# The Implementation Of Social Media Marketing Strategy For Culinary Business:

# Case of Roti Tet Fai

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**Abstract**

**Introduction/Main Objectives**: This study analyses the implementation of social media marketing strategy for a culinary business in the case of Roti Tet Fai to increase sales. **Research Methods**: This study use PESTLE and SWOT analysis, and we conduct an interview with the owner of Roti Tet Fai by asking a few questions, summarizing the conversation, and try to find the most suitable media promotion to meet the criteria by comparing several media from the previous study. **Finding/Results**: Roti Tet Fai has several main criteria for finding the ideal promotional media. The criteria include several factors such as target audience, return on interest, target area reach, and low cost. According to our findings, social media is the media that best satisfies the Roti Tet Fai requirement. Following that, comparisons were made to find social media that met the criteria, with a high target audience, the ability to post content, interact with customers, advertising features, editing tools, shop or marketplace features, and the efficiency to transact in one application being the preferred criteria. **Conclusion**: Roti Tet Fai will choose TikTok, because TikTok is the most efficient and they meet all the promotional media criteria for Roti Tet Fai.

**Keywords:** SME, Culinary, Bread Industry, Social Media Marketing

# 1. Introduction

The bread industry in Indonesia is experiencing significant growth, with bread sales projected to reach USD 18.7 billion in 2021. Roti Tet Fai, a family-owned bakery located in West Jakarta, is facing challenges in expanding its sales and brand awareness. Despite being popular in the Jembatan Lima area, Roti Tet Fai struggles to attract customers from other regions. The company currently has one central store and one branch store, as well as resellers in other locations. However, their production often exceeds their sales, indicating a need for increased market penetration.

To address these challenges, Roti Tet Fai aims to increase its sales and create a new market segment through marketing and promotional strategies. Currently, the company's social media presence, particularly on Instagram, is lacking compared to its competitors. Roti Unyil Venus, a well-known bakery brand from Bogor, has successfully raised brand awareness through its Instagram account, which has over 108 thousand followers. In contrast, Roti Tet Fai's Instagram account has only 11,800 followers and lacks attractive and up-to-date content.

The research objectives are to find a solution to increase Roti Tet Fai's sales and create a new market segment through marketing and promotional strategies. The company aims to improve its social media presence, particularly on Instagram, by making the account more attractive, well-organized, and regularly updated. This is expected to generate a larger number of followers and increase brand awareness.

The data analysis shows that Roti Tet Fai's sales have been decreasing from 2019 to 2021, despite the overall increase in public spending on bakery products in the Jabodetabek area. The company's sales are primarily concentrated in the Jembatan Lima area, while sales in other areas, such as Sunter and Harapan Indah, Bekasi, are low. Resellers in these areas only take stock of 1,000 breads every two days. Roti Tet Fai offers online ordering through various food delivery apps, with a maximum delivery distance of 25 kilometers. However, most buyers still come from West Jakarta, and there are few orders from other areas.

To address these issues, Roti Tet Fai needs to expand its market reach and attract customers from other areas. The company can utilize special food logistics services, such as Paxel, to deliver orders to a wider range of locations, including Central Jakarta, East Jakarta, North Jakarta, Bogor, Depok, Tangerang, and Bekasi. This will allow Roti Tet Fai to tap into new market segments and increase sales.

In conclusion, Roti Tet Fai, a popular bakery in West Jakarta, is facing challenges in expanding its sales and brand awareness. The company aims to increase sales and create a new market segment through marketing and promotional strategies. Improving the company's social media presence, particularly on Instagram, is a key focus, as well as expanding its delivery reach to attract customers from other areas. By implementing these strategies, Roti Tet Fai can overcome its sales decline and achieve growth in the competitive bread industry in Indonesia..

# 2. Literature review

## 2.1 PESTLE

The PESTLE analysis is a situational analysis technique used for business evaluation objectives, and it is one of the most commonly utilized models in evaluating the highly dynamic external business environment (Rashain Perera, 2017).

**2.1.1**. **Political**

Political class influences a company's future activities, affecting policies from local, national, continental, and global governments. Indonesia's political stability has positively impacted businesses, with initiatives supporting small and medium enterprises. Fiscal policies, trade agreements, and political party shifts also shape the business landscape. Understanding these dynamics is crucial for businesses to thrive.

**2.1.2 Economic**

Users should evaluate and understand economic concerns to implement strategies. Key considerations include steady economic growth, exchange rate fluctuations, government policies, interest rates, inflation rates, and income levels. Understanding population segmentation and anticipating changes is crucial. Factoring in exchange rates, inflation, and unemployment rates aligns with prevailing economic conditions. Monitoring unemployment rates helps in influencing market dynamics and consumer behavior. Addressing these dimensions strengthens strategic approach and navigates complex economic terrain.

**2.1.3 Social**

To increase their relevance and resilience, our initiatives need to take into account cultural factors including taste and fashion, shifting wealth, health consciousness, internet ordering, demographic transitions, and religion. We can adjust to shifting customer tastes, provide healthier options, and meet the rising health consciousness of Indonesian consumers by examining these patterns. We can adjust to the constantly shifting social environment by doing this.

**2.1.4 Technological**

Technological development is rapidly evolving, shaping society in the near future. Digital technologies like point-of-sale systems and online ordering platforms can streamline operations in bakery stores, while production methods can reduce costs. Cybersecurity measures are crucial to protect customer data. Energy consumption variations and innovative manufacturing modes contribute to the evolving technological landscape. Understanding these dimensions helps adapt to this era of rapid transformation.

**2.1.5 Legal**

Understanding the legal landscape is crucial for international business, especially bakery stores. Compliance with food safety, hygiene, intellectual property, minimum wage, and licenses is essential for operational adherence. These facets can impact branding, marketing strategies, labor costs, and licenses, ensuring a resilient foundation for project success.

**2.1.6 Environmental**

The environmental movement is affecting businesses globally, influencing ingredients supply and cost, and promoting sustainable packaging. Climate change and natural disasters impact ingredients supply and cost. Businesses can adopt energy-efficient equipment and align with consumer values to foster sustainability and resilience in the face of environmental challenges.

**2.2. SWOT**

SWOT analysis enables an organization to have a unified picture of its whole strategy, allowing one to discover how internal capabilities can be related to external capabilities in order to gain competitive advantages and assure the company's success (Pereira et al., 2021).

**2.2.1 Strengths**

The bakery store possesses a diverse array of products and flavors designed to cater to a wide range of customer preferences, ensuring a broad appeal. Setting itself apart from competitors, the store has the capability to provide freshly baked goods, adding a distinctive and enticing element to its offerings. Moreover, recognizing the evolving market trends, there is an opportunity to enhance the customer base and reach by leveraging online ordering and delivery services, thereby adapting to the convenience preferences of modern consumers. Together, these factors contribute to the store's unique selling proposition and strategic positioning in the competitive landscape.

**2.2.2 Weakness**

The bakery store faces certain challenges that warrant consideration in its operational strategy. Firstly, a reliance on imported ingredients introduces the potential for impacts on both cost and the stability of the supply chain, necessitating vigilant management. Secondly, within the competitive market, the store grapples with limited brand recognition, highlighting the need for strategic initiatives to enhance visibility and market presence. Additionally, the store encounters constraints in accessing capital for expansion and growth, indicating a requirement for thoughtful financial planning and potential avenues for securing additional resources. By addressing these challenges, the bakery store can fortify its position, foster growth, and navigate the intricacies of a competitive business environment more effectively.

**2.2.3 Opportunities**

The bakery store is leveraging market trends like healthier, specialty baked goods demand and expanding its online presence. It's also focusing on local ingredients and flavors to create unique products, enhancing customer engagement and fostering innovation. This strategic approach will help meet market demands.

**2.2.4 Threats**

The bakery store faces increasing competition, evolving customer preferences, and economic and political instability. To maintain a competitive edge, it must adopt a strategic approach to differentiation and innovation, adapt to changing product offerings, and proactively address these challenges to navigate market complexities and maintain relevance.

**2.3. Promotion Media**

**2.3.1 Television Advertisement**

Television is a widely recognized form of electronic media in Indonesia, with television advertisements serving as a prominent marketing strategy to convey messages, promote products, or deliver notifications to target viewers. In 2019, 97.32% of DKI Jakarta residents, equivalent to 10.2 million people, were reported to watch television, highlighting its popularity (Badan Pusat Statistik Indonesia). The competitive landscape of television advertising in Indonesia involves numerous corporations, both domestic and foreign, vying for visibility on various channels. Advertisers incur fees for television commercials, as indicated in Table 1., which outlines the costs for a 30-second advertisement on different national television networks. The pricing is proportionate to the number of daily television viewers and extends coverage to several major cities in Indonesia. Audience surveys, focused on Java, provide insights into the preferences of approximately 96 million urban television viewers (Katherina, 2022).

Table 1. Prices Of Indonesian Television Ads 2022

|  |  |  |
| --- | --- | --- |
| TV Station | Cost per 30 seconds advertisement | |
| Day Time | Prime Time |
| Indosiar | Rp. 45.000.000 | Rp.100.000.000 |
| SCTV | Rp. 45.000.000 | Rp.110.000.000 |
| RCTI | Rp. 45.000.000 | Rp.100.000.000 |
| Trans TV | Rp. 30.000.000 | Rp. 50.000.000 |
| MNCTV | Rp. 55.000.000 | Rp. 75.000.000 |
| Metro TV | Rp. 30.000.000 | Rp. 65.000.000 |

*Source:* [*https://harga.web.id/berapakah-harga-pasang-ikan-di-televisi-ini-dia-jawabannya.info*](https://harga.web.id/berapakah-harga-pasang-ikan-di-televisi-ini-dia-jawabannya.info)

**2.3.2 Billboards Advertisement**

Outdoor media, such as billboards, is a prevalent advertising method in contemporary times. These large-format displays are strategically placed in open areas, including roadsides, crowded centers, and special locations like buses and buildings (Priyadharmadi & Thalib, 2018). Billboards, illustrated in Figure 1., serve as effective advertising spaces, especially in high-traffic areas like urban and toll roads. With technological advancements, billboards are evolving into electronic displays controlled by computers, accommodating image or video advertisements. Advertisers should be aware of associated costs, as outlined in Table 2. for Jakarta. The pricing reflects the substantial audience reach, which varies throughout the day, peaking during commuting hours from 07:00 to 09:00 and 16:00 to 18:00 due to increased traffic density

Figure 1. Billboards Advertisement



Table 2. Billboards Advertisement Prices In Jakarta 2022

|  |  |
| --- | --- |
| Location | Price per 30 days |
| Thamrin City, Central Jakarta | Rp. 32.400.000 |
| JL. Letjen S. Parman, West Jakarta | Rp. 32.400.000 |
| Sunter, North Jakarta | Rp. 30.600.000 |
| Fatmawati, South Jakarta | Rp. 36.000.000 |
| Halim PK Airport, East Jakarta | Rp. 45.000.000 |

Source: <https://www.iklanvideotron.com/?v=4a5e17551e76>

**2.3.3 Endorsement**

Endorsement, a form of communication where celebrities act as brand spokespersons, leveraging their fame to validate a business's position (Zipporah & Mberia, 2014), has evolved from television to social media platforms like Instagram. With vast fan bases, celebrities can collaborate with businesses for brand promotion, optimizing message delivery (Abd Aziz et al., 2020). Celebrities attract and retain public attention, making endorsements a powerful marketing tool (Putri, 2021). Despite the potential benefits, there are costs associated with celebrity endorsements, as shown in Table 3. for Indonesian artists or influencers. Endorsement fees vary based on follower count and engagement. Common in advertising, celebrity endorsements build trust, enhance brand recall, and appeal to diverse audiences (Zipporah & Mberia, 2014), influencing customer desires by associating products with the perceived success, talent, or attractiveness of celebrities.

Table 3. Prices Of Celebrity/Influencer Endorsement 2022

|  |  |
| --- | --- |
| Celebrity/Influencer | Price Per Post on Instagram |
| Raffi Ahmad & Nagita Slavina | Rp. 30.000.000 |
| Aurel Hermansyah | Rp. 24.000.000 |
| Tasya Farasya | Rp. 18.000.000 |
| Rachel Vennya | Rp. 6.500.000 |
| Awkarin | Rp. 5.000.000 |
| Anya Geraldine | Rp. 5.000.000 |

Source: <https://bukuwarung.com/harga-endorse-selebgram/>

**2.3.4 Social Media**

Social media has emerged as a dominant and popular form of media, with 191 million users in Indonesia as of 2022 (We Are Social). It serves as an innovative platform for connecting with vast consumer audiences and leveraging citizen opinions for organizational benefits (Mohammed, 2019). Companies utilize social media to interact with consumers, gather market-friendly insights, and shape brand perceptions (Mohammed, 2019). The quality of social media content directly influences customer perceptions of a brand (Mehrullah & Rohail, 2018). Creating a social media account is cost-free, relying on creativity to capture audience attention. Paid advertising services, detailed in Table 4. for various platforms in Indonesia, can enhance account interaction. While organic content and hashtags can boost engagement, paid advertising services may expedite interaction, making it a valuable option for businesses aiming for quicker audience response.

Table 4. Prices Of Social Media Advertisement 2022

|  |  |  |  |
| --- | --- | --- | --- |
| Social Media | Price | Target Audience | Duration |
| Instagram | Rp. 885.000 | 10.000 | 14 Days |
| Facebook | Rp. 825.000 | 15.000 | 14 Days |
| Youtube | Rp. 525.000 | 350 | 14 Days |
| Tiktok | Rp. 7.000.000 | 100.000 | 14 Days |

Source: <https://www.digitalmarketer.co.id/>

# 3. Research Method

This research utilises a thorough analytical framework that combines PESTLE and SWOT analyses to carefully evaluate the external and internal variables that impact the issue being investigated. PESTLE analysis facilitates a comprehensive assessment of the political, economic, social, technical, legal, and environmental elements that might influence the study's setting. The SWOT analysis examines the subject's strengths, weaknesses, opportunities, and threats, offering a comprehensive insight of its internal dynamics at the same time. Furthermore, an essential component of our research entails active involvement with the owner of Roti Tet Fai. A structured interview method is used to ask particular questions in order to get insights into different parts of the business. These insights are then summarised to extract the most important results. This qualitative methodology aims to get a comprehensive comprehension of the intricate difficulties and advantageous circumstances encountered by Roti Tet Fai. Moreover, the study aims to determine the most appropriate media promotion tactics by conducting comparative evaluations of different media channels based on prior research efforts. This research intends to thoroughly examine the topic matter by utilising a diverse range of methods. By incorporating both quantitative and qualitative data, the analysis will be more comprehensive and provide deeper insights.

# 4. Result and Discussion

**4.1. PESTLE Analysis**

In this section, we will discuss the impact of PESTLE factors on the Roti Tet Fai business. PESTLE stands for Political, Economic, Sociological, Technological, Legal, and Environmental.

1. **Political**

Roti Tet Fai's launch is based on government regulations, namely ***UU No.20 tahun 2008***. According to the table above, Roti Tet Fai is a small business with assets ranging from Rp 50.000.000 to Rp 500.000.000 and an income of Rp 300.000.000-2.500.000.000. Roti Tet Fai currently has a small business trade license (SIUP) in place to carry out its business. If the Minister of Trade issues an order to change the classification of SIUP, the change may occur over time

. Table 4. Size of Business according UU No.20 Tahun 2008

|  |  |  |  |
| --- | --- | --- | --- |
| No | Category | Total Assets | Income |
| 1 | Micro Business | Max Rp.50 million | Max Rp.300 million |
| 2 | Small Business | >Rp.50 million – Rp.500 million | >Rp.300 million – Rp.2,5 billion |
| 3 | Medium Business | >Rp.500 million | >Rp.2,5 billion –  Rp.10 billion |

**Source : UU No. 20 Tahun 2008**

## Economic

## Roti Tet Fai is made from a variety of basic materials, including flour, sugar, and others. Inflation can cause fluctuations in raw material costs. Not only that, but inflation can have an impact on customer demand and supply for Roti Tet Fai. This could be a threat to be dealt with. Apart from inflation, public income growth might have an impact on consumer demand. The larger the growth in people's income, the higher the pace of demand, and vice versa. Growing community income, particularly in the Jembatan Lima area of West Jakarta and its surrounding area, may present an opportunity for Roti Tet Fai.

## 3. Social

## Roti Tet Fai has the slogan "Bukan yang pertama tapi yang UTAMA" and the claim that it has "Tanpa bahan pengawet dan pemanis buatan" will have a good chance in society because there is a high public awareness of health, which is in line with what Roti Tet Fai offers, which prioritizes the products it produces with good health quality because it uses the best ingredients in the manufacturing of products. Some societal consumption trends can also influence the level of product consumption Roti Tet Fai. These current trends may be a threat or an opportunity for Roti Tet Fai.

## 4. Technological

## Roti Tet Fai employs quite good technology in terms of equipment employed because we require a quick production process, but Roti Tet Fai continues to employ a staff with expertise and understanding in the field to be worked on. In terms of The Roti Tet Fai system, technology is still as simple as it was in the original phase of manufacturing and developing the initial business, therefore there is still much to be improved. Roti Tet Fai has also used the online food application feature which makes it easier for customers to buy products online.

## 5. Legal

## Roti Tet Fai in the food business must obtain a halal certificate from LPPOM MUI (Institute for the Assessment of Food, Drugs and Cosmetics). Every two years, this certificate must be renewed. Roti Tet Fai must receive this certificate in order to operate its business. The absence of this certificate can be a threat to Roti Tet Fai. In addition, Roti Tet Fai must follow labor regulations by treating employees decently, without abusing them, assuring their safety during the manufacturing process, and so on.

## 6. Environmental

## Roti Tet Fai operates in a highly populated area. For the time being, there are no restrictions on the food industry at that location. If there is a prohibition in the future, the Roti Tet Fai business may be threatened. Aside from that, Roti Tet Fai must be mindful of the waste it generates when conducting business. This garbage must be managed correctly in order to avoid polluting the environment. Trash that is not properly disposed of will cause harm to numerous parties and may threaten the Roti Tet Fai business's existence.

## 4.2. SWOT Analysis

## The external environment includes opportunities and threats that exist outside of the business and is not something that the organization's leadership can control in the near future (Ariesta, 2017).

## The internal environment of the organization comprises of strengths and weaknesses that exist within the organization itself and are usually not within the direct control of the company's leadership in the near future, this variable includes organizational structure, culture, and resources (Ariesta, 2017). The following is an explanation of Roti Tet Fai's SWOT analysis:

## • Strengths

## Affordable prices for all people.

## Strategic location in a densely populated area, Jembatan Lima, a route that is often passed by in West Jakarta.

## The main ingredients are fresh and the best from selected suppliers.

## No preservatives and artificial sweeteners are used.

## The concept of bread is typical of the Pontianak area, West Kalimantan.

## Can be ordered through the online food application

## • Weakness

## New player, where Fresh Cake doesn't have a well-known brand yet wide community.

## It only has branches in West Jakarta, Sunter (North Jakarta) and Harapan Indah (Bekasi) so it has not been able to reach other markets.

## The number of employees owned is not too much.

## Not yet received awards from related parties.

## • Opportunity

## Product differentiation: there are many types of bread and other toppings that can be used as a menu for Roti Tet Fai

## There are potential customers who have not been worked on: Roti Tet Fai can still get new customers from the Jabodetabek area as the Roti Tet Fai brand is becoming increasingly known

## Roti Tet Fai can do a collaboration with some hotel in Jakarta and its surroundings area, the collaboration is like Roti Tet Fai become a welcoming snack or serve at buffet.

## • Threats

## Easy to imitate, there are no patents in this industry so competitors can easily imitate products.

## Highly competitive market, in the food industry, competition among similar companies is very tight, so Fresh Cake must be able to maintain the quality of its products and servers so that they are not inferior to other restaurants.

## Consumer tastes always change according to the times, so they must be able to innovate continuously.

Based on the SWOT explanation from Roti Tet Fai above, the strategies are obtained as shown in Table 5.

Table 5. Roti Tet Fai SWOT Analysis

|  |  |  |
| --- | --- | --- |
| Internal  External | Strengths (S) | Weakness (W) |
| 1. Affordable price 2. Strategic Location 3. Fresh and unique product 4. Available at online food application | 1. New player 2. Has only a few branches 3. Small number of employees 4. Not yet received awards from related parties |
| Opportunities (O) | Strategy SO | Strategy WO |
| 1. Product differentiation 2. Big potential customers who have not been worked on 3. Can do a partnership with some hotel in Jakarta and its surroundings area | 1. Add a product type sold by means of manufacture products with other toppings (S3,O1) 2. Opening branches in other strategic locations (S2,O2) 3. Using social media as a promotional medium and sell it using online food application to reach new customer segments in other area (S4,O2) 4. Establishing a profitable partnership for both parties, Tet Fai Bread has a unique traditional product that can be used as a welcoming snack or served at a buffet (S3,O3) | 1. Opening new branches due to potential customers so that it will increase the number of employees (W2,W3,O2) 2. Make products that can get rewarded to support the process marketing (W4,O1) |
| Threats (T) | Strategy ST | Strategy WT |
| 1. Easy to imitate 2. Highly competitive market 3. Consumer tastes are always changing | 1. Carry out inspections and periodic survey of product quality and price resulting (S1,S3,T1,T2) | 1. Conduct a survey of current consumer interest (W1,T3) |

## 4.3. Proposed Strategy

**1. Roti Tet Fai Marketing Budget**

## Roti Tet Fai has their marketing budget. The owner of Roti Tet Fai said that the budget they can set aside for marketing is only a little of the profit they get. Table 6. shows Roti Tet Fai expected marketing budget

Table 6. Roti Tet Fai Marketing Budget

|  |  |  |
| --- | --- | --- |
| Roti Tet Fai Marketing Expense | | |
| Cost | Raw Material | Rp.2,000. |
| Employee Salary |
| Electricity |
| Tax |
| Price |  | Rp.3,000. |
| Profit |  | Rp.1.000. |
| Marketing Expense | 5% | Rp.50. |
| expected sales are 5.000 pcs/ day, so:  5.000 x Rp.50 | Rp.250.000/ day |
| Per month:  30 x Rp. 250.000 | Rp.7.500.000/month |

Based on the table above, the marketing expense they can use is 5% of the total profit. If in a day they can sell 5.000 pieces of bread, the marketing expense they can spend in a month are Rp.7.500.000. Roti Tet Fai's marketing budget might be described as small. Besides of their marketing budget, there is also Some of the media criteria that are appropriate for Roti Tet Fai promotion activities.

Some of the criteria's indicators are as follows: Having a big target audience, being able to reach the Jabodetabek area, and having a reasonable cost that is in line with Roti Tet Fai marketing budget.

1. **Comparison of Several Media**

## To determine and select the most appropriate media for Roti Tet Fai marketing promotion efforts, we must compare the many possibilities presented in previous chapter. The number of target audiences, price or cost, and duration of the marketing are the factors that are examined. Table 7. compares several media options as a marketing promotion platform for Roti Tet Fai

Table 7. Comparison of Several Media

|  |  |  |  |
| --- | --- | --- | --- |
| Media/Platform | Target Audience | Cost/Price | Duration |
| Television Ads | Very High | High | Very Low |
| Billboards Ads | High | Medium | High |
| Endorsement | High | Medium | Low |
| Social Media | High | Low | Medium |

Next, we will do a comparison between some of these media using Roti Tet Fai Media Criteria. Table 8. shows comparison of several media.

Table 8. Comparison of Several Media Using Roti Tet Fai Media Criteria

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Media/Platform | TV  Ads | Billboards | Endorsement | Social Media |
| Return of Interest | ✓ | ✓ | ✓ | ✓ |
| Area reach Jabodetabek | ✓ |  | ✓ | ✓ |
| Low Cost (can be free) |  |  |  | ✓ |

Table 8. compares various media for Roti Tet Fai Bread, focusing on return of interest, target area, and low cost. Television advertising, billboards, endorsements, and social media are considered suitable, but not suitable for Roti Tet Fai due to high costs and limited reach. Endorsements are a good method, but not in line with Roti Tet Fai's criteria. Social media is the most suitable medium, as it has a wide target audience and a significant number of users throughout Indonesia. The cost of social media advertising is low and can be free if not utilized. With a strong social media presence and positive customer perception, endorsements can be leveraged to advance Roti Tet Fai's promotional efforts.

* 1. **Social Media**

Roti Tet Fai Bread should use social media platforms to reach Jabodetabek, a target area with a large audience. Social media platforms, such as WhatsApp, Instagram, Facebook, and TikTok, are popular in Indonesia, with WhatsApp being the most used. According to data from CNBC Indonesia, 87% of respondents used social media in the previous month, followed by YouTube (94%), Instagram (93%), TikTok (63%), Facebook (59%), and Twitter (54%). The Ministry of Communication and Informatics in collaboration with the Katadata Insight Center (KIC) found WhatsApp to be the most extensively used social media platform in Indonesia. Roti Tet Fai should select a social media platform that has a large audience, is easy to use, and is efficient for buying and selling transactions. The average data growth time for using TikTok from 2021 to 2022 is 67%, indicating a promising future for the platform.

* 1. **Solution & Implementation**

Roti Tet Fai plans to use TikTok as its promotional social media platform, creating daily content with the owner as the mascot. The content will include a product-making process and a giveaway for favorable comments. The giveaway requires followers to follow the account and leave positive comments on each post. A winner will receive a free package of Tet Fai Bread. To increase engagement, Roti Tet Fai will boost its marketing spend on TikTok Ads feature. The content schedule will be designed to make promotional activities more productive.

# 5. Conclusion and Implications

**5.1. Conclusion**

Roti Tet Fai must engage in promotional activities to increase their sales. Television advertisements, billboard advertisements, celebrity/influencer endorsements, and social media are all examples of media that can be used to carry out marketing activities. There are several requirements for a media to meet the expectations of Roti Tet Fai marketing activities, including the ability to reach the Jabodetabek area and use low-cost methods. Social media can be chosen as a medium for marketing activities based on these criteria. Furthermore, Roti Tet Fai has criteria for selecting which social media to use, such as having a large audience, being easy to use, and being efficient for buying and selling transactions. YouTube, WhatsApp, Facebook, Instagram, and TikTok are the most popular social media platforms in Indonesia. All of these social media platforms can be used for Roti Tet Fai promotion. However, TikTok meets all the criteria of Roti Tet Fai because TikTok are the most efficient compare to the other. TikTok can be used to post a photo and video, they have a lot of active users, TikTok contains helpful tool to edit the content, TikTok has Shop feature, which functions like e-commerce within a social media platform. So, Roti Tet Fai can conduct marketing activities as well as trade transactions on TikTok.

**5.2. Recommendation**

In addition to leveraging TikTok on social media to advertise its products, Roti Tet Fai can promote its brand and products by partnering with hotels in Jakarta and the surrounding area. Making Tet Fai Bread items as a welcome snack or served as a buffet is one kind of collaboration. The benefit for hotels is that they save money on labor and raw materials, and the benefit for Roti Tet Fai is that visitors or hotel clients may learn about their brand and products.

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