

# THE ANALYSIS APPLICATION OF DIGITAL MARKETING STRATEGIES IN INCREASING THE INCOME OF MSMEs CULINARY SECTOR IN PURWAKARTA

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## Abstract

**Background** - This research is about the analysis of the application of digital marketing strategies in increasing the income of MSMEs in the culinary sector in Purwakarta. Many MSMEs operating in the culinary sector in Purwakarta still have difficulty implementing digital strategies, this is due to limited human resources, lack of innovation and partnership networks, limited capital for promotion, difficulties in understanding and applying the technology used in digital marketing strategies, and limited Marketing reach is some of the main causes of these difficulties. So culinary MSMEs experience difficulties in determining the right digital marketing strategy according to the needs and characteristics of their business.

**Purpose** - The aim of this research is to analyze how the application of digital marketing strategies can increase income for MSMEs in the culinary sector in Purwakarta

**methodology** - The methodology used in this research uses qualitative methods with data collection techniques using interviews and data analysis techniques using triangulation

**Findings** - The results of the research show that there is an increase in income for MSME players who implement digital marketing strategies the culinary sector in their businesses. These shows how digital marketing can contribute to the growth of culinary MSMEs. The results of interviews conducted with MSME owners in the culinary sector stated that there had been a significant increase in their business income since implementing digital marketing. Through the effective use of social media, websites, online advertising campaigns, culinary MSMEs can expand their market reach and increase their brand awareness. Indicators of a business's income can be measured through several factors, including sales, length of business, and working hours. However, there are still MSMEs that have not utilized the full potential of digital marketing and do not have sufficient knowledge to implement it effectively. Limited human resources and understanding of digital technology are obstacles that need to be overcome

**Originality** - this research are as a source of knowledge literacy information or references for MSME to increase business income

Keywords: culinary MSMEs, digital marketing strategies, incomes

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