

SWOT ANALYSIS OF DIGITAL MARKETING AT MSMEs KING SEMPOL JEMBER



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ABSTRACT

This study aims to identify the strengths, weaknesses, opportunities, and threats (SWOT) associated with the implementation of digital marketing in MSME King Sempol in Jember, as well as to formulate appropriate digital marketing strategies to optimize the utilization of social media platforms. The research employs a SWOT analysis approach to systematically evaluate internal and external factors affecting the business. The findings indicate that the primary strengths of MSME King Sempol include its distinctive product taste, affordable pricing, strategic business location, availability of official social media accounts, and the use of preservative-free raw materials. However, several weaknesses were identified, such as the product's limited shelf life (only three days), unattractive and inconsistent social media content, the absence of dedicated social media management staff, limited digital marketing knowledge, and unscheduled, unstructured posting practices. In terms of external factors, opportunities include the potential use of influencer testimonials, a large and continuously growing social media user base, increased purchasing power during new student admissions, the high virality of culinary content online, and the expansion of a loyal customer base. Meanwhile, threats consist of similar competitors in the same sales area, rising raw material costs, intense competition in online culinary content, rapidly changing viral food trends, and unstable internet connectivity. The SWOT matrix analysis positions MSME King Sempol in Quadrant I, indicating an aggressive (growth-oriented) strategy. Accordingly, the recommended strategy is the SO (Strength–Opportunity) strategy, which emphasizes leveraging internal strengths to capitalize on external opportunities. Proposed strategies include collaborating with local influencers to enhance brand visibility, consistently promoting products through Instagram and TikTok, offering promotional discounts, creating visually appealing and engaging digital content, and sharing customer testimonials to build trust and strengthen audience engagement.

Keywords: Digital Marketing; MSMEs; SWOT

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INTRODUCTION

In the continuously evolving digital era, marketing has undergone significant transformation, especially for Micro, Small, and Medium Enterprises (MSMEs). MSMEs are required to adapt to the current era of digital marketing. Marketing strategies no longer rely solely on conventional methods but also utilize digital platforms to reach consumers more broadly and effectively (Dewi et al., 2023). According to Syaipudin and Awwalin (2022), marketing is an effort to reach the desired market segment and achieve company goals. In this context, digital marketing becomes a means for designing effective marketing strategies for MSMEs. For example, by using Instagram and TikTok, products can be displayed visually through attractive photos or videos that highlight their uniqueness and quality. On Instagram, features such as stories, reels, and highlights allow for closer interaction with customers, while the proper use of hashtags can increase audience reach. Meanwhile, on the TikTok platform, a consistent and authentic content strategy can be a promotional tool that helps build brand awareness and attract new customer interest.

Many factors influence the increase in sales volume, such as promotion, advertising, product quality, price, and others (Febianti et al., 2023). In the current context, the promotional element has become increasingly important, especially with the use of social media that enables businesses to reach and interact with audiences more easily. According to Soewarno and Susanti (2023), social media plays a very important role in digital marketing, especially for business actors such as MSMEs, the development of social media has influenced economic development. Various transactions that previously could only be carried out face-to-face can now easily be done through social media. This opens up great opportunities for business actors to reach a wider market without geographical limitations. In addition, according to Sudirwo et al. (2021), social media is an effective business promotion tool because it can be accessed by anyone, allowing for a wider promotional network. Social media has become a necessary component of marketing for many companies and is one of the best ways to reach customers and clients (Sudirwo et al., 2021). Therefore, social media is not only a sales tool but also a medium for building closer relationships with customers and increasing their long-term loyalty.

Social media platforms such as TikTok and Instagram have grown rapidly in recent years and have become important platforms for various groups, ranging from individuals to large companies, including MSMEs (Rosyidi et al., 2025). According to Nugroho and Azzahra (2022), Instagram is considered the main and prioritized medium for publication because it is believed to be the most reliable platform. Research conducted by Rachmawaty (2021) on the concept of Instagram social media content shows that by combining three important elements; product, modernity, and acceptance of current trends, it can create relevant trends both for today and the future. However, despite the clearly visible potential of social media, many MSMEs still do not fully understand how to optimally utilize these platforms (Rachmawaty, 2021).

On the other hand, some MSMEs have started to venture into social media platforms such as TikTok and Instagram, but their use is limited to unstructured promotional efforts and not yet supported by mature digital strategies. According to Fajar Alamsyah et al. (2023), the lack of opportunity to post on Instagram in business has resulted in a decline in sales. This becomes a challenge, considering that social media is not merely a place to showcase product photos but also a medium for building relationships and creating brand awareness. In the context of digital marketing, brand awareness is not just about name recognition but about creating positive associations

with the quality, value, and uniqueness of the product. This emphasizes that social media presence will not be optimal without content strategies aimed at building consumer perception of the brand (Prayogo et al., 2023).

Based on research by Prayogo et al. (2023), a customer who has brand awareness will automatically be able to describe the brand elements without being prompted. Brand awareness certainly influences consumer purchase interest. Therefore, it is important for MSMEs to understand how to utilize social media as a digital marketing tool to attract the right audience and build stronger relationships that have the potential to increase their sales. By strategically utilizing digital marketing, MSMEs can create engaging content and strengthen their brand identity in the eyes of consumers (Prayogo et al., 2023).

One of the micro business actors currently trying to use social media as a marketing tool as well as an approach to customers is MSMEs King Sempol, Jember. MSMEs King Sempol, Jember is a micro-enterprise engaged in the culinary sector since 2017. The product offered is tuna fish sempol with a savory taste and crispy texture, which has received positive responses from consumers. Over time, this business has shown improvement in terms of operations and labor absorption. Currently, King Sempol operates two permanent stands located in the Alun-Alun Jember area and operates from afternoon to evening. Its main market segment includes students and the general public visiting Alun-Alun Jember. Although experiencing growth in operations, King Sempol still faces challenges in the aspect of marketing, particularly in optimizing the use of social media. This business already has accounts on Instagram and TikTok platforms, but the management is still limited to basic use and has not led to a structured digital marketing strategy.

Research by Kesuma et al. (2021) reveals that the effectiveness of using social media in marketing activities greatly depends on the business actor's understanding of the target audience, the promotional objectives to be achieved, and the strategies applied to increase brand awareness. Although MSMEs King Sempol already has social media accounts like Instagram and TikTok, the uploaded content is more of general content without promotional goals, creative, narrative, or interactive approaches that could create stronger appeal for potential customers. In addition, key elements in digital marketing such as content management have not yet been optimized. Therefore, increasing brand awareness through more strategic social media management becomes an important step so that King Sempol can maintain customer loyalty and reach a broader market. In this case, SWOT analysis becomes a relevant tool to help MSMEs King Sempol, Jember identify the strengths, weaknesses, opportunities, and threats of digital marketing. Through this analysis, the MSME can formulate more targeted digital marketing strategies to increase sales and expand market reach (Helmayuni et al., 2022).

This research aims to identify strengths, weaknesses, opportunities, and threats using a SWOT analysis approach to digital marketing at MSMEs King Sempol, Jember and to formulate alternative digital marketing strategies that can be carried out by MSMEs King Sempol, Jember. The results of this research are expected to provide insights and practical recommendations for MSMEs King Sempol, Jember and other MSMEs that want to utilize social media in more effective marketing strategies.

LITERATURE REVIEW

Digital Marketing

Digital marketing plays an increasingly significant role in attracting consumer attention through various channels such as paid advertisements, social media, and other promotional methods (Nugraha et al., 2023). By utilizing continuously evolving digital

technologies, sellers can more effectively reach wider markets, increase product visibility, and influence purchasing decisions (Ratnasari & Ali, 2025). Effective digital marketing must consider the needs and preferences of the target audience in terms of content, visuals, and delivery style to successfully capture attention and encourage broader interaction (Robiyah et al., 2025). Innovations in digital marketing allow companies to expand their market reach through various media such as websites, digital content, and social media platforms (Robiyah et al., 2025). According to widiastruti and Indriastuti (2022), social media can help business actors introduce, offer, market, and promote their products to potential consumers.

Research by Nasution (2021) shows that long-time culinary entrepreneurs have begun to shift toward using social media as a marketing tool, although the success of using such platforms is not always guaranteed. This indicates that the success of digital marketing is not solely determined by the platforms used, but also by how well business actors can adapt, understand the market, and design strategies aligned with their business needs and goals. According to Pangkey et al. (2022), one way to attract consumer interest and grow a business is by implementing marketing strategies through the creation of marketing content.

Beyond visual content, the strength of social media also lies in its interconnected platforms, which allow for a broader promotional reach. In this context, Nugraha et al. (2023) explain that several applications, such as TikTok and Facebook, can be connected through Instagram to create a more superior promotional strategy. This shows that social media does not operate in isolation but rather complements each other to form a stronger marketing strategy.

SWOT Analysis

SWOT analysis is a systematic approach used to identify and evaluate various internal and external factors of a company in order to formulate appropriate strategies. This approach includes mapping strengths such as competitive advantages or core resources, as well as weaknesses such as limitations in innovation or structural issues (Prihantono & Syaifullah, 2025). In addition, opportunities from market trends and technological advancements, as well as threats from competition and regulation, are also taken into account. In this way, companies can develop strategies that maximize strengths and opportunities while minimizing risks from weaknesses and threats (Prihantono & Syaifullah, 2025).

SWOT analysis is a strategic planning method that functions to evaluate various factors that influence the achievement of organizational goals in both the short and long term (Safitri et al., 2024). The purpose of SWOT analysis is to align the company's strengths and opportunities by considering internal weaknesses and external threats that may affect business strategies (Suriono, 2021). According to Helmayuni et al. (2022), marketing strategies based on SWOT analysis can also help MSMEs face competitive challenges in the digital market. A good marketing strategy also needs to understand the position of the business actors so that it becomes easier to formulate strategies to develop the business (Helmayuni et al., 2022).

After conducting a SWOT analysis, the next step is to perform calculations using the IFAS and EFAS matrices. The IFAS matrix contains internal factors including the business's strengths and weaknesses, while the EFAS matrix includes external factors such as opportunities and threats faced. The results of these calculations are then used to group the factors as the basis for formulating appropriate strategies (Putra & Aryaseta, 2024).

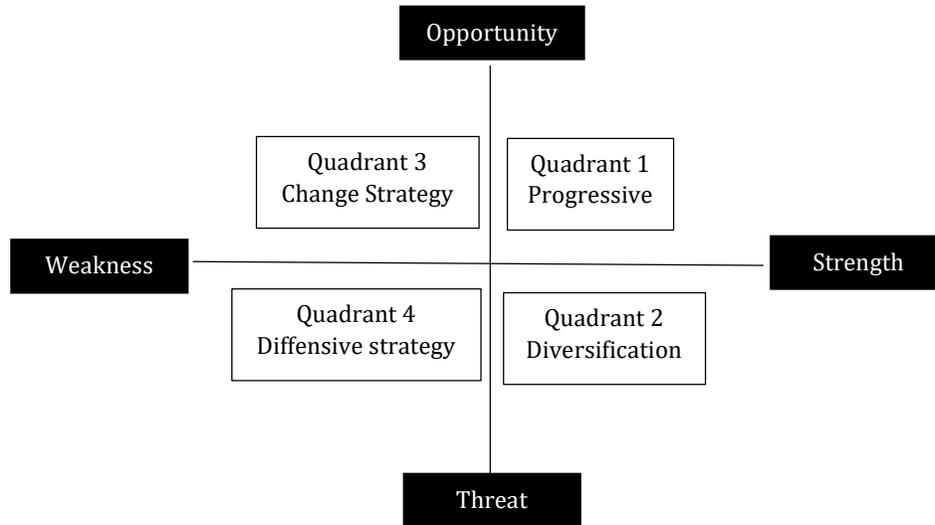
According to Mutiara (2021), the preparation of the IFAS and EFAS matrices is carried out through several structured stages. For the IFAS matrix, the process begins with identifying the main internal factors through an internal audit, which includes both organizational strengths and weaknesses. Each factor is then assigned a weight on a scale from 0.0 to 1.0, reflecting its importance, with the total weight summing to 1.0. After that, a rating from 1 to 4 is given, where ratings of 1 and 2 indicate weaknesses, and ratings of 3 and 4 indicate strengths. The next step involves calculating the weighted score by multiplying each factor's weight by its rating. Finally, all weighted scores are summed to obtain a total average score. A result below 2.5 indicates a weak internal condition, while a score above 2.5 reflects a strong internal position.

The EFAS matrix follows a similar procedure, starting with the identification of external factors through an external audit, which includes recognizing both opportunities and threats. Each of these factors is also assigned a weight within the 0.0–1.0 range, ensuring that the total adds up to 1.0. The organization's effectiveness in responding to each factor is then evaluated using a 1 to 4 rating scale, where 4 indicates a very strong response and 1 indicates a weak one. The weight and rating are then multiplied to yield the weighted score, which is subsequently summed to determine the EFAS total average. A score closer to 4.0 signifies a very strong response to external conditions, whereas a score closer to 1.0 suggests a relatively weak response (Mutiara, 2021).

Based on the IFAS and EFAS stages described, the information obtained is then summarized into a SWOT matrix. The use of the SWOT matrix allows researchers to integrate the results of internal and external factor analysis in a more structured way. According to Dewi et al. (2023), the SWOT matrix is a tool used to map internal strengths and weaknesses as well as external opportunities and threats faced by the company. The information obtained from this matrix becomes an important foundation in formulating strategic decisions. By grouping SWOT factors into a table format, the strategy formulation process can be carried out in a more targeted and systematic manner.

Furthermore, Rangkuti (2009, as cited in Dewi et al., 2023) explains that the preparation of the SWOT matrix is carried out by identifying five to ten points of internal strengths and weaknesses, as well as external opportunities and threats. Once these factors are identified, the next step is to formulate strategies based on the relationship between these factors, including SO (Strength-Opportunity) strategies to utilize strengths to seize opportunities, WO (Weakness-Opportunity) strategies to match weaknesses with opportunities, ST (Strength-Threat) strategies to face threats with strengths, and WT (Weakness-Threat) strategies to minimize weaknesses in facing external threats.

The relationship between internal and external factors and their corresponding strategic quadrant implications is illustrated in Figure 1.



Source: Adapted by the authors, 2025 (based on Wulandari et al. 2024)

Figure 1
Swot Matrix Quadrant 4

Based on the explanation of SWOT analysis, IFAS and EFAS matrices, and quadrant strategies, it can be understood that all these theories complement each other in helping to analyze the business condition more thoroughly. By identifying strengths, weaknesses, opportunities, and threats through the matrices described, it is expected that researchers can formulate strategies that are in line with the needs and objectives of this study.

METHOD

This research employs a qualitative approach with a descriptive case study design (Ilhami et al., 2024). This approach was selected to gain an in-depth understanding of digital marketing practices at King Sempol MSME in Jember. Data were collected through interviews, observation, and documentation involving the business owner, operational staff, and consumers. The sampling technique used was purposive sampling, which involves selecting participants based on specific criteria relevant to the research objectives.

According to Mutiara (2021), Data analysis was conducted using the SWOT method to identify internal and external factors influencing digital marketing at the MSME. In the study by Zainuri and Setiadi (2023), strengths are defined as internal elements of the organization that facilitate the achievement of its objectives, while weaknesses are internal factors that hinder its success. According to Jusmatang et al. (2024), the external environment refers to factors outside the company that influence opportunities and threats. All identified factors were then arranged in a SWOT matrix to formulate appropriate marketing strategies tailored to the condition of MSMEs King Sempol.

RESULTS AND DISCUSSION

General Overview of MSMEs King Sempol Jember

MSMEs King Sempol Jember is one example of a micro-enterprise that has developed in the food sector. Established in 2017, this MSME is strategically located in the center of

Jember City, specifically in the Alun-Alun area, and offers *sempol* made from tuna, deep-fried with egg, resulting in a savory flavor and crispy texture. This business was founded by a single owner, Mas Adi, who initially sold independently using a motorcycle and moved from one location to another. In 2019, the business owner began to expand by purchasing one cart and settling at two selling points, namely TPQ Al-Ghofilin and Alun-Alun Jember. As demand increased, in 2022 King Sempol recruited two production staff, and in 2023 added another cart, one more production staff, and two stall attendants. By 2025, King Sempol Jember had two stalls, four production staff, and four stall attendants.

The MSME focuses its sales through two stalls operating from evening until midnight at Alun-Alun Jember, with the majority of buyers being university students and the general public visiting the area. Although the business has shown growth in terms of operations and workforce, major challenges remain in marketing. Digital marketing efforts are still basic and not yet strategic. This condition affects King Sempol's brand awareness in the eyes of consumers. In fact, brand awareness is very important because it determines how often King Sempol is remembered and chosen by buyers among the many similar street food vendors at Alun-Alun Jember. Without attractive and scheduled content strategies, King Sempol will struggle to differentiate itself from competitors and will only be known by name without a strong image.

Results of the Internal Factor Evaluation Matrix (IFAS) of MSMEs King Sempol

Table 1 presents the results of the Internal Factor Evaluation (IFAS) matrix, which summarizes the identified internal strengths and weaknesses of MSMEs King Sempol along with their respective weights, ratings, and weighted scores. The purpose of this table is to quantify the relative importance of each internal factor and to assess the overall internal strategic position of the business. By assigning weights and ratings to each factor, the IFAS matrix provides a systematic basis for determining whether the company's internal condition is strong or weak (Mutiara, 2021). The total weighted score serves as an indicator of the firm's overall internal performance and becomes a foundation for subsequent strategic formulation.

As presented in Table 1, the IFAS matrix systematically evaluates the internal strengths and weaknesses of MSMEs King Sempol through assigned weights, ratings, and weighted scores.

Table 1
IFAS Matrix

Strength	Weight	Rating	Score
1. The product has a distinctive taste.	0,1	4	0,4
2. Prices are affordable.	0,1	4	0,4
3. Operates in a strategic location.	0,1	4	0,4
4. Official social media accounts are available.	0,08	3	0,24
5. Uses raw materials without preservatives.	0,08	4	0,32
Weaknesses	Weight	Rating	Score
1. The product lasts only three days.	0,08	3	0,24
2. Social media content is unattractive and inconsistent.	0,08	4	0,32
3. No staff for managing social media.	0,08	3	0,24
4. Lacks digital marketing knowledge.	0,1	3	0,3
5. Posts are unscheduled and lack strategy.	0,08	3	0,24
Scores Total	1,00		3,1

Source: Data Analyzed, 2025

Based on Table 1, the total score obtained from the Internal Factor Evaluation Matrix (IFAS) is 3.1. This value indicates that MSMEs King Sempol possesses very strong internal strengths. The product's distinctive taste, affordable pricing, and strategic location are the main strengths that support the sustainability of the business. However, there are several weaknesses that need to be addressed immediately, particularly in terms of social media management and digital marketing, such as the absence of dedicated staff, inconsistent content, and the lack of a scheduled posting strategy.

Results of The External Factor Evaluation Matrix (EFAS) of MSMEs King Sempol

Table 2 presents the results of the External Factor Evaluation (EFAS) matrix, which summarizes the external opportunities and threats faced by MSMEs King Sempol along with their respective weights, ratings, and weighted scores. The purpose of this table is to systematically identify and measure the relative impact of each external factor on the business performance. By assigning weights and ratings to each factor, the EFAS matrix evaluates the company's ability to respond to opportunities and mitigate potential threats. The total weighted score serves as an indicator of the firm's overall external strategic position and provides a basis for subsequent strategy formulation (Mutiar, 2021).

As presented in Table 2, the EFAS matrix systematically evaluates external factors through assigned weights, ratings, and weighted scores to determine the company's external strategic position.

Table 2
EFAS Matrix

Opportunity	Weight	Rating	Score
1. Influencer testimonials on social media.	0,12	4	0,48
2. Large and growing social-media user base.	0,08	3	0,24
3. Higher purchasing power during new-student intakes.	0,12	3	0,36
4. Culinary content is highly viral online.	0,12	4	0,48
5. Expanding loyal customer base.	0,12	4	0,48
Threat	Weight	Rating	Score
1. Similar competitors at the sales location.	0,08	3	0,24
2. Rising raw-material costs.	0,08	2	0,16
3. Intense online competition for culinary content.	0,08	3	0,24
4. Continuous emergence of new viral food trends.	0,08	3	0,24
5. Unstable internet connectivity.	0,12	4	0,48
Scores Total	1,00		3,4

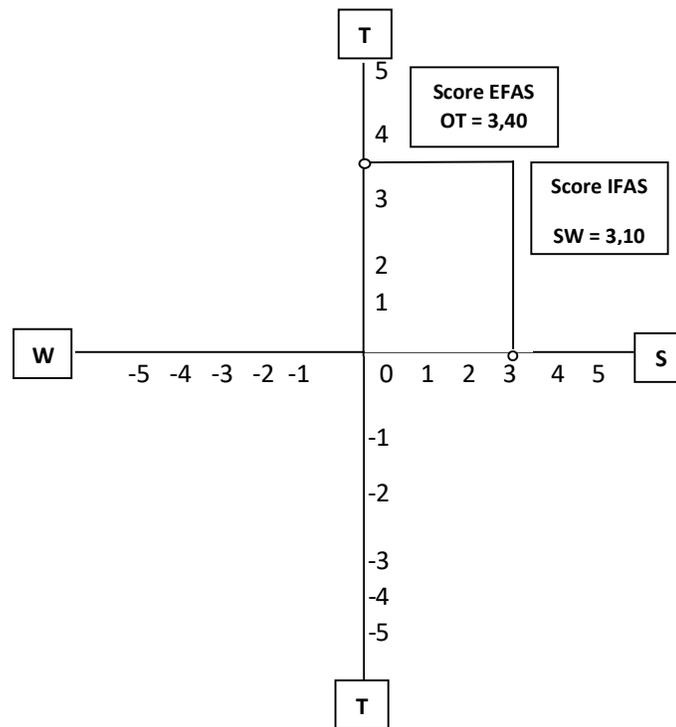
Source: Data Analyzed, 2025

Based on Table 2, the total score obtained from the External Factor Evaluation Matrix (EFAS) is 3.40. This value indicates that the opportunities available to King Sempol MSME are significantly stronger than the threats. Key external opportunities, such as influencer testimonials, the viral potential of culinary content, and the growing number of loyal customers, serve as major external strengths that can be maximized. Meanwhile, threats such as content competition, raw material prices, and internet stability are not yet significant in affecting overall business performance. Under these conditions, MSMEs King Sempol is in a relatively favorable external situation to continue growing.

SWOT Four-Quadrant Matrix of MSMEs King Sempol Jember

Based on the analysis of internal and external factors, the total IFAS (Internal Factor Analysis Summary) score obtained is 3.10, while the total EFAS (External Factor Analysis Summary) score is 3.40. These values indicate that the strategic position is strong internally and highly responsive to external opportunities. Therefore, the business is positioned in Quadrant I of the SWOT Matrix, which represents an aggressive strategy. This aligns with the findings of Suryatman (2021), who stated that strategies located in Quadrant I are Strengths–Opportunities (S-O) or aggressive strategies, reflecting a highly favorable situation in which a company can leverage its internal strengths to optimally seize external opportunities.

This strategic position is clearly illustrated in Figure 2, which shows the placement of MSMEs King Sempol in Quadrant I of the SWOT matrix.



Source: Data Analyzed, 2025

Figure 2
Strategic Position of MSMEs King Sempol Based on SWOT Quadrant

Results of the SWOT Matrix Analysis of MSMEs King Sempol Jember

Table 3 presents the SWOT matrix of MSMEs King Sempol by integrating internal and external factors to generate SO, WO, ST, and WT strategies. The purpose of the table is to illustrate how strategic alternatives are formulated through the systematic matching of strengths, weaknesses, opportunities, and threats (Ardianti et al., 2024). As stated by Ardianti et al. (2024), the SWOT matrix functions as a strategic analytical tool that translates identified factors into actionable strategic directions.

As shown in Table 3, the interaction between internal and external factors results in four strategic quadrants that guide the development of competitive actions.

Table 3
SWOT Matrix of MSMEs King Sempol

Internal Factors	Strengths	Weaknesses
External Factors	S1. The product has a distinctive taste. S2. Prices are affordable. S3. Operates in a strategic location. S4. Official social media accounts are available. S5. Uses raw materials without preservatives.	W1. The product lasts only three days. W2. Social media content is unattractive and inconsistent. W3. No staff for managing social media. W4. Lacks digital marketing knowledge. W5. Posts are un-scheduled and lack strategy.
Opportunities	SO Strategy (Strength-Opportunity)	WO Strategy (Weakness-Opportunity)
01. Influencer testimonials on social media.	Collaborate with local influencers to expand brand visibility. (S1, S2, S3, S4, S5, O1, O2, O4)	Develop and upload content consistently across platforms. (W2, W3, W5 O1, O2, O4)
02. Large and growing social-media user base.	Promote products through Instagram and TikTok consistently.. (S1, S2, S3, S4, O4, O2)	Participate in digital marketing training to enhance promotional skills. (W2, W3, W4, W5, O1, O2, O4)
03. Higher purchasing power during new-student intakes.	Launch discount programs to attract customers. (S2, S3, S5, O3, O5)	Implement a pre-order system to anticipate demand and improve service. (W1, O2, O3, O5)
04. Culinary content is highly viral online.	Design visually appealing and engaging digital content. (S1, S2, S3, S4, S5, O1, O2, O4)	Redesign Instagram feed to improve visual branding. (W2, W4, W5, O2, O4)
05. Expanding loyal customer base.	Share buyer testimonials to increase audience trust and engagement. (S1, S2, S3, S4, S5, O2, O3, O4, O5)	
Threats	ST Strategy (Strength-Threat)	WT Strategy (Weakness-Threat)
T1. Similar competitors at the sales location.	Emphasize the "No Preservatives" label to highlight product quality. (S1, S2, S3, S4, S5, T1, T3, T4)	Display order contact information on social media profiles. (W3, T1, T3)
T2. Rising raw-material costs.	Maintain consistent product quality despite rising competition. (S1, S2, S5, T1, T2, T4)	Offer promotions to customers who tag the brand on social media. (W2, W3, W5, T2)
T3. Intense online competition for culinary content.	Use relevant trending hashtags to improve content reach. (S4, T3)	Assign dedicated social media administrators. (W3, W4, T3, T5)
T4. Continuous emergence of new viral food trends.	Introduce new product variants to stay competitive. (S1, T1, T2, T4)	
T5. Unstable internet connectivity.	Schedule content uploads during periods of stable internet connectivity. (S4, T5)	

Source : Data Analyzed, 2025

Discussion of SO Strategies of MSMEs King Sempol Jember

Based on the results of the four-quadrant SWOT analysis, MSMEs King Sempol Jember is positioned in Quadrant I, indicating a condition that supports an aggressive strategy. This position reflects that the business possesses strong internal strengths and is simultaneously supported by significant external opportunities. Therefore, the most appropriate strategy is to maximize all available strengths to optimally seize and leverage external opportunities.

The SO (Strengths-Opportunities) strategies were formulated by integrating the internal strengths of MSMEs King Sempol with the external opportunities present in its environment. The aim is to ensure that existing potential is utilized effectively to drive business growth. The five SO strategies derived from the SWOT matrix are described as follows:

1. Collaborate with local influencers to expand brand visibility (S1, S2, S3, S4, S5, O1, O2, O4).

This strategy involves building partnerships with local influencers to assist in promoting King Sempol's products. Influencers with a large following can provide testimonials and reviews via their social media platforms, which in turn attract broader public attention. The brand's key selling points such as its distinctive taste, affordable pricing, strategic location, and use of natural, preservative-free ingredients can be highlighted in the content. This approach aligns well with the current trend where food-related posts quickly go viral and significantly influence consumer purchasing decisions.

2. Promote products through Instagram and TikTok consistently (S1, S2, S3, S4, O4, O2).

This strategy is executed by regularly uploading promotional content to King Sempol's official social media accounts. Visual materials such as photos and videos showcasing the food's appearance, the preparation process, and customer reactions can attract user attention on Instagram and TikTok. These platforms are specifically chosen due to the high engagement rate among the target audience. Moreover, culinary content has a high potential to go viral, especially when it is presented in an appealing and trend-aligned manner.

3. Launch discount programs to attract customers. (S2, S3, S5, O3, O5). This strategy targets the momentum during the student enrollment period, where a large influx of potential new customers arrives in the business area. By offering discounts, the business becomes more appealing to first-time buyers. King Sempol's products already excel in taste, affordability, and location, and are made with natural ingredients. The addition of time-limited promotions further strengthens their attractiveness. This opportunity is also supported by active social media usage and a growing loyal customer base that can rapidly spread information about ongoing promotions.

4. Design visually appealing and engaging digital content (S1, S2, S3, S4, S5, O1, O2, O4).

Rather than posting content at random, this strategy emphasizes the creation of well-designed and engaging content. Examples include food preparation videos, customer testimonials, or humorous culinary-themed posts. The unique selling points—taste, pricing, natural ingredients, and location—can be integrated into the content. If executed in line with current digital trends, the content has high potential to go viral. Furthermore, this can be strengthened by engaging the

audience through features such as Q&A sessions, polls, or giveaways, thereby enhancing user interaction and brand connection.

5. Share buyer testimonials to increase audience trust and engagement (S1, S2, S3, S4, S5, O2, O3, O4, O5).

This strategy is more focused on building trust. Posting testimonials in the form of written reviews, photos, or videos can convince potential customers of the product's credibility. Testimonials serve as authentic social proof that the products are well-received. The core advantages frequently mentioned in customer feedback include the product's unique flavor, reasonable pricing, natural ingredients, and strategic location. With an increasing base of repeat customers and stronger purchasing power, testimonials can become one of the most powerful promotional tools, as they are perceived as genuine and persuasive by prospective buyers.

In summary, these five strategies are designed to enhance the market reach and sales performance of MSMEs King Sempol through approaches that are highly relevant in today's digital era. All internal strengths are strategically utilized to capture market attention, by leveraging the high level of social media activity and consumer responsiveness to digital content.

CONCLUSION AND SUGGESTION

This study concludes that MSMEs King Sempol Jember possesses several strengths, the product has a distinctive taste, prices are affordable, operates in a strategic location, official social media accounts are available, uses raw materials without preservatives. However, there are also weaknesses, including a the product lasts only three days, social media content is unattractive and inconsistent, no staff for managing social media, lacks digital marketing knowledge, posts are un-scheduled and lack strategy.

The opportunities identified include influencer testimonials on social media, large and growing social media user base, higher purchasing power during new student intakes, culinary content is highly viral online, expanding loyal customer base. Meanwhile, the threats faced include similar competitors at the sales location, rising raw material costs, intense online competition for culinary content, continuous emergence of new viral food trends, unstable internet connectivity.

Based on the SWOT analysis, MSMEs King Sempol Jember is positioned in Quadrant I, which indicates that the most appropriate strategy is an aggressive one, particularly through a Strength–Opportunity (SO) approach. This strategy aims to leverage internal strengths to fully capture external opportunities. The main strategies proposed include collaborating with local influencers to expand brand visibility, promoting products through Instagram and TikTok consistently, launching discount programs to attract customers, designing visually appealing and engaging digital content, and sharing buyer testimonials to increase audience trust and engagement.

Based on these findings, several recommendations are proposed for further development. MSMEs King Sempol Jember is advised to implement the strategies gradually and realistically, such as through seasonal promotions and collaborations with influencers. The appointment of dedicated staff to manage social media operations will also enhance consistency and professionalism in content management. In addition, business owners and employees are encouraged to participate in basic digital marketing training to improve their knowledge and skills. Finally, monthly evaluations of the

effectiveness of each digital marketing strategy need to be conducted so that the business can make timely improvements and adapt to market trends.

Future research should incorporate additional variables such as digital marketing effectiveness, customer engagement, brand awareness, customer satisfaction, and purchase intention to assess the impact of SWOT-based strategies. Financial performance indicators, including sales growth and profit margin, are also essential to evaluate strategic sustainability. Quantitative methods such as regression or SEM are recommended to examine the relationship between digital marketing activities and business performance.

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