

ANALYSIS OF DIGITAL MARKETING IMPLEMENTATION IN HOME INDUSTRY GURILEM CRACKERS IN BATUJAJAR, WEST BANDUNG REGENCY

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Abstract

This study aims to analyze the implementation of digital marketing strategies in the home industry of Gurilem Crackers Batujajar, West Bandung Regency owned by Mrs. Komariyah in an effort to increase competitiveness and sales in the digital era. The main focus of this study is to identify sales of Gurilem Crackers with social media, namely Facebook, with the implementation of the COD (cash and delivery) system between buyers and sellers meeting each other in a place for transactions. This study uses a qualitative descriptive method with a case study approach on home-scale cracker industry players. The results of the analysis show that the use of digital platforms such as social media, namely Facebook, has a significant impact on product purchases, expanding market reach, and customer loyalty. The results of the study show that the main strength of the Gurilem cracker business lies in its distinctive taste that consumers like and its affordable price. In addition, direct interaction with consumers, as well as the use of digital promotion features, also strengthen the product's position in the market. However, challenges such as limited digital literacy, technical skills and unattractive packaging are still obstacles that need to be overcome through training and mentoring. Opportunities that can be utilized include increasing demand for traditional snacks and broad market potential through digital platforms. Threats faced include tight competition with similar products and fluctuations in raw material prices. Thus, digital marketing can be a strategic solution for the sustainable development of this Gurilem Cracker home industry amidst increasingly competitive market competition.

Keywords: Digital marketing, Home industry, Social media

A. INTRODUCTION

Home industry or cottage industry is a form of micro-business that grows from the household environment and utilizes local resources efficiently (Astuti, 2023). Generally, home industries are run by families or individuals on a small scale and with limited capital, but have great potential in supporting the community's economy (Syofia & Jalil, 2024). In Indonesia, this sector contributes to job creation and income equality, especially in rural and suburban areas. Home industry operates in certain industrial sectors (Setiawati, 2024). Usually this business only uses one or two houses as production, administration and marketing centers at the same time. When viewed from the business capital and the number of workers absorbed, it is certainly less than large companies in general (Putri et al., 2023).

According to Jasa Ungguh Muliawan in the book *Home Industry Management: Business Opportunities in the Midst of a Crisis*, he said that the average number of workers is 5-10 people. Opportunities are related to business prospects in facing competition between economic activities to meet demand needs (Hasan & SI, 2022). The term prospect is hope or

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opportunity. In economics, prospects are a picture of the future, whether the business we are running will run smoothly and make a profit or go bankrupt due to lack of demand or lack of promotion, consumers do not know about the existence of the products produced (Khotimah et al., 2024).

Thus, prospects are conditions that will be faced by a business in the future to see the development of the business being run can increase profits or even go bankrupt (Kartika et al., 2025). This condition is influenced by various opportunities and threats faced, due to the very rapid development of home industries in society (Sudrajat & Sugiyanto, 2023).

Developments through technology in sales are now part of economic activities that can be done with simple activities that are intended to be time efficient and more easily accessible to all digital users (Riswanto et al., 2024). Therefore, this study aims to analyze the extent to which the implementation of digital marketing has been carried out by gurilem cracker business actors in Batujajar, as well as to identify supporting and inhibiting factors in its implementation. The results of this analysis are expected to be the basis for formulating a more effective and applicable digital marketing strategy for the development of the gurilem cracker home industry business in the area.

The development of technology and computer science is currently very rapid, along with the increasing need to help humans (Badaruddin, 2023). Computers are increasingly needed to help humans in everyday life, especially in industrial and business aspects (Farwati et al., 2023). In the industrial world, computers can help develop integrity and maximize the use of workers, as well as help efficiency and maximize the use of space and time in the production process (Zainuddin Latuconsina et al., 2025). One of them is a home industry that operates in the snack food (crackers) production sector. The snack food home industry in West Bandung Regency is a small business that is household in nature, because it is only carried out in people's homes and the workers come from family circles (Windika Rianti et al., 2025).

Based on the background that has been presented in the previous sub-chapter, the author applies two questions that will be answered in this study, namely: 1) Is the implementation of marketing of Kerupuk Gurilem Ibu Komariyah conventional? 2) How is the marketing strategy using the Facebook application? With the results obtained, these results can later describe the role of student empowerment in the implementation of digital home industry marketing after that a wise step can be formulated regarding how students should behave towards the role that will later be given and their knowledge to someone around them, both family, relatives, and the community so as not to deviate or even disappear in attitude and knowledge.

Benefits of research

Theoretical benefits

This research can contribute to the development of digital marketing theory, especially in the home industry business of traditional snack products, Kerupuk Gurilem. As well as adding academic references that are more inclined towards how to apply digital marketing not only to conventional sales (Mardiana & Nurcahyani, 2023).

Practical benefits

For home industry players, it provides an overview of long-term business success and provides insight into effective digital marketing to increase wider market reach from sales of gurilem cracker products (Santi & Giovani, 2023).

For consumers, it facilitates access to information and purchases of gurilem cracker products online, thereby expanding the market from initially using the COD system to using couriers.

B. LITERATURE REVIEW

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Marketing

According to The American Marketing Association (AMA) quoted by Kotler and Keller (2016), marketing is an organizational function and a set of processes to create, communicate, and manage consumer relationships in a way that benefits the organization and stakeholders. So, the marketing function is intended to provide consumers with an understanding of the products and services being marketed or offered. In this sense, marketing is the most fundamental activity in marketing products and services in a company (Iswari et al., 2021).

Digital Marketing

Currently, information technology has entered the main market and developed as a new wave technology. According to Kotler, new wave technology is a technology that enables connectivity and interactivity between individuals and groups. Digital marketing is a marketing practice that applies "digital distribution" channels to reach consumers in an effective, personal and cost-effective way (Satyo, 2009). Marketing activities are carried out intensively using computer media, both through product offerings, payments and delivery.

Marketing strategy

There are two words in "marketing strategy", namely the word strategy and the word marketing. The definition of strategy according to Glueck as quoted again in R. A. Supriyono (1990) is a constant/continuous or adaptive response to external opportunities and threats as well as internal strengths and weaknesses that can affect the company. Meanwhile, the meaning of marketing is a social process and through that process individuals and groups get what they need and want (Philip Kotler, 1991). From the explanation of the definition above, marketing strategy is a process that is inevitable and must continuously update its methods and strategies according to existing social demands. Without adapting to new environments that are appropriate and effective, it will be disrupted by other companies, especially those with similar production activities (Albanjari & Syakarna, 2022).

C. RESEARCH METHODOLOGY

The type of research applied in this study is qualitative research (Saefullah, 2024). Qualitative research is a type of research that is descriptive and tends to use analysis (Salam, 2023). The main focus is on the utilization of strategies on how marketing develops through digital. The materials taken from the results of using interview techniques with home industry owners and one of the workers. This study also uses a literature study method that requires data collection to be carried out by reviewing literature on books, journals, and policy reports related to this study.

Place and time of research

The research location in this analysis is the home industry of Kerupuk Gurilem on Jalan. Sinar Jaya, Batujajar District, West Bandung Regency 40561. The home industry is quite well-known for its delicious products and affordable prices. The time of this mini research was conducted in April 2025.

Data collection technique

Data collection techniques, researchers conducted interviews with interviews then direct observations on the spot (Haryono, 2023). The author only took a sample of approximately one month, for qualitative research instruments, the researcher himself is the main research instrument to carry out the research. Researchers will review, research, and analyze data in detail and in depth about the implementation of Gurilem Crackers marketing. Researchers also use a handbook for further research guidance so that research can run smoothly and be useful to support the validation of data studied by the author. Then the researcher will explain valid data regarding the implementation of Gurilem Crackers marketing in Batujajar.

D. RESULT AND DISCUSSION

The theory that is relevant to the title mini reset, namely embeddedness theory (theory of embeddedness) by Mark Granovetter which assumes relational embeddedness is an economic action that is socially situated and embedded in the ongoing personal social network between actors. So economic action in customer relationships between sellers and buyers is a form of relational embeddedness.

When related to digital marketing, consumer behavior on social media is greatly influenced by social networks. Historically, the home industry of gurilem crackers owned by Mrs. Komariyah was established in 2008 which is better known as Kerupuk Gurilem Batujajar with only 3-4 employees, the relations that work are only family ties. Then in the process of making gurilem crackers, the first stage is making a mixture of starch, spices, with water, then the next process is printing using a specially made mold. Then dried in the sun until ready to be fried with special cracker sand.

In selling gurilem crackers in Batujajar, using sales using social media, namely Facebook, means not using many e-commerce media. On Facebook social media, the reach is only people around the community. Sales of gurilem crackers are mostly sold to people who are already subscribers and resold like in markets or can be souvenirs.

Economic activities in the home industry of Gurilem Crackers that are related and form a sustainable economic cycle have 3 pillars, the first is the production process of creating a cracker is done by family members, the work on making the crackers is done by those people alone, which means there are no people or employees from outside. But if consumer demand is high, the production of these crackers is assisted by neighbors to work to help Mrs. Komariyah's Gurilem Crackers. Then the distribution of Mrs. Komariyah's crackers, the results of production are distributed from producers to consumers, this distribution process involves various market traders such as Cililin souvenir shops, agents and retailers. The goal is for sales to reach consumers on time and in good condition. Finally, consumption plays a role in determining demand for these sales, these Gurilem Crackers are in demand by many people so that demand is suitable for snacks or rice friends.

Mrs. Komariyah's sales of Gurilem Crackers can produce 250 bales in a week, the price of one pack of crackers is priced at 10,000 per pack. The strategy in sales using the Facebook application uses the COD (cash on delivery) system, meaning that buyers and sellers meet in the same place for buying and selling transactions.

The obstacles faced by Mrs. Komariyah's Gurilem Crackers started her business with minimal capital so that production capacity was limited and it was difficult to develop the business such as expanding the distribution network. Then the tools used still use traditional tools such as frying using firewood and using human power, the limitations of human resources are one of the challenges for Mrs. Komariyah's home industry.

The solution that can be offered, in the sale of Gurilem Crackers, more digital media must be used, with digital media E-commerce, one of which is Shopee, so that the reach is further so that buyers can taste Gurilem Crackers without having to buy on the spot.

E. CONCLUSION

In addition to being marketed to stores or subscribers, Mrs. Komariyah's Gurilem Crackers are also marketed using digital applications by Facebook social media to increase sales more efficiently. Mrs. Komariyah's marketing strategy for gurilem crackers uses the Facebook application by posting crackers that have been wrapped with the caption "mangga manawi aya nu bade gurilem crackers 10,000 per pack COD around Batujajar" (maybe there are those who are interested in gurilem crackers at a price of 10,000 per pack COD around Batujajar) then the marketing is advertised in a special marketplace that is listed on the Facebook application). Therefore, buyers can easily buy gurilem crackers efficiently.

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