and beautiful beach views. The tranquil atmosphere, accompanied by gentle waves, creates an unforgettable dining experience for visitors. More than just a restaurant, Singgasana Cafe and Resto serves as a culinary tourism destination that offers a harmonious connection with nature.

With the advancement of the digital era, the internet has played a crucial role in the business world, including marketing strategies. Therefore, it is essential to explore and analyze the role of digital marketing strategies in increasing the sales of Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency. Although Singgasana Cafe and Resto has successfully maintained its popularity, evolving consumer behavior patterns and intensifying competition necessitate the implementation of innovative marketing strategies. Analyzing digital marketing strategies is vital to understanding how digital platforms, social media, and technology can be optimally utilized to enhance visibility, attract potential customers, and ultimately increase sales.

A digital marketing strategy is a systematic approach or plan that leverages various digital media and platforms to promote products, services, or brands. In the digital era, digital marketing strategies are not limited to increasing online visibility but also involve audience interaction, data analysis, and the use of technology to achieve marketing objectives (Avita et al., 2023). This strategy encompasses several key elements, including social media utilization, email campaigns, search engine optimization (SEO), and other digital tactics. According to Jamilati and Novia (2023), a successful digital marketing strategy involves several interconnected components. First, clearly identifying the target audience is crucial for crafting the right message and choosing the appropriate platform. Second, using relevant and engaging content attracts attention and fosters audience engagement. Third, analyzing data and performance helps measure campaign effectiveness, understand consumer behavior, and adjust strategies as needed. Overall, digital marketing strategies must be dynamic and responsive to changes in market trends and customer needs (Adhawiyah et al., 2019).

A digital marketing strategy is not an isolated effort but an integral part of the marketing process, which includes market research, product planning, promotion, distribution, and customer service. Aligning digital marketing strategies with other business elements ensures cohesion and consistency in marketing efforts (Mahyadi & Anshori, 2023). This alignment guarantees that the digital message reflects the brand's overall values and identity, providing a holistic experience for consumers. Technological advancements and shifting consumer behavior continue to shape the evolution of digital marketing strategies. Innovations such as artificial intelligence (AI), augmented reality (AR), and personalized user experiences are becoming essential elements in enhancing competitiveness (Mohammad Arief & Mochammad Isa Anshori, 2022). Companies that adopt emerging technologies and stay abreast of digital trends can more easily adapt to market changes and maintain relevance in the constantly evolving digital landscape. Thus, a digital marketing strategy is not a static concept but a dynamic process that evolves alongside changes in the digital ecosystem (Adhawiyah et al., 2019).

Sales represent a core marketing activity aimed at exchanging products or services for money or other value between sellers and buyers (Wulandari et al., 2023). Beyond a mere commercial transaction, sales encompass various activities such as presentations, negotiations, and relationship-building with customers. The primary objective of the sales process is to meet customer needs and desires while achieving the company's sales targets. Sales play a strategic role in overall business operations. Besides being the main revenue source, successful sales efforts contribute to brand image development and increased customer loyalty (Carolyn Tiara et al., 2023). Through effective sales strategies, companies can achieve sustainable growth, expand market

share, and strengthen customer relationships. Therefore, a comprehensive sales strategy involves not only closing deals but also managing customer relationships, conducting market analysis, and adapting to industry dynamics to maintain a competitive edge (Wahyudi et al., 2023). Recognizing the importance of sales as the frontline of marketing enables companies to design robust strategies that ensure business sustainability and success in an increasingly complex business environment.

By gaining an in-depth understanding of consumer behavior, digital marketing strategies can be designed to create engaging online experiences that align with the unique ambiance of Singgasana Cafe and Resto. Through a comprehensive analysis of digital marketing strategies, innovative and effective solutions can be identified to strengthen Singgasana Cafe and Resto's position in the culinary market of Tanjung Bumi District, Bangkalan Regency. This will allow the cafe to continue evolving, maintaining its appeal, and remaining a leading culinary destination for both local communities and tourists.

## **2. Literature Review**

### **Concept of Digital Marketing**

Digital marketing is a strategy that leverages digital technology to reach consumers more broadly and effectively. According to Makrides, Vrontis, & Christofi (2020), digital marketing enables businesses to build brand awareness globally through various digital channels, such as social media, email marketing, and websites. Implementing the right digital marketing strategies can enhance business competitiveness and strengthen customer relationships.

Furthermore, research by Fattah AL-AZZAM & Al-Mizeed (2021) highlights that digital marketing significantly influences consumer purchasing decisions. This is because digital marketing fosters a more personalized interaction between businesses and customers, increasing consumer engagement while providing a more convenient and efficient shopping experience.

### **Digital Marketing Strategies to Increase Sales**

In the digital transformation era, utilizing digital marketing strategies is a key factor in increasing business sales. Redjeki & Affandi (2021) explain that digital marketing plays a crucial role for micro, small, and medium enterprises (MSMEs) as it creates customer value, especially during the COVID-19 pandemic when businesses had to adapt to changes in consumer behavior.

Additionally, Avita et al. (2023) emphasize that business development strategies in the digital transformation era must include optimizing social media, e-commerce, and digital customer relationship management (CRM). Social media platforms such as Instagram, Facebook, and TikTok help businesses reach a wider market and build stronger customer relationships.

Research by Tien et al. (2020) shows that digital marketing strategies in Vietnam's fashion industry successfully enhance brand awareness and customer loyalty through e-commerce and data-driven marketing approaches. This indicates that well-executed digital marketing strategies not only increase sales but also improve the overall customer experience.

### **The Role of Social Media in Digital Marketing**

Social media has become a crucial element in digital marketing strategies. According to Adhawiyah, Anshori, & AS (2019), social media marketing influences purchasing decisions by increasing brand awareness. Their study found that the higher the brand awareness on social media, the greater the likelihood of consumer purchases.

In the context of a local business such as Singgasana Cafe and Resto, social media can be utilized to enhance customer engagement through interactive content, digital promotions, and customer reviews. Jamilati (2023) highlights that leveraging digital technology can improve the performance of tourism-related businesses in Bangkalan, including the culinary sector. Thus, the appropriate use of digital marketing strategies can provide a competitive advantage for local businesses.

### **Digital Transformation in Business Management**

Digital transformation impacts not only marketing strategies but also overall business management. Wahyudi et al. (2023) state that the digital era has brought significant changes in human resource management, business operations, and marketing strategies. The use of digital technology in business management increases efficiency and provides more accurate data for decision-making.

Additionally, Mahyadi & Anshori (2023) stress the importance of continuous evaluation and feedback in organizational performance to ensure business growth in the digital era. Regular assessment of digital marketing strategies allows businesses to adjust to market trends and consumer needs effectively.

### **3. Research Methods**

The research method used in analyzing digital marketing strategies to increase sales of Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency is qualitative research with a Systematic Literature Review (SLR) approach. SLR is used to collect, assess, and synthesize the latest findings from the scientific literature relevant to the research topic. By utilizing SLR, this research can identify trends, best practices, and innovative approaches in digital marketing strategies that have proven effective in the culinary industry (Sugiyono, 2017). SLR also allows this research to obtain a strong theoretical basis and understand key concepts related to implementing digital marketing strategies in the context of cafes and restaurants. Research steps include identifying relevant literature sources, selecting relevant literature, evaluating the quality of the literature, and analyzing the findings thoroughly. Data taken from the literature will be used as a basis for formulating strategic recommendations that can be applied to Cafes and Restos Throne. Apart from that, interviews with owners, managers or local culinary industry players can also be conducted to gain practical views and specific context regarding digital marketing strategies. Through a combination of SLR and interviews, it is hoped that this research can provide a valuable contribution in developing digital marketing strategies that suit the characteristics and needs of Cafes and Restos. Throne in Tanjung Bumi District, Bangkalan Regency.

### 3. Results and Discussion

#### Research Results

In the increasingly developing digital era, the role of digital marketing strategies in increasing sales has become the main focus of many business people, especially in the culinary sector such as cafes and restaurants. Based on literature studies, several approaches and key elements in digital marketing strategies have been proven to have a positive impact on increasing sales in this industry. According to (Fattah AL-AZZAM & Al-mizeed, 2021) A strong presence on social media is an important aspect of a digital marketing strategy. The results of research conducted (Verhoef & Bijmolt, 2019) show that in the current digital era, sellers who are active on social media platforms have a higher level of customer engagement. By sharing interesting visual content, presenting customer reviews, and providing exclusive promotions, culinary businesses can create strong brand awareness and attract the attention of potential customers.

According to research conducted (Makrides et al., 2020) email marketing campaigns have proven to be effective in building sustainable relationships with customers. Through collecting customer data and personalizing messages, businesses can send special offers, discounts or menu updates directly to customers' inboxes. By utilizing email as a communication channel, cafes and restaurants can maintain and increase customer loyalty which has the potential to increase the frequency of visits and transaction value. Search engine optimization (SEO) is also emerging as an important strategy in increasing online visibility. Research conducted by (Redjeki & Affandi, 2021) shows that optimized websites have a greater chance of appearing high in search results. By understanding local consumer search behavior and optimizing their content with relevant keywords, businesses can increase the likelihood of being found by potential customers in the local area.

According to (Tien et al., 2020) The importance of data analysis in digital marketing strategies cannot be ignored. By using web analytics tools, businesses can understand online user behavior, track conversions and identify areas for potential improvement. By being data-based, cafes and restaurants can continue to optimize their strategies to achieve better results. Overall, the literature study shows that a good combination of a strong social media presence, personalized email marketing campaigns, search engine optimization and data analysis can make a significant contribution to increasing cafe and restaurant sales. Therefore, implementing a smart and measurable digital marketing strategy is the key to success in facing dynamic culinary market competition.

Interview with the owner of the Throne, Mr. Sahri SH, MH. and manager Mrs. Nia from Cafe and Resto Singgasana provided in-depth insight into the challenges and opportunities of implementing digital marketing strategies to increase sales in the Tanjung Bumi District, Bangkalan Regency. From the results of interviews with Mr. Sahri SH, MH., owner of Cafe and Resto Singgasana, revealed that understanding local customer preferences is the main focus in developing digital marketing strategies. Mr. Sahri emphasized the importance of adapting promotional content to local consumer tastes and culture. In this context, the use of social media becomes an important instrument for presenting interesting and relevant information to target audiences. Cafe owners also highlighted the need for quick responses to customer feedback received via digital platforms, so as to increase positive interactions and build stronger relationships.

Interview with Manager Mrs. Nia adds an operational dimension to implementing digital marketing strategies. Ms Nia underscored the importance of employee training to understand and support digital marketing initiatives. He also emphasized the need to manage online reputation through quick responses to customer reviews and inquiries. According to Mrs. Nia, utilizing point-of-sale (POS) technology integrated with digital marketing strategies can provide further benefits, such as a better understanding of sales trends, customer preferences and inventory needs. The interview results show that integration between understanding local customer needs, effective use of social media, and operational management that is responsive to digital dynamics is the key to increasing sales of Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency. With a holistic approach that involves the entire team, both from owners and management, Cafe and Resto Singgasana can more effectively utilize digital marketing strategies to strengthen its presence in the local culinary market.

This research integrates findings from literature studies and interviews with the owner, Mr. Sahri, and manager, Mrs. Nia, Cafe and Resto Throne in Tanjung Bumi District, Bangkalan Regency. By utilizing a holistic approach, this research provides in-depth insight into digital marketing strategies that can be implemented to increase cafe and restaurant sales in a local context. Based on literature studies, successful digital marketing strategies often begin with a deep understanding of local consumer preferences and culture. Interview with Cafe and Resto owner Singgasana, Mr Sahri, emphasized the importance of aligning promotional content with local consumer tastes. The use of social media is an effective channel in presenting accurate and interesting information to target audiences. By understanding local consumer trends and preferences, Singgasana Cafe and Resto can adjust menus, promotions and other marketing tactics more appropriately.

The findings of the literature study show that social media is not only a means of promotion, but also a tool for building positive interactions with customers. The results of the interview with Mr. Sahri and Mrs. Nia emphasized the importance of responding quickly to customer feedback on digital platforms. Active response to customer reviews and questions not only creates closer relationships, but also builds a positive image for Cafe and Resto Singgasana. Interactive content, such as quizzes or polls, can be used to increase customer participation and support ongoing positive interactions. Literature studies highlight the important role of point-of-sale (POS) technology integrated with digital marketing strategies. An interview with the Manager, Mrs. Nia, emphasized that a deep understanding of sales data, customer preferences and inventory needs can strengthen digital marketing strategies. By utilizing data generated by the POS, Cafe and Resto system Singgasana can design campaigns that are more targeted and ensure the availability of the right products at the right time.

The interview results show that online reputation management is an important element in digital marketing strategy. Quick responses to customer reviews and questions, as well as using social media to build a positive image, are the foundations for a strong reputation. Literature studies show that a good online reputation can be a positive differentiator in culinary market competition. Therefore, Cafe and Resto Singgasana's digital marketing strategy must include active reputation management, by paying attention to every customer feedback.

By combining the findings of literature studies and interview results, this research concludes that a successful digital marketing strategy for cafes and Singgasana

Resto in Tanjung Bumi District, Bangkalan Regency must combine local consumer understanding, positive interactions through social media, integration of POS technology, and online marketing. reputation management. With this approach, Cafe and Resto Singgasana can build a strong digital presence, expand customer reach, and increase sales sustainably in a dynamic market environment.

## **Discussion**

### **1. Understand Local Customer Preferences**

An in-depth understanding of local customer preferences marks an important step in designing a successful digital marketing strategy, especially for Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency. This understanding involves extracting information about customers' culinary tastes, dining culture, and personal expectations within the local geographic and social context. An in-depth understanding of local customer preferences includes an in-depth analysis of regional culinary tastes. In the context of Cafe and Resto Throne , it is important to detail the flavors, textures, and presentation preferences that local consumers prefer most. For example, if the people of Tanjung Bumi District have a preference for seafood or regional specialties, Cafe and Resto Singgasana can creatively adjust its menu to meet these expectations. Using local ingredients and serving a menu that reflects local flavors can increase the appeal and uniqueness of a restaurant, thereby setting it apart from competitors.

In understanding local customer preferences, digital marketing strategies must be able to create personal and relevant experiences. Based on literature findings, promotional campaigns tailored to local seasons or celebrations can increase customer attraction. Additionally, customer service that is responsive to individual needs and preferences can create stronger relationships. For example, Cafe and Resto Singgasana may adopt a loyalty program or host special events that suit local community interests. Social media has become a very effective channel for getting direct feedback from local customers. Continuous understanding of customer interactions on digital platforms can provide valuable insights. Singgasana Cafe and Resto can actively participate in online conversations, respond to reviews, and ask customer questions. This information can be used to identify trends, measure customer satisfaction levels, and design further strategies to improve customer experience.

By understanding local customer preferences, Singgasana Cafe and Resto can create a unique and different culinary experience. This could include holding locally themed events, collaborating with local producers, or using cultural elements in food presentation. By offering a special experience and sticking to regional identity, Cafe and Resto Throne can build a positive image and make customers feel connected to the restaurant emotionally. Through a thorough understanding of local customer preferences, Cafe and Resto Throne can build a strong foundation for their digital marketing strategy. This will not only increase the restaurant's attractiveness in the eyes of local customers, but also strengthen the ties between Singgasana Cafe and Resto and the surrounding community. By approaching digital marketing strategies with a deep background of understanding, restaurants can gain a competitive advantage and establish a sustainable presence in the local culinary market.

### **2. Positive Interaction Through Social Media**

Positive interactions through social media are no longer just an additional element, but have become the core of a successful digital marketing strategy. Especially for Cafes and Restaurants Singgasana in Tanjung Bumi District, Bangkalan Regency, positive interactions on digital platforms are the key to building close relationships with customers and creating a dynamic presence. Positive interactions through social media provide opportunities for Cafe and Resto Singgasana to build a positive brand image. Prompt responses to customer reviews, comments and messages create the perception that the restaurant cares about and values each of its customers. By combining attractive visual content with friendly responses, Cafe and Throne can establish a positive digital identity, create attraction for potential customers, and differentiate itself from competitors.

Positive interactions on social media are not just responding to feedback, but also actively involving customers. Cafe and Resto Singgasana can utilize features such as quizzes, polls, or content that invites discussion to stimulate customer participation. This active engagement can increase customer retention by creating a more meaningful and enjoyable experience. For example Cafe and Resto Throne can hold contests or special discount programs for customers who interact actively on social media. Social media is an ideal place to build an active online community around Cafe and Resto Throne. Through creating content that invites engagement, such as showing “behind the scenes” or holding special events, restaurants can amass a loyal following who feel emotionally connected to the brand. By actively moderating and responding to discussions and questions, Cafe and Resto Throne can be a dynamic, virtual gathering place, creating a positive environment for customers and enhancing their online presence.

Positive interactions on social media can be the basis for designing customized campaigns that make optimal use of those platforms. Cafe and Resto Throne can create exclusive offers, discounts, or loyalty programs that are only accessed through social media. Involving customers in the decision-making process, for example by selecting menu specials or making suggestions for upcoming events, can provide a sense of belonging to an online community. The success of positive interactions via social media can be measured through performance analysis. Through web and social media analytics tools, Singgasana Cafe and Resto can track the growth in the number of followers, engagement levels and the impact of their digital campaigns. This analysis provides valuable data for evaluating strategy effectiveness and making necessary adjustments to improve future performance.

By understanding the importance of positive interactions through social media, Cafe and Resto Singgasana can create a digital environment that encourages familiarity, engagement and excitement among customers. This interaction not only communicates, but also creates a positive experience that is attached to their brand. Through this approach, Cafe and Resto Singgasana can strengthen its position in the local culinary market and increase competitiveness in the ever-growing digital era.

### **3. Integration of Point-of-Sale (POS) Technology with Digital Marketing**

The integration of Point-of-Sale (POS) technology with digital marketing strategies has a central role in increasing operational effectiveness and supporting sales growth. For Cafes and Restaurants Located in Tanjung Bumi District, Bangkalan Regency, this integration opens up opportunities to optimize data management, increase service personalization, and provide a competitive advantage in the dynamic culinary market.



POS integration with digital marketing strategies allows Cafe and Resto Singgasana to collect and analyze sales and inventory data comprehensively. By understanding sales trends, most popular menu items and inventory needs, restaurants can make smarter decisions regarding promotions, menu layout and stock management. This data can also be used to detail customer preferences and provide the basis for a more focused marketing strategy.

1. Personalize Customer Service

The integration of POS and digital marketing strategies opens up opportunities for personalization of customer service. Through in-depth understanding of customer preferences taken from POS, Cafe and Resto data Throne can develop personally tailored marketing campaigns. For example, sending special offers, discounts, or menu recommendations based on individual purchasing history. This personalization not only increases customer satisfaction, but can also encourage increased frequency of visits.

2. Increased Operational Efficiency

POS integration with a digital marketing strategy provides significant operational efficiency benefits. Online ordering and payments can be integrated with POS systems, reducing queue times and increasing service speed. The ability to centrally track and manage orders can optimize kitchen and delivery processes, reduce the potential for errors, and improve the customer experience. This increase in operational efficiency can stimulate business growth and strengthen the reputation of the Cafe and Resto Throne.

3. Alignment of Offline and Online Marketing Strategies

POS integration creates a bridge between offline and online marketing strategies. POS data can be used to align offline promotions, such as print ads or local events, with digital campaigns. Singgasana Café and Resto can measure the impact of each marketing initiative more accurately and modify their strategies according to customer response. This creates continuity between offline and online customer experiences, thereby strengthening the overall brand presence.

By using analytical tools related to digital marketing strategies, Cafe and Resto Singgasana can track campaign effectiveness, identify consumer trends, and detail each marketing initiative. This data is the basis for making necessary adjustments, maximizing strategy success, and increasing competitiveness in the culinary market. By aligning Point-of-Sale (POS) Technology with digital marketing strategies, Singgasana Cafe and Resto can build a strong operational foundation and take full advantage of digital marketing potential. This integration not only increases operational efficiency and effectiveness, but also allows restaurants to provide a more personalized and focused customer experience. In this way, Cafe and Resto Throne can build a strong and sustainable presence in a growing market.

#### 4. Conclusion

In the analysis of digital marketing strategies to increase sales of the Singgasana Cafe and Resto in Tanjung Bumi District, Bangkalan Regency, it can be concluded that this approach is not just about utilizing technology, but also understanding and

absorbing local dynamics. Through a deep understanding of customer preferences, positive interactions through social media, and the integration of Point-of-Sale (POS) technology, Singgasana Cafe and Resto is able to form a solid foundation to strengthen its presence in the competitive culinary market. Understanding local customer preferences opens the door to more precise menu adjustments, promotions and marketing communications. Positive interactions through social media form strong relationships with online communities, create a more personalized customer experience, and expand brand reach. Integrating POS technology with digital marketing strategies provides benefits in data management, personalization of services, and increased operational efficiency.

In the ever-growing digital era, Cafe and Resto Singgasana has succeeded in creating a dynamic and engaging online presence. By making intelligent use of data, they can design more targeted marketing campaigns, respond quickly to changing market trends, and continually increase customer engagement. Even though digital marketing strategies bring change, core values such as service quality, menu innovation, and sustainability in providing a satisfying culinary experience remain the foundation for Cafe and Resto's success. Throne. By remaining rooted in this essence, this restaurant can progress and continue to present the beauty of local culinary delights to the local community.

Conclusion answers the objectives of research or study based on more comprehensive meaning of results and discussion of research. Suggestions are addressed for practical action (to the participating institution), for the development of new theories, and for further research. The discussion of the research results obtained can be presented in the form of theoretical description, both qualitatively and quantitatively. In practice, this section can be used to compare the results of the research obtained in the current research on the results of the research reported by previous researchers referred to in this study. Scientifically, the results of research obtained in the study may be new findings or improvements, affirmations, or rejection of a scientific phenomenon from previous researchers.

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