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Business Development Strategy of MSME Moringa Cake and Bakery through Digital Transformation.

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ABSTRACT

Moringa Cake and bakery has been established in Cilacap since 2023. The market potential in developing a food business made from moringa leaf powder is actually quite large but often faces challenges in terms of marketing, operational efficiency, and wider market penetration. This dedication to the community activity aims to develop a business strategy for Moringa Cake Bakery through a digital transformation approach. This PKM activity is carried out by covering target analysis, data collection, and processing accompanied by stages of digitalization strategies specifically designed to help MSME owners. Results of the study: Rebrand Moringa Cake and Bakery on Instagram social media, provide customer service contact persons on WhatsApp social media, and start a digital transformation on Shopee e-commerce. Conclusion: Based on the results of the study, the digital transformation implemented in the Moringa Cake and Bakery MSME shows significant progress in terms of marketing and sales

Keywords: Business Development Strategy, Msme, Digital Transformation

1. Introduction

Nutritionally balanced food can be obtained from food sources that contain carbohydrates, protein, fat, vitamins and minerals. One of the MSMEs that became partners in this entrepreneurial Student Creativity Program (PKM) is Moringa cake and bakery. This MSME is engaged in a healthy food business that uses Moringa leaf powder. In various studies conducted by several researchers, moringa leaf powder (*Moringa oleifera*) has been proven to increase protein, fat, and fiber levels in several food products. Protein plays an important role in the processing of food products that can affect the desired product characteristics, quality, and consumer acceptance such as taste, color, and texture.

Moringa cake and bakery was established in Cilacap since 2023. The products of moringa cake and bakery consist of bread and chips that contain moringa leaves. The market potential in developing a food business made from moringa leaf powder is actually quite large, but often faces challenges in terms of marketing, operational efficiency, and wider market penetration. The current condition, Moringa cake and Bakery has not utilized digital technology in marketing its products, because it still uses word of mouth and consignment in areas around Cilacap, Bekasi, Purwokerto and Yogyakarta. Seeing these challenges, this PKM activity aims to develop a

business strategy for Moringa Cake Bakery through a digital transformation approach. Digital transformation information technology was chosen as the main strategy because it is proven to be able to improve business competitiveness, especially in terms of market access and operational efficiency.

In the digital era, the use of information technology can help MSMEs like Moringa Cake Bakery to be better recognized in a wider market, as well as increase interaction with customers more effectively. In addition, the selection of the right partners plays an important role in supporting the success of this business development, both in terms of providing raw materials, distribution, and marketing collaboration. The methods used in this PKM include SWOT (*Strengths, Weaknesses, Opportunities, Threats*) analysis to evaluate the internal and external conditions of the business, as well as the application of digital marketing and e-commerce as concrete steps in digital transformation. With a structured method and supported by the selection of strategic partners, it is expected that the results of this program can have a significant impact on improving the performance and competitiveness of Moringa Cake Bakery in local and national markets.

2. Methode

This dedication to the community activity is carried out by covering target analysis, collecting, and processing data accompanied by stages of digitalization strategies specifically designed to help MSME owners. Each stage is planned systematically to optimize business potential and expand market reach through the application of digital technology. The estimated targeted audience includes local communities as well as potential customers through digital platforms, with an estimated 50 to 100 bookings through digital media in the first month. This digitalization strategy focuses on the use of e-commerce platforms such as Shopee as well as marketing through Instagram. This digital marketing is mainly targeted to expand the market reach beyond the operational areas of Moringa Cake Bakery MSMEs, so as to expand the market coverage to regional areas. Target demographics include consumers aged 18-50 years old, who tend to care about healthy food and moringa-based products, as well as those who have a healthy lifestyle and are interested in organic food. Data collection techniques include several methods. First, direct observation of the production and marketing processes at MSME Moringa Cake Bakery to get an overview of the real conditions in the field.

Second, in-depth interviews with MSME owners and employees were conducted to gather information related to their experiences in the production process as well as business strategy development. Interviews also included customers who had consumed the products to understand their experiences. Third, related documents such as sales reports, transaction records, and promotional materials were collected to support the observations and interviews.

2.1 Activity Stages:

- a. Conduct initial discussions with MSME owners to identify key constraints, such as lack of digital marketing, manual management systems, and low market reach.
- b. Creation of social media accounts such as Instagram, Providing customer service contact persons on Whatsapp social media. And strategize to display products and social media accounts for active promotion.
- c. Provide training related to the use of the Shopee e-commerce platform, and digital marketing methods.

- d. Testing marketing strategies and products using social media and local marketplaces, and measuring consumer response.
- 2.2 Flow of Activities:
 - a. Week 1-2: Needs identification and basic training.
 - b. Week 3-4: Creation of social media accounts, and training on the use of digital tools.
 - c. Weeks 5-6: Trial marketing through e-commers and evaluation of results.
- 2.3 Data Analysis Techniques:
 - a. SWOT Analysis: To identify the strengths, weaknesses, opportunities, and threats of Moringa Cake Bakery's business in the face of competition in the market.
 - b. Digital Marketing Analysis: Through Google Analytics or similar platforms to analyze the effectiveness of online marketing, engagement on social media, and website traffic.
 - c. Customer Satisfaction Analysis: Customer satisfaction surveys to measure perceptions of products and services.

Alternative Techniques If the above methods are too general, another alternative to consider is using social media sentiment analysis techniques to understand how products are received by the public based on online interactions.

3. Results and Discussion

In accordance with the background and research methods, the results in this study are as follows:

3.1 Rebranding Moringa Cake and Bakery on Instagram social media

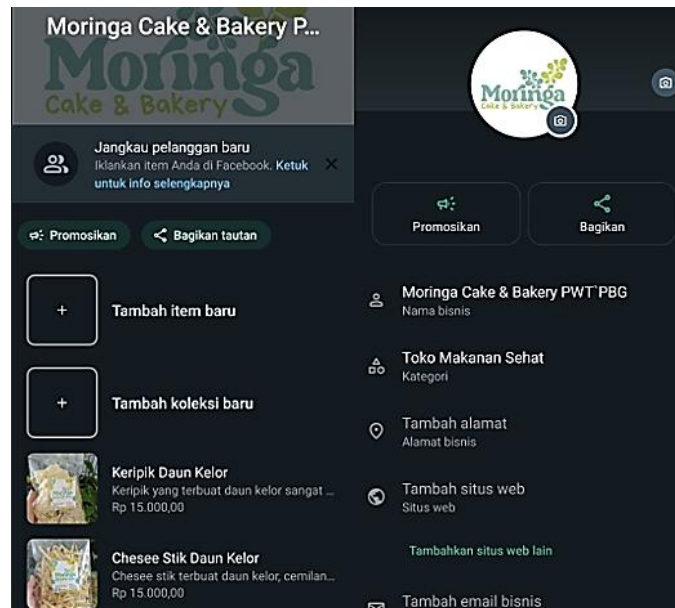
At the beginning of the team's observations carried out during August 2024, it was found that Instagram social media was not well maintained by the owner. So the team saw this phenomenon as an improvement effort as a means of marketing through social media. The official Instagram @moringacakeandbakery_pwt.pbg was formed in September 2024 with the following developments



This Instagram will serve as one of the digital marketing media. The number of followers still continues to grow over time. The content presented contains highlights related to product information, product benefits, and so on. The development of the Instagram profile is still continuing in accordance with the development plan including the

completeness of the identity on the profile, content variations and utilization of Instagram features such as reels, stories and so on.

3.2 Provide customer service contact person on Whatsapp social media

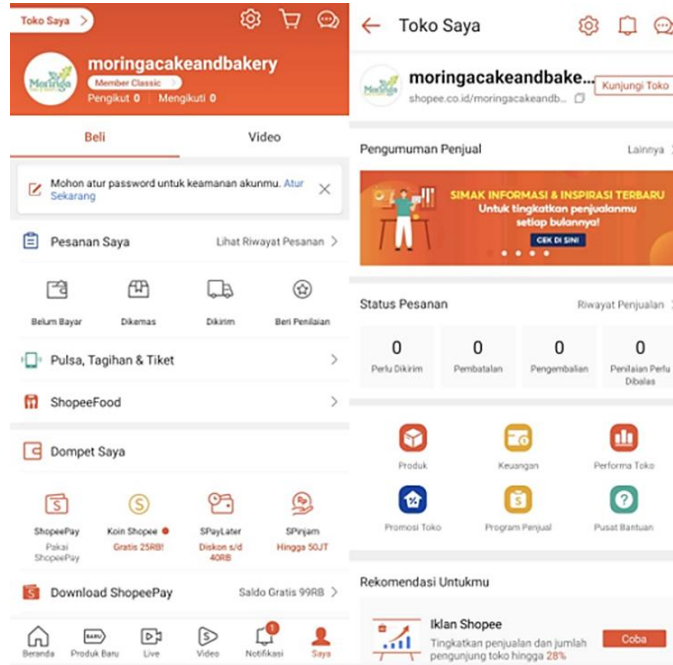


Contact person on Whatsapp Business serves as a direct means of communication for buyers / prospective buyers if they want to interact directly with the admin team. This is to facilitate access to closer communication with the admin team. Currently, business whatsapp media is very useful in terms of communication between the admin team and prospective buyers / buyers. In addition, this media also functions as a small-scale marketing media, because it can only be done through making whatsapp stories. This business whatsapp media still requires a further development process by adding ornaments to the collection column and so on.

3.3 Starting digital transformation in Shopee e-commerce

The Shopee e-commerce platform is the target as well as the main goal of Moringa Cake and Bakery's business development. In the digital transformation process, Shopee plays a very large role as a sales and marketing media for Moringa Cake and Bakery. The discussion of digitalization through Shopee is divided into several aspects, namely:

- a. Store profile and product sales scheme



The launch of the store on the Shopee e-commerce platform is named *moringacakeandbakery*. The products sold are currently available in 2 types, namely Moringa Leaf Cheese Stick and Moringa Leaf Chips. The sales scheme uses a bundling system where the buyer will get 2pcs of products at a price of Rp.30,000, -. This is due to several considerations such as determining HP Production and free shipping schemes. The free shipping scheme on the Shopee application can only be valid with a minimum purchase of Rp.30,000. So the team wants to free buyers from free shipping rates by implementing a bundling sales scheme.

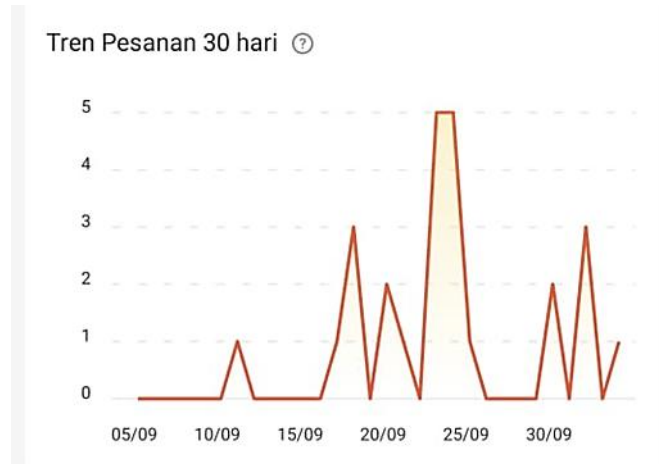
b. Sales Performance

Sales have been made through the Shopee application during the month of September 2024. The results obtained were 25 order receipts with varying order details. Total sales reached Rp.963,700,- with the average sales amount per order at Rp.38,500,-.

Pesanan 25 ▲ -	Penjualan(Rp) 963,7RB ▲ -	Tingkat Konversi 44,4% ▲ 44%
Penjualan per Pesanan(Rp) 38,5RB ▲ -	Total Pengunjung 45 ▲ -	Produk Dilihat 443 ▲ -

The initial phase is an introduction to the public about the Moringa Cake and Bakery store. Furthermore, the trend shows an increase in sales on September 17-25, 2024, while

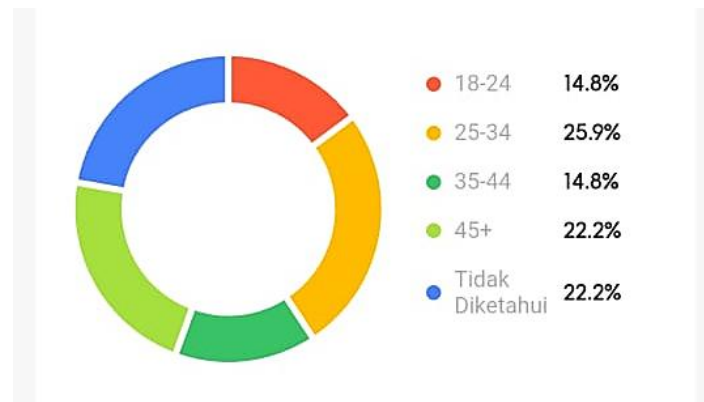
September 26-30 has decreased because all products have been sold out so that there is limited stock availability which results in a decrease in sales trends.



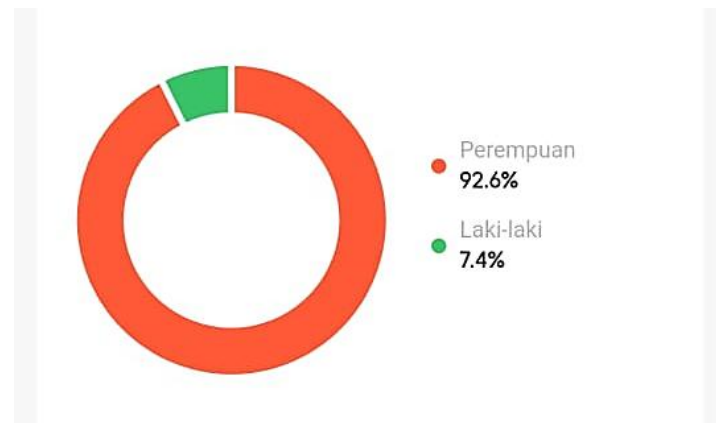
Stock availability management is a concern for the team so that prospective buyers/buyers can make transactions or repeat transactions at any time.

c. Video Content Performance

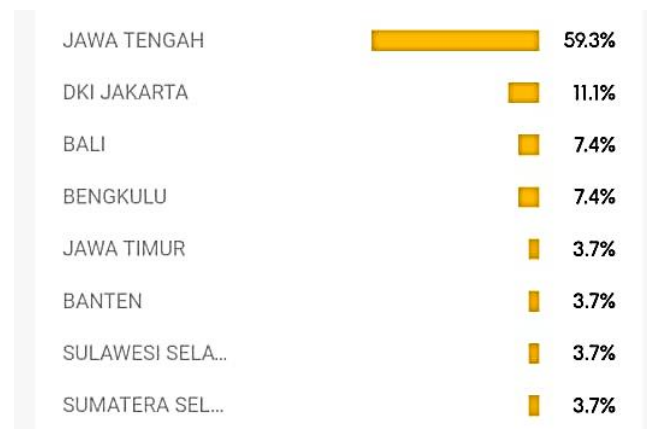
To improve sales performance, the Moringa Cake and Bakery team assists the process by uploading video content on the Shopee application. The uploaded video content includes product introductions, product variations, promotions with short stories and so on. The results are as follows



In terms of age, uploaded videos are dominated by application users with an age range of 25-34 years as much as 25.9%. Next followed by users with an age range of 45 years and above as much as 22.2%, this is the same as the age range of users whose age range is unknown, which is 22.2% as well. Furthermore, followed by users with an age range of 18-24 years as much as 14.8% commensurate with users with an age range of 35-44 years as much as 14.8% as well.



Furthermore, in terms of age, the number of video viewers is dominated by women with 92.6% while men are only 7.4%.



In terms of user location demographics, it is known that the most users with Central Java domicile are 59.3%, followed by DKI Jakarta (11.1%), Bali and Bengkulu (7.4%), as well as East Java, Banten, South Sulawesi and South Sumatra (3.7%).

4. Conclusion

Based on the results of the research, the digital transformation implemented at MSME Moringa Cake and Bakery shows significant progress in terms of marketing and sales. Such as rebranding on Instagram Social Media has successfully increased visibility and relationships with potential customers. The official Instagram account established in September 2024 is an effective platform to introduce products, expand market reach, and build brand identity. The provision of customer service through WhatsApp Business facilitates interaction between customers and the admin team, providing a more personalized and faster communication experience. However, this platform still requires further development to function optimally as a marketing and sales tool. Digital transformation through Shopee e-commerce opens up new opportunities in expanding the reach of online sales. Although still in its early stages, sales through Shopee are showing promising results with product bundling strategies and utilization of free shipping promotions.

However, constraints related to stock management must be improved immediately so that sales are not hampered by product limitations. Video content uploaded on Shopee contributes positively to increased product visibility, especially among users aged 25-34 who dominate the video audience. The dominance of female viewers also indicates a potential market segment that can be further focused on in future marketing strategies. Overall, the implementation of digitalization at Moringa Cake and Bakery is on the right track to increase business growth, although continuous efforts are still needed in terms of stock management and digital marketing strategy development to achieve maximum results.

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