



Optimizing Digital Marketing Strategies for MSME: A Case Study of Nostalgia Coffee

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ABSTRACT

The current trend in digital marketing presents a significant opportunity, particularly for Micro, Small, and Medium Enterprises (MSMEs) in the Industry 4.0 era. Digital marketing offers many advantages over traditional methods, especially its ability to track and measure strategic effectiveness. This research aims to optimize digital marketing strategies to enhance promotion and sales performance for the MSME Nostalgia Coffee. A qualitative approach was used, employing method triangulation through interviews, observation, and content analysis to validate findings and ensure data credibility. Results show that optimizing digital marketing—especially through Instagram, WhatsApp Business, and online food delivery platforms—led to a measurable impact. Instagram account reach increased by 26.3%, with a 69.2% rise in followers over 14 days. Customer interaction also improved, with 34 engaged accounts, comprising 86.3% followers and 13.7% non-followers. Furthermore, Google Reviews improved with 14 new reviews, increasing total online ratings and strengthening public perception. These findings suggest that strategic implementation of digital tools can enhance customer engagement and brand visibility. Future studies are recommended to apply these strategies on a wider scale and over a longer timeframe to achieve sustained growth and adaptability.

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Introduction

The rapid advancement of digital technology has brought substantial changes to various aspects of human life. The integration of the internet, social media, mobile applications, and other digital communication platforms has become inseparable from daily activities. This phenomenon has also reshaped global economic activities, especially in how individuals search for, choose, and interact

with brands, products, or services (Riofita et al., 2024). Digital marketing has emerged as a core component in this transformation, involving activities that range from customer acquisition, preference building, to increasing sales value (Sulaksono & Zakaria, 2020). It is not only an effort to expand market reach through digital channels (Putri et al., 2022), but also a medium for enhancing entrepreneurial skills, especially through e-commerce platforms (Kamil et al., 2022).

According to Lestari and Saifuddin (2020), digital marketing enables the execution of all business processes with a digital touch, particularly in buying and selling.

In the Industry 4.0 era, digital marketing has become a crucial opportunity for MSMEs. The American Marketing Association (AMA) defines digital marketing as a set of activities, intuitions, and complete processes developed by digital technology to deliver and communicate value to consumers and stakeholders (Kannan & Li, 2017). Compared to conventional offline marketing, digital marketing offers significant advantages, such as its ability to serve as a benchmark for assessing the effectiveness of promotional strategies (Fadhlilah & Pratiwi, 2021). Social media, in particular, has become a key medium in the development of digital marketing and plays an essential role in business success (Rustiarini et al., 2021).

However, despite these opportunities, many MSMEs still face challenges in utilizing digital marketing optimally. A survey by Sea Insight revealed that only 54% of MSME entrepreneurs have become adaptive in using social media to increase sales (Alika, 2020). This indicates a significant proportion of MSMEs that remain limited in their digital adoption. This situation persists even as 2024 data shows that 167 million Indonesians (60.4% of the total population) are active on social media, with an average usage time of 3 hours and 11 minutes per day (We Are Social, 2024). The disconnect between the growing digital market and the limited digital marketing capabilities of MSMEs reveals a strategic gap that needs to be addressed.

This research addresses that gap by focusing on Nostalgia Coffee, an MSME located in Batam, which has acknowledged the importance of digital platforms but has not yet optimized its digital marketing strategy. The owner struggles to create engaging content, resulting in a relatively low number of social

media followers and limited brand visibility. Although the business has recorded an upward trend in sales, performance has not yet reached expected targets (Anggraini et al., 2022). This highlights a practical problem: how can MSMEs with limited expertise and resources effectively leverage digital tools to increase engagement and sales?

Therefore, the purpose of this study is to evaluate and improve the digital marketing strategy of Nostalgia Coffee by implementing structured interventions through social media and e-commerce optimization. Using a qualitative approach strengthened by method triangulation—including interviews, observation, and documentation—the study not only documents the outcomes but also provides replicable insights for other MSMEs facing similar challenges.

Literature Review

Digital Marketing for MSMEs

Digital marketing refers to marketing activities conducted through digital platforms such as websites, social media, email, and e-commerce channels. Kannan and Li (2017) define it as a strategic process that leverages digital technology to deliver value to consumers and stakeholders in a measurable and interactive way. Meanwhile, Lestari and Saifuddin (2020) highlight the function of digital marketing in facilitating business operations—particularly transaction processes—through digital interfaces.

For MSMEs, digital marketing offers a cost-effective and scalable approach to reach broader audiences while building personalized relationships with customers. This is particularly important in Indonesia, where MSMEs dominate the economic landscape but often lack formal marketing expertise. (Kamil et al., 2022) argue that digital marketing tools, especially those integrated into e-commerce platforms, help MSMEs strengthen their

entrepreneurial capabilities and expand market access.

However, the digital transformation of MSMEs is still far from optimal. According to (Alika, 2020), only 54% of MSME owners in Indonesia actively use social media to drive sales, despite the increasing digital literacy and social media adoption among consumers. This mismatch reflects a critical implementation gap between potential and practice. In the case of Nostalgia Coffee, the absence of a structured digital strategy has limited the impact of its online presence, making digital marketing optimization not just relevant but necessary.

Social Media Marketing

Social media marketing is a strategy based on content creation and audience interaction through platforms such as Instagram, Facebook, and TikTok (Lady et al., 2023). These platforms have reshaped consumer behavior by enabling two-way communication and providing faster access to information (Izzulsyah et al., 2022). (Lady et al. 2023) emphasized that effective use of social media by MSMEs not only boosts product visibility but also strengthens consumer relationships, increasing loyalty and purchase intention—especially when brands engage audiences through consistent, relatable content.

In today's competitive environment, MSMEs must adapt to these platforms and refine their digital marketing efforts to remain competitive and relevant (Pujianto et al., 2023). Indonesia's digital landscape, with over 167 million active users spending an average of 3 hours and 11 minutes per day on social media (We Are Social, 2024), reinforces the urgency for businesses to maximize their digital presence.

Instagram as a Marketing Platform

Instagram stands out as a dominant visual platform with broad demographic appeal. As reported in the Global Digital Overview 2023 (Kemp, 2023). Instagram is among the top

three platforms used by Indonesians aged 16 to 64. Its features—such as Stories, Reels, Highlights, and ads—are powerful tools for small businesses to establish branding and encourage consumer interaction. (Fauzan, 2022) emphasizes the importance of Instagram in developing digital promotions, particularly for MSMEs.

Despite its potential, many businesses—including Nostalgia Coffee—fail to leverage Instagram fully due to inconsistent posting and underuse of available features like business insights or automated engagement tools.

WhatsApp Business

WhatsApp Business, launched in 2018, was created to help MSMEs manage customer interactions more effectively. The platform includes features like automated replies, catalogs, location sharing, and custom business profiles (Andamisari, 2021). These tools enable efficient communication and customer service, which are essential for building trust and maintaining relationships. Fitriana et al. (2023) found that WhatsApp Business is increasingly adopted by MSMEs as a promotional channel. However, due to time constraints and technical barriers, some businesses like Nostalgia Coffee have been slow to implement these tools—despite acknowledging their usefulness.

Online Delivery Services

Online food delivery platforms such as GrabFood, GoFood, and ShopeeFood have revolutionized how businesses reach and serve customers. According to Arviani et al. (2021), these platforms help MSMEs reduce operational costs while expanding market reach. Indonesia currently leads Southeast Asia in the use of online food delivery services, according to Momentum Works (2024).

Despite the benefits, platform onboarding and registration—especially on ShopeeFood—pose challenges for some MSMEs. Nostalgia Coffee, for instance, experienced difficulty

completing registration, leading to a delay in accessing this potentially lucrative channel.

Canva Premium as a Content Tool

Effective visual content is essential for success in digital marketing. For MSMEs with limited design resources, tools like Canva offer a practical solution to produce professional and engaging content. Canva allows users to create visually appealing marketing materials using drag-and-drop features and customizable templates.

Hinchcliff and Mehmet (2023) demonstrated that embedding Canva in marketing education significantly enhances content quality, creativity, and user engagement. While the study focused on educational settings, its implications extend to MSMEs—highlighting how Canva supports storytelling and branding in visually competitive platforms like Instagram and TikTok. Canva Premium, in particular, offers more advanced features such as brand kits, animation, and team collaboration tools, making it ideal for structured digital campaigns.

When used strategically, Canva contributes to higher customer engagement and brand recall—both of which are crucial for MSMEs like Nostalgia Coffee that aim to build a stronger online presence.

Google Review and Digital Reputation

In the digital era, customer reviews play a crucial role in influencing brand perception and purchase decisions. One of the most accessible tools for small businesses is Google Review, a feature of Google Business that allows customers to leave ratings and feedback visible in search results. Positive reviews build trust and increase visibility, whereas negative reviews can directly discourage repeat purchases.

A recent study by Restuningtika et al. (2023) highlighted the real impact of online reviews on MSME customer loyalty. Their research on

Toko Roti Papa Cookies found that although membership numbers increased, a decline in repeat purchases occurred, which was strongly linked to negative Google Reviews. Some customers explicitly stated in online reviews that they would not return, underscoring how digital reputation directly affects consumer behavior. This aligns with the broader consensus that online reviews—especially Google-based ones—serve not just as feedback but as digital word-of-mouth and a determinant of customer retention.

Therefore, for MSMEs like Nostalgia Coffee, actively managing Google Reviews—by encouraging satisfied customers to leave positive comments and responding professionally to criticism—is a low-cost, high-impact strategy for building digital trust and improving loyalty.

Research Methods

This study employs a qualitative research approach, chosen to gain an in-depth understanding of the processes, perceptions, and behaviors associated with digital marketing optimization at Nostalgia Coffee. Unlike quantitative methods, which emphasize numerical analysis, qualitative inquiry focuses on exploring complex, contextual, and subjective experiences that influence customer engagement and digital strategies. This aligns with Creswell and Poth (2018), who emphasize that qualitative research is ideal for investigating processes, meanings, and interpretations in dynamic environments where numbers alone cannot capture the full scope of inquiry.

To enhance the credibility and validity of the findings, the study adopts method triangulation as conceptualized by Patton (2015), integrating multiple data collection techniques to ensure cross-validation. Specifically, three methods were applied: content analysis of digital platforms, semi-

structured interviews, and non-participant observation.

The content analysis involved evaluating Nostalgia Coffee's social media presence (Instagram and Facebook) and its e-commerce activities (GrabFood and GoFood). Key metrics such as posting frequency, engagement rates (likes, comments, shares), and the use of digital features like highlights and reels were assessed to establish a baseline before the digital marketing interventions.

The interview process involved six participants, comprising the MSME owner

(Mr. Barly) and five customers, who were selected using purposive sampling. The customer respondents were chosen based on their active engagement with the café's social media or e-commerce channels to ensure that their experiences were directly relevant to the study. The interviews were conducted using semi-structured questions, providing a framework while allowing flexibility for deeper exploration. The list of interview questions is provided in Table 1, covering key areas such as digital marketing strategies, platform preferences, content engagement, and customer feedback mechanisms.

Table 1.
Interview Guide

No	List of Question
For Nostalgia Coffee's Owner	
1	What digital marketing strategy is currently being implemented by your café?
2	To what extent do social media platforms (Instagram, Facebook, TikTok) play a role in your café's marketing?
3	What type of content do you post most frequently on social media?
4	Do you run paid promotions (ads) on social media?
5	Which social media platform (Instagram, Facebook, TikTok) is the easiest to manage at the moment?
6	How do you manage feedback and reviews from customers on platforms like Google Reviews or social media?
7	Which e-commerce platforms are currently being actively managed for marketing, especially sales?
8	What is the biggest challenge you face when using social media and e-commerce for promotion?
For Nostalgia Coffee's Customer	
1	How did you first learn about this café? (Through social media, online ads, or recommendations from friends?)
2	Did the ads or digital content you saw about this café catch your attention?
3	Have you ever made an order or purchase online through e-commerce?
4	What do you think about the products sold at the café?
5	Did the café's presence on social media or online help you find it?
6	Overall, how was your experience with the digital marketing applied by this café? Was it more helpful to you compared to previous digital marketing efforts?

Source: Data Processed by Researcher, 2024

In addition, non-participant observations were conducted over a four-week period, focusing on Nostalgia Coffee's social media activities. The researcher monitored post consistency,

customer engagement patterns, and the timeliness of responses to customer inquiries. Observational data were recorded systematically in field notes and analyzed

using thematic analysis, identifying recurring themes such as content effectiveness, audience responsiveness, and areas requiring improvement.

The application of triangulation—integrating interview data, social media content analysis, and direct observations—ensures data validity and reliability, as supported by Denzin and Lincoln (2018). This approach allows for cross-verification of findings from different perspectives, strengthening the overall conclusions.

The research process was structured into three stages, as illustrated in Figure 1. The preparation phase involved diagnosing the café's current digital marketing performance through initial interviews and observations.

The implementation phase focused on executing the optimized digital strategies, including Instagram feed redesign, WhatsApp Business activation, and Google Review enhancement, with an emphasis on consistent, engaging content. The evaluation phase compared the pre- and post-implementation engagement metrics (reach, follower growth, reviews), supported by follow-up interviews with customers to assess perceived improvements.

By grounding this methodology in established qualitative frameworks, this research provides a comprehensive analysis of digital marketing optimization for MSMEs, offering practical insights that extend beyond Nostalgia Coffee's case.

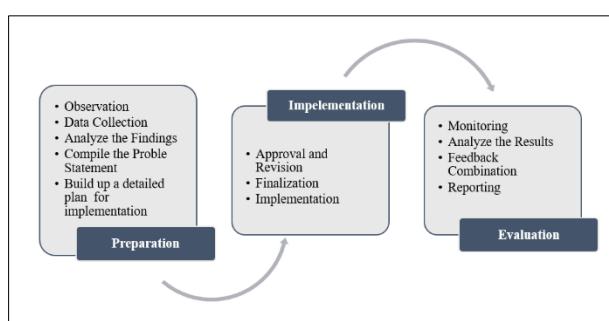


Figure 1. Implementation Stages

Source: Data Processed by Researcher, 2024

Results and Discussion

Problem Identification through Owner Interview

Since its establishment in 2018, Nostalgia Coffee has utilized social media platforms, particularly Facebook and Instagram, to promote its products. However, as conveyed by the owner, Mr. Barly, these digital efforts have not yet translated into significant sales. Although the café shares best-selling products, new items, and customer reviews on Instagram, the platform's potential to drive sales remains underutilized. Moreover, while

the café operates on GrabFood and GoFood, daily orders through these platforms average only 6–10 orders per day. Mr. Barly has expressed interest in expanding to ShopeeFood to increase daily sales, but technical difficulties during registration have hindered this effort.

"Facebook and Instagram are the two social media platforms currently being managed, but we are more active on Instagram, sharing best-selling products, new products, and customer reviews to reach more customers. However, the impact of Instagram has not

been maximized in terms of promotion, especially sales. Additionally, we have also used e-commerce platforms such as GrabFood and GoFood, but we have not yet used ShopeeFood." (Interview with Mr. Barly, the owner of Nostalgia Coffee, Personal Communication, November 10, 2024)

"I have been using GrabFood and GoFood to support sales, but with ShopeeFood, I faced some issues during the registration process, so I haven't continued it up to now."

(Interview with Mr. Barly, the owner of Nostalgia Coffee, Personal Communication, November 10, 2024)

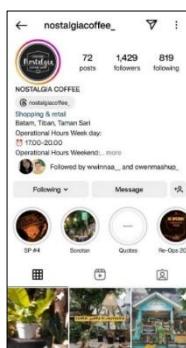


Figure 2. Nostalgia's Coffee Instagram

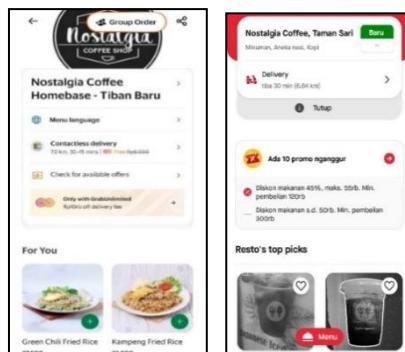


Figure 3. E-commerce on Grab Food and Go-Food

These challenges are visually evident in Nostalgia Coffee's digital presence prior to optimization, as shown in Figure 2 and Figure 3. Figure 1 illustrates Nostalgia Coffee's Instagram feed, which, at the time of assessment, lacked consistent post organization and a cohesive visual identity.

Through the e-commerce platforms that have been applied, orders received are only 6-10 orders. Therefore, it is important to add more platforms to increase sales orders. Posts varied in style, color schemes were inconsistent, and important information such as menu highlights or customer reviews were not

effectively showcased. This disorganization potentially limited customer engagement and made it difficult for visitors to navigate or connect with the brand.

Meanwhile, Figure 3 highlights the e-commerce platforms currently utilized by Nostalgia Coffee—specifically GrabFood and GoFood. Although these platforms are operational, they have not been fully optimized in terms of product listings, promotional activities, or customer engagement strategies. The absence of ShopeeFood, despite its popularity, further

limits the café's market reach. This underlines the need for digital strategy improvements across both social media and e-commerce channels.

These findings reflect common MSME challenges in adopting digital platforms effectively, consistent with , who emphasize the need for strategic digital engagement among small businesses to achieve meaningful outcomes.

Customer Insights: Pre-Implementation Interviews

To assess Nostalgia Coffee's digital visibility and customer engagement, five customers were interviewed before the implementation stage. The results revealed a critical gap in the café's brand awareness across digital platforms. While all respondents acknowledged the importance of social media in their purchasing decisions, one participant explicitly stated having no prior awareness of Nostalgia Coffee:

"I actually didn't know Nostalgia Coffee before this. I'm quite active on Instagram, but I hadn't come across their page or posts before." (Interview with Helen, Personal Communication, November 10, 2024).

This lack of visibility is particularly concerning for MSMEs, where digital marketing is essential for survival and growth in today's competitive landscape. Similar findings were reported by Syaifulah et al. (2021), who emphasized that MSMEs lacking strategic digital engagement often fail to capture potential market segments, especially during periods of heightened online activity like the pandemic era. The remaining respondents confirmed the central role of social media in shaping their purchasing behaviors:

"Every day, I definitely open a lot of social media. I often get updates about life through social media. Sometimes I also browse social

media to search for information before making a purchase, like when I'm planning a trip or celebrating a birthday." (Interview with Winna Angelina, Personal Communication, November 16, 2024).

"Social media should be more active because it attracts consumers, in my opinion. All the information is easy to read and see through social media, so I often scroll through social media to find information, especially on Instagram." (Interview with Dini Sari, Personal Communication, November 16, 2024).

"I know Nostalgia Coffee quite well and have tried their products. The products taste great. I have also recommended it to some of my other friends." (Interview with Melisa, Personal Communication, November 16, 2024).

"The products are really good, especially the coffee, but it also needs to be balanced with better social media presence." (Interview with Defen, Personal Communication, November 16, 2024).

These insights highlight a disconnect between product quality and brand visibility, where despite offering superior products, Nostalgia Coffee was not effectively engaging or reaching its digital audience. This aligns with (Lady et al., 2023) , who assert that optimized social media marketing significantly influences consumer purchase decisions among MSMEs. The feedback collected served as a foundation for designing targeted digital marketing interventions aimed at enhancing Nostalgia Coffee's online presence and engagement.

Implementation of Digital Marketing Strategies

Based on the interviews, the first step of implementation focused on restructuring the

Instagram highlights. New covers were designed to make navigation clearer, with categories such as location, menu, reopening events, customer reviews, and inspirational

quotes. This design, shown in Figure 4, was intended to offer a quick overview of essential information, enhancing user experience.



Figure 4. Instagram Story Highlight Cover

The e-book menu was also redesigned with a more detailed layout, not only listing product offerings but also sharing Nostalgia Coffee's story, as depicted in Figure 5. This narrative element aimed to foster emotional

engagement with the brand. To support these updates, interactive Instagram Stories were introduced, including location tags and "We Are Open" statuses (Figure 6), ensuring regular updates for customers.



Figure 5. E-Book Menu

Another critical improvement was made to the Instagram feed aesthetic. As seen in Figure 7, the feed was updated with brighter, more colorful designs to enhance its visual appeal and avoid monotony. This approach follows Lim and Childs (2020), who highlight the effectiveness of visual-based social media strategies in boosting consumer engagement.

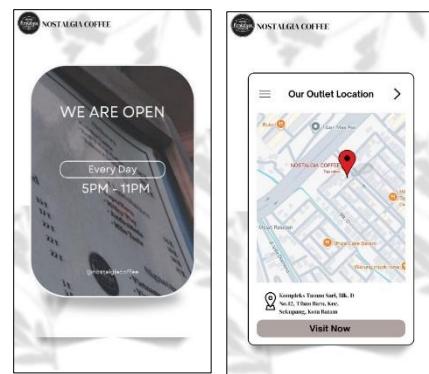


Figure 6. Location Story and We Are Open Design

In addition to social media, WhatsApp Business was implemented (Figure 8). Previously absent, this feature provided auto-reply messaging, a product catalog, and business information in the profile, facilitating smoother customer interactions.



Figure 7. Feeds Instagram Design

Efforts were also made to revisit ShopeeFood registration (Figure 9), acknowledging the platform's popularity and its potential to expand sales channels. Finally, Google Reviews were actively encouraged to improve the café's digital reputation, following best practices highlighted by Restuningtika et al. (2023), who demonstrated that online reviews directly affect MSME customer loyalty.

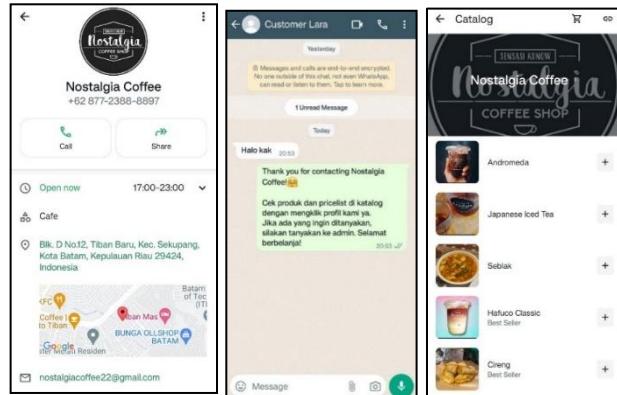


Figure 8. Whatsapp Business Display

These implementations directly addressed the initial gaps identified in both owner and customer interviews—specifically, the lack of structured social media presence and limited digital reach. By enhancing visual consistency, storytelling elements, and communication tools, Nostalgia Coffee aimed to bridge the disconnect between product quality and digital visibility, ensuring a stronger brand presence across key platforms.

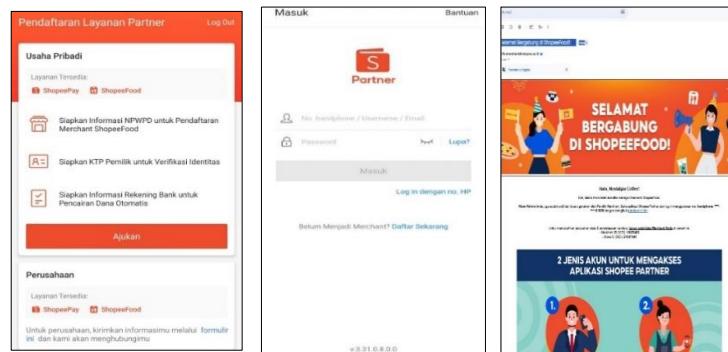


Figure 9. Shopee Food Registration Process

Evaluation of Digital Marketing Results

The impact of the implemented strategies was assessed using Instagram's Professional

Dashboard and Google Reviews, providing both quantitative engagement data and qualitative customer feedback.

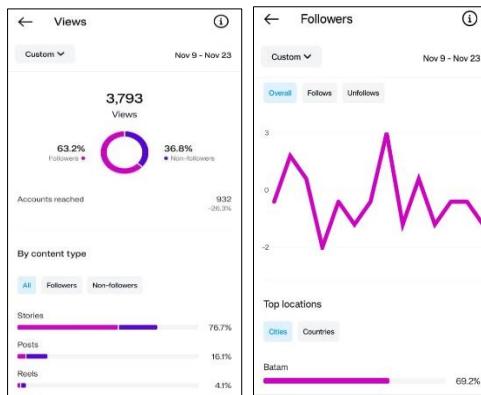


Figure 10. Nostalgia Coffee Account Followers Addition and Reach

Instagram Engagement Metrics

The Instagram analytics showed substantial improvement following the optimization. As displayed in Figure 10, account reach increased by 26.3%, growing from 738 accounts pre-implementation to 932 accounts within a 14-day period post-implementation. The follower count also rose sharply from 390

to 660 followers, marking a 69.2% increase. Engagement levels, represented by engaged accounts, improved from 20 to 34 accounts, as shown in Figure 11.

To provide a clearer summary of these engagement outcomes, Table 2 below compares the pre- and post-implementation data:



Figure 11. Nostalgia Coffee Interactions.

Table 2.
Instagram Engagement Metrics Before and After Implementation

Metric	Before Implementation	After Implementation	Percentage Increase
Account Reach	738 accounts	932 accounts	+26.3%
Follower Count	390 followers	660 followers	+69.2%
Engaged Accounts	20 accounts	34 accounts	+70%

These engagement improvements validate the effectiveness of the implemented visual strategies. Huang et al., (2023) confirmed that integrating visual storytelling elements—such as infographics, emotive images, and videos—significantly boosts audience engagement by increasing both interaction rates and content retention. The brighter, more consistent feed aesthetic, improved story highlights, and interactive features such as “We Are Open” status updates (Figure 6) were directly responsible for these gains. Post-implementation customer interviews reinforced these findings:

“I really like the changes on Nostalgia Coffee’s Instagram now, it’s neater and more colorful. My suggestion is to keep this up and, if possible, strengthen it with new Reels content.” (Interview with Winna Angelina, Personal Communication, November 16, 2024).

“The new concept is fresher and more informative compared to before. I got to know Nostalgia Coffee a lot more after stalking its updated Instagram. I believe this will be felt by both regular and potential customers.” (Interview with Dini Sari, Personal Communication, November 16, 2024).

“The latest social media update has much more information, and the bright colors create an attractive impression. I’ve explored the updates and found a lot of new insights and motivation. In my opinion, even though it’s through digital media, the interaction must continue so that consumers don’t get bored.” (Interview with Helen, Personal Communication, November 16, 2024).

These testimonials reflect increased awareness and engagement, demonstrating that the gap between product quality and digital visibility—identified in the pre-implementation phase—had been addressed successfully.

Google Reviews Improvement

In addition to social media engagement, Google Reviews also showed positive growth. As shown in Figure 12, 14 new positive reviews were added following the intervention. This improvement in digital reputation enhances customer trust, particularly for potential new customers searching for Nostalgia Coffee online. These results are consistent with Restuningtika et al. (2023), who demonstrated that positive online reviews significantly influence MSME customer loyalty and purchase intentions.

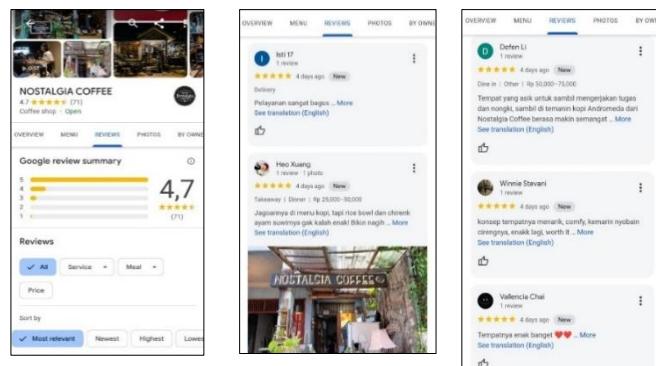


Figure 12. Google Review After Implementation

To ensure the credibility and robustness of these findings, this study utilized method triangulation, integrating interviews, observations, and researcher interpretations. The triangulation table illustrates how customer feedback, observational data, and implementation outcomes converged, reinforcing the consistency of the results. For example, customer interviews revealed expectations for more engaging social media,

which was validated by the researcher's observations of inactive Instagram management. This multi-perspective analysis informed the targeted digital marketing interventions that led to observable engagement improvements. Such triangulation enhances the trustworthiness of the data, ensuring that the conclusions are well-supported (Patton, 2014; Denzin & Lincoln, 2018).

Table 3.
Triangulation Table

Study's Result	Interview	Observation	Interpretation
Social Media	Customers consistently agreed that social media plays a critical role in gathering business information. They highlighted that social media provides easy access to product details, business background, and customer reviews, aiding their decision-making before and after transactions.	The researcher observed that Nostalgia Coffee has not fully utilized social media's potential. Advanced features like highlights, interactive posts, and consistent visual updates were rarely used. Despite having a reasonable follower base, active engagement and visual appeal remained low.	These findings prompted the researcher to enhance the café's social media strategy, focusing on visual redesign, promotions, and feature utilization. Post-implementation, there was a notable increase in customer interactions, especially from potential new customers.
Instagram	Instagram emerged as the preferred platform among customers. They expressed a preference for active, frequently updated accounts with visually appealing content. Customers emphasized that attractive visuals spark curiosity, and interactions with influencers or brands enhance trust.	Pre-implementation, the Instagram account lacked regular updates. Posts were limited to significant events, and the owner admitted time constraints hindered active management, resulting in disorganized visuals and low interaction levels.	Using Canva, the researcher updated highlight covers (location, service hours) and restructured the feed for visual consistency. These enhancements led to increases in follower growth, reach, and engagement, addressing the identified gaps.
Whatsapp Business	The owner acknowledged never using WhatsApp Business, although they recognized its potential. Time limitations prevented its adoption despite interest.	Many competing businesses were observed using WhatsApp Business effectively for marketing	The researcher set up WhatsApp Business for Nostalgia Coffee, including catalog features and auto-

Study's Result	Interview	Observation	Interpretation
Online Food Delivery	The owner reported that GrabFood and GoFood contributed positively to sales, especially due to platform-specific promotions. However, ShopeeFood registration remained incomplete due to technical difficulties.	communication, leveraging catalog features and auto-replies to engage customers efficiently.	replies. This addressed the owner's concerns about timely customer communication and expanded the café's marketing channels.
Website	The owner stated that no website existed and no immediate plans were in place, preferring to prioritize social media development.	GrabFood and GoFood were actively used, but ShopeeFood, despite its popularity, was absent, limiting market reach. The owner struggled with the registration process, which repeatedly failed.	The researcher assisted with ShopeeFood registration, allowing the café to expand its customer base and leverage platform discounts to boost sales. This step aligned Nostalgia Coffee with current e-commerce trends.
MailChimp	The owner was familiar with Mailchimp by name but unfamiliar with its functions. They expressed interest in using it for email marketing.	The researcher noted that lacking a website could hinder long-term brand positioning and trust-building, as many MSMEs benefit from a dedicated online presence.	While not implemented during this project, the researcher plans to support website development in the future, aiming to enhance brand credibility and showcase the café's story alongside its products.
		Mailchimp offers user-friendly, free email marketing tools suitable for MSMEs. It simplifies sharing product updates and promotions directly with customers.	The researcher proposed collecting customer emails (potential and regular) to implement email marketing via Mailchimp, complementing social media strategies and fostering ongoing customer engagement.

Source: Data Processed by Researcher, 2024

The results of this study provide practical implications for MSMEs aiming to strengthen their digital marketing strategies. The significant improvements in engagement metrics and customer interactions at Nostalgia Coffee highlight the importance of consistent visual branding and interactive storytelling across social media platforms. These findings reinforce the work of Huang et al. (2023) and Lim and Childs (2020), who assert that visually cohesive and engaging content significantly enhances consumer attention and encourages exploration. For MSMEs, this underscores the need to invest in creative content design and actively utilize advanced social media features such as highlights, stories, and reels to sustain audience interest.

Additionally, the integration of multi-platform strategies—including social media, WhatsApp Business for direct communication, and Google Reviews for reputation management—proved effective in building consumer trust and expanding customer reach. This holistic approach aligns with Restuningtika et al. (2023), who emphasize the role of online reviews in fostering customer loyalty. Therefore, MSMEs should not solely focus on social media engagement but also diversify their digital channels to ensure comprehensive coverage across the customer journey, from discovery to post-purchase feedback.

Moreover, the use of method triangulation in this research—integrating interviews, observations, and performance data—provides robust validation of these strategies. This approach ensures that interventions are evidence-based and adaptable, offering a replicable model for other MSMEs looking to optimize their digital presence and performance.

Conclusions and suggestions

This research demonstrates that strategically optimizing digital marketing channels—including Instagram, WhatsApp Business, ShopeeFood registration, and Google Reviews—can significantly improve brand visibility, customer engagement, and business performance for MSMEs. These findings are consistent with Lady et al. (2024), who emphasize that advanced social media features, when optimized, significantly enhance marketing reach and consumer engagement for MSMEs. Specifically, Nostalgia Coffee experienced a 26.3% increase in Instagram account reach, a 69.2% rise in followers, and enhanced interactions with 34 engaged accounts, validating the effectiveness of targeted social media interventions. Moreover, the addition of 14 new positive Google Reviews strengthened the café's digital reputation, while successful ShopeeFood registration opened new avenues for sales growth and customer convenience.

Beyond these measurable outcomes, the study's qualitative insights from customer interviews confirmed that the implemented strategies enhanced consumer awareness and loyalty toward Nostalgia Coffee. Customers reported greater ease in accessing information, which in turn facilitated repeat purchases and improved trust. This research therefore provides both academic contributions and practical guidance by illustrating how multi-platform digital marketing strategies, when applied cohesively, can bridge the gap between product quality and digital visibility in MSMEs.

Academically, the study contributes to literature on MSME digital marketing by integrating visual storytelling theories (Huang et al., 2023; Lim & Childs, 2020) with real-world applications. Practically, it offers replicable strategies that other MSMEs can adopt to enhance customer engagement and

sales performance, especially in the Indonesian market context.

From a policy perspective, this study underscores the need for greater support systems—such as digital literacy training for MSMEs, access to affordable content creation tools, and platform partnerships—to facilitate broader adoption of digital marketing practices across the MSME sector.

While the findings of this study are significant, certain limitations must be acknowledged. First, the research was limited to Nostalgia Coffee in Batam, and the results may not be generalizable to MSMEs in other regions or industries. Consumer behaviors and digital engagement patterns could differ across geographic locations and market segments. Second, the short implementation period provided a snapshot of digital marketing effectiveness, but longer-term studies are needed to fully capture the sustainability and scalability of these strategies.

Future research should consider expanding the geographic scope and involving diverse MSME sectors to evaluate whether these digital strategies are universally effective or context-dependent. Additionally, further studies could integrate advanced analytics, such as database management systems for tracking customer behavior and personalized marketing, which could further enhance MSME competitiveness. Incorporating website development as a digital hub and exploring third-party collaborations, such as influencer partnerships, could also provide richer insights into comprehensive digital marketing ecosystems.

Lastly, future research could explore policy-level interventions, such as government programs or public-private partnerships, that support MSMEs in adopting emerging digital technologies. These measures would facilitate broader digital transformation, enhancing the

economic resilience of MSMEs and contributing to sustainable business growth.

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