



Marketing Strategy Analysis in the Digital Age in Facing Business Competition at Virgin Cake & Bakery Semarang

Frisca Priscillia and Rina Rachmawati*

Culinary Education Study Program, Faculty of Engineering, Universitas Negeri Semarang

*Corresponding author: rinarachmawati@mail.unnes.ac.id

ABSTRACT - The development of information technology in the digital era has changed the business landscape, encouraging Micro, Small, and Medium Enterprises (MSMEs) to adapt in order to remain competitive. Increasingly fierce competition requires MSME bakeries to comprehensively optimize their digital marketing strategies. This study aims to analyze the digital marketing strategy of Virgin Cake & Bakery Semarang by reviewing five main indicators, namely product superiority, price, location, digital information, and promotion. The research method used is quantitative with a descriptive percentage approach to analyze the perceptions of 100 respondents selected using purposive sampling based on the *Lemeshow* formula for an infinite population. The research instrument was tested for validity using the Product Moment Pearson formula ($r > 0.444$) and reliability using the *Cronbach's Alpha* method ($\alpha > 0.60$). The data were analyzed using mean and percentage calculations, then interpreted on a five-category interval scale. The results showed that the overall implementation of Virgin Cake & Bakery's digital marketing strategy was in the good category. The product excellence indicator received the highest average score of 4.14, followed by location 4.10, price 4.07, digital information 3.84, and promotion 3.53, which was the lowest score. These findings indicate that although product excellence is a major strength, the aspect of digital promotion still needs to be improved in terms of intensity and creativity. The practical implications of this study provide recommendations for Virgin Cake & Bakery to increase the frequency of promotional content, utilize paid advertising, and collaborate with local influencers to expand market reach and strengthen competitiveness in the digital era.

Keywords: Digital marketing strategy, bakery SMEs, product superiority, digital promotion, descriptive percentage.

INTRODUCTION

The development of information and communication technology in the digital era has brought significant changes in various aspects of life, including in the business world. Digitalization not only facilitates communication and information exchange, but also transforms marketing patterns and interactions between businesses and consumers. This condition has encouraged businesses, especially micro, small, and medium enterprises (MSMEs), to continue adapting to technological developments in order to survive and compete in an increasingly competitive market (Laila et al., 2024). One MSME sector that has been affected by these changes is the food industry, particularly the bakery business.

The use of digital technology in marketing activities opens up great opportunities for MSMEs to expand their market reach without geographical limitations. Through e-commerce platforms and social media, MSME players can introduce products, build brand image, and establish direct communication with consumers more effectively (A.S & Ali, 2025). Chooset and Sukhabot (2025) emphasize that the dimension of entrepreneurial marketing in the digital era is an important key to the success of MSMEs in increasing competitiveness. From a consumer behavior perspective, the success of a marketing strategy is influenced by a number of key indicators, including product superiority that distinguishes the business from its competitors, prices that are in line with consumers' perceived value, locations that

facilitate physical and digital access to purchases, clear and credible product information, and effective promotions that encourage purchasing decisions (Hoffmann et al., 2020). These five indicators are crucial factors in creating customer satisfaction and loyalty in the era of digital marketing (Kotler & Keller, 2016).

In Indonesia, the continuous growth of e-commerce users from year to year further emphasizes the role of digital marketing as one of the main strategies in the development of MSMEs, as reflected in the success of various digital platforms in driving consumer purchase intent. Sinta et al. (2021) through meta-analysis confirms that the use of e-commerce has a significant influence on increasing the marketing of culinary MSMEs in Indonesia. A bibliometric analysis of digital marketing trends in MSMEs shows that innovative and adaptive promotional strategies are key to increasing business visibility in the digital market (Laila et al., 2024). In line with this, Tonda and Asif Khan (2024) emphasize that digital promotions and online customer reviews have a significant influence on purchasing decisions by shaping consumer buying interest. Research Çakirkaya and Aytaç Afşar (2024) also confirms that viral marketing strategies play a strategic role in expanding the reach of product promotions in the digital era.

However, the opportunities offered by digital marketing are also accompanied by increased competition, especially in the food and beverage sector. The large number of similar businesses utilizing digital media has given consumers more alternatives, requiring MSMEs to have adaptive and innovative marketing strategies. Hurley (2018) explains that the competitiveness of MSMEs in a competitive market is highly dependent on their ability to effectively integrate digital marketing strategies. Therefore, the ability of MSMEs to manage marketing indicators from a consumer perspective, such as competitive pricing, easily accessible locations, transparent information delivery, and creative and interactive promotions, becomes a benchmark for success in maintaining business competitiveness (Sari, 2021; Tri Nuryani et al., 2022).

Virgin Cake & Bakery Semarang, as one of the local bakery MSMEs, faces similar challenges. Founded in 1999 by husband and wife Nanik Suteja and Suteja, this business started in a small garage in Semarang and has now expanded into several branches with high consumer ratings, ranging from 4.5 to 4.7 on a scale of 5 based on thousands of customer reviews. Virgin Cake & Bakery offers halal products without preservatives, including bread, cakes, traditional snacks, and puddings at affordable prices (Virgin, 2024). The use of social media, attractive product information presentation, and ease of communication with consumers are important elements in building long-term relationships with customers. Product excellence, pricing strategies, digital location accessibility, digital information, and consistent promotions play a strategic role in shaping consumer perceptions of products (Rahayu et al., 2025). Prasetya and Handajani (2024) add that entrepreneurial motivation and culinary product innovation are important factors in maintaining business sustainability amid fierce competition.

Based on these conditions, a number of research gaps can be identified. First, although many studies have examined digital marketing strategies in MSMEs in general (Chooset & Sukhabot, 2025; Laila et al., 2024), there are still limited studies that specifically analyze the application of the five digital marketing indicators (product superiority, price, location, digital information, and promotion) in local bakery MSMEs in Indonesia. Second, although Virgin Cake & Bakery has a high consumer rating (4.5–4.7), there has been no comprehensive evaluation of the effectiveness of the digital marketing strategies that have been implemented in the face of increasingly fierce competition. Third, there is a gap between the great potential of digital marketing and the actual implementation carried out by bakery MSMEs, especially in terms of the intensity and creativity of digital promotions to reach a wider range of potential consumers (Darmawan & Romadhona, 2023; Putri et al., 2022). Fourth, changes in consumer behavior, which increasingly rely on digital information and online reviews in the purchasing decision-making process, require continuous evaluation of the quality of digital information presented (Çakirkaya & Aytaç Afşar, 2024). Fifth, although previous studies have identified the importance of price, location accessibility, and product information (Hasan et al., 2024; Hoffmann et al., 2020), there has been no study that simultaneously integrates these five indicators in the context of SME bakeries in Semarang.

Based on the identification of these research gaps, this study has the following objectives: (1) To analyze the implementation of Virgin Cake & Bakery Semarang's digital marketing strategy based on five main indicators, namely product superiority, price, location, digital information, and promotion; (2) To identify the strengths and weaknesses of each indicator of the digital marketing strategy that has been implemented; (3) To provide strategic recommendations to optimize Virgin Cake & Bakery's digital marketing strategy in facing competition in the digital era. Thus, this study focuses on answering the question: "How is the implementation of Virgin Cake & Bakery Semarang's digital marketing strategy based on the indicators of product superiority, price, location, digital information, and promotion in facing competition in the digital era?"

Changes in consumer trends, especially among millennials and Generation Z who tend to prioritize ease of access to information and digital experiences, pose external challenges that need to be addressed strategically by MSMEs

(Chooset & Sukhabot, 2025). The integration of the 4Ps marketing mix with a digital approach has been proven to increase competitiveness in several bakery businesses in various regions (Zainuri & Halim, 2024). Pasquinelli and Vuignier (2020) add that the integration of marketing policies and complex governance is an important aspect in increasing business promotion in the digital era. Khodijah, Muhammad Iqbal Fasa, and Suharto (2023) also emphasize that the implementation of a marketing mix that pays attention to ethical values and transparency can strengthen consumer trust. Therefore, this study aims to analyze the application of Virgin Cake & Bakery Semarang's digital marketing strategy based on these five indicators in facing business competition in the digital era. This study is expected to provide practical contributions for MSME bakery players, especially in the Semarang area and its surroundings, as a reference in optimizing effective digital marketing strategies.

METHOD

This study uses a quantitative approach with a descriptive percentage method to measure and describe the implementation of Virgin Cake & Bakery Semarang's digital marketing strategy based on consumer perceptions. The descriptive percentage method was chosen because this study aims to describe and interpret existing conditions or phenomena by collecting, compiling, classifying, analyzing, and interpreting data in the form of percentages (Sugiyono, 2018).

The study was conducted at Virgin Cake & Bakery Semarang, Central Java, with a planned research period of one month. The population in this study was all consumers of Virgin Cake & Bakery Semarang who had purchased products, either directly or through digital platforms. Considering that the number of Virgin Cake & Bakery Semarang consumers could not be determined with certainty or was infinite, the sample size in this study was determined using the *Lemeshow* formula as follows:

$$n = Z^2 \times p \times (1-p) / e^2$$

Description:

n = Number of samples

Z = Z value at a 95% confidence level = 1.96

p = Population proportion = 0.5 (maximum)

e = Margin of error = 10% = 0.1

Based on the Lemeshow formula calculation, the following results are obtained:

$$n = (1.96)^2 \times 0.5 \times (1-0.5) / (0.1)^2$$

$$n = 3.8416 \times 0.5 \times 0.5 / 0.01$$

$$n = 0.9604 / 0.01 = 96.04 \approx 100 \text{ respondents}$$

Thus, the number of samples used in this study was 100 respondents. The sampling technique used was purposive sampling, which is a sampling technique based on certain considerations or criteria set by the researcher (Sugiyono, 2018). The criteria for respondents are: (1) consumers who have purchased Virgin Cake & Bakery products at least once in the last six months; (2) aged at least 17 years old; (3) follow or are familiar with Virgin Cake & Bakery's social media or digital platforms. These criteria were set to ensure that respondents had direct experience with the product and were familiar with the digital marketing strategies implemented by Virgin Cake & Bakery. The data collection technique used primary and secondary data. Primary data was collected through a structured questionnaire distributed to respondents online using Google Forms. Secondary data was obtained from company documentation, scientific literature, consumer reviews on digital platforms such as Google Reviews and social media, as well as publications related to MSMEs and digital marketing. The instrument used was a questionnaire with a Likert scale of 1 to 5.

TABLE 1. Operationalization of research variables.

No	Variable	Indicator	Sub-Indicator
1	Digital Marketing	Strategy Product Advantages	Virgin Cake & Bakery products have distinctive characteristics that set them apart from competitors. Virgin Cake & Bakery offers a wide variety of products. Virgin Cake & Bakery products have unique flavors that cannot be found anywhere else.

No	Variable	Indicator	Sub-Indicator
2	Price		<p>Virgin Cake & Bakery products use safe and high-quality ingredients.</p> <p>Virgin Cake & Bakery provides authentic traditional snacks and cakes.</p> <p>Virgin Cake & Bakery products are suitable for various occasions and needs</p> <p>Virgin Cake & Bakery product prices are in line with the quality provided.</p> <p>Virgin Cake & Bakery product prices are affordable for everyone.</p> <p>Virgin Cake & Bakery product prices are in line with the taste and satisfaction I get.</p> <p>Virgin Cake & Bakery offers competitive prices in the market.</p> <p>The prices offered by Virgin Cake & Bakery are in line with the portion/size of the product.</p> <p>The price transparency of Virgin Cake & Bakery products is clear and not confusing.</p> <p>Virgin Cake & Bakery locations are easy to find via Google Maps</p> <p>Virgin Cake & Bakery's address is clear and complete on digital platforms</p>
3	Location		<p>Information about Virgin Cake & Bakery branch locations is easily accessible online</p> <p>Virgin Cake & Bakery is available on online food ordering apps (GoFood/GrabFood)</p> <p>Virgin Cake & Bakery's delivery service makes it easy for me to make purchases</p> <p>Virgin Cake & Bakery's delivery range covers my residential area</p> <p>Virgin Cake & Bakery product information on social media is clear and complete.</p> <p>Virgin Cake & Bakery digital content (photos, videos) is engaging and informative.</p>
4	Digital Information		<p>Product descriptions on Virgin Cake & Bakery's digital platforms are easy to understand</p> <p>Virgin Cake & Bakery is responsive in answering questions on social media</p> <p>Menu information, prices, and product availability are always up to date</p> <p>Virgin Cake & Bakery's website/social media is easily accessible and user-friendly</p> <p>Virgin Cake & Bakery often offers promotions/discounts to consumers.</p> <p>The promotions offered by Virgin Cake & Bakery caught my attention.</p>
5	Promotions		<p>I can easily find information about Virgin Cake & Bakery promotions on social media.</p> <p>The promotions offered by Virgin Cake & Bakery encourage me to make purchases.</p> <p>Virgin Cake & Bakery holds promotions on major holidays (Eid al-Fitr / Christmas).</p>

Validity and reliability tests were conducted using data from 20 pilot respondents, who were Virgin Cake & Bakery customers outside the main research sample. These tests aimed to ensure that the questionnaire was valid and reliable for use. The validity test used *Pearson's Product Moment* with the criterion that if the calculated r value was $> r$ table

(0.444), the item was declared valid. The validity test results from 20 pilot respondents showed that all statement items were valid. Meanwhile, the reliability test used the *Cronbach's Alpha* method with the criteria that if the Alpha value was > 0.60, the instrument was declared reliable and consistent. The reliability test results from 20 pilot respondents were declared reliable and trustworthy.

Validity Test Formula (*Pearson Product Moment*)

$$r_{xy} = \frac{N(\Sigma XY) - (\Sigma X)(\Sigma Y)}{\sqrt{[N\Sigma X^2 - (\Sigma X)^2][N\Sigma Y^2 - (\Sigma Y)^2]}}$$

Description:

r_{xy} = Correlation coefficient between variables X and Y

N = Number of respondents (20)

X = Item score

Y = Total score for all items

Decision Criteria:

If r calculated $\geq r$ table, then the item is valid.

If r calculated $< r$ table, then the item is invalid.

(The value of r table for $N=20$ with a significance of 5% is 0.444)

Reliability Test Formula (*Cronbach's Alpha*)

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\Sigma \sigma_i^2}{\sigma_i^2} \right)$$

Description:

α = *Cronbach's Alpha* value

k = Number of items (30 items)

$\Sigma \sigma_i^2$ = Sum of the variance of each item's score

σ_i^2 = Total score variance

Decision Criteria:

If the α value is > 0.60 , then the instrument is Reliable.

If the α value is ≤ 0.60 , then the instrument is Not Reliable.

TABLE 2. Results of research instrument validity test.

No	Indicator	Calculated r-value	r-table	Description
1	Product Advantages	0.713	0.444	Valid
2	Price	0.762	0.444	Valid
3	Location	0.753	0.444	Valid
4	Digital Information	0.752	0.444	Valid
5	Promotion	0.786	0.444	Valid

Based on the results of validity testing using *Pearson's Product Moment* correlation, all items on the questionnaire had a calculated r value greater than the table r value of 0.444 (at a significance level of 5%). This indicates that all items were valid and capable of measuring what they were intended to measure.

TABLE 3. Results of the research instrument reliability test.

No	Indicator	<i>Cronbach's Alpha</i>	Critical Value	Description
1	Product Advantages	0.851	0.60	Reliable
2	Price	0.887	0.60	Reliable
3	Location	0.874	0.60	Reliable
4	Digital Information	0.863	0.60	Reliable
5	Promotions	0.896	0.60	Reliable
<i>Cronbach's Alpha</i> Total		0.925		Highly Reliable

Next, reliability testing was conducted using *Cronbach's Alpha* method. The calculation results showed that the *Cronbach's Alpha* value obtained was 0.925. This value is well above the threshold of 0.60, which means that this research instrument has a high level of consistency and is reliable for use in actual research samples.

The data analysis technique in this study used the descriptive percentage method. Descriptive percentage analysis was carried out by calculating the number of respondents' answers in each category (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree), then calculating the percentage of the total respondents. The formula used to calculate the percentage is:

$$P = (f/n) \times 100\%$$

Explanation:

P = Percentage

f = Frequency of answers

n = Number of respondents

In addition, to determine the level of implementation of each digital marketing strategy indicator, the average score (mean) was calculated using the formula:

$$\text{Mean} = \Sigma(fi \times xi) / n$$

Explanation:

fi = Frequency of answers

xi = Value weight (1, 2, 3, 4, 5)

n = Number of respondents

The mean calculation results are then interpreted using an interval scale with the following categories:

TABLE 4. Mean value interpretation criteria.

Mean Value Range	Category
1.00 – 1.80	Very Poor
1.81 – 2.60	Poor
2.61 – 3.40	Fair
3.41 – 4.20	Good
4.21 – 5.00	Very Good

Source: Adapted from Sugiyono (2018)

RESULTS AND DISCUSSION

Result

This study used 100 respondents determined based on the *Lemeshow* formula for an infinite population, assuming an acceptable margin of error in social research. The demographic characteristics of the respondents are presented in **TABLE 5** below.

TABLE 5. Demographic characteristics of respondents (N=100).

Characteristics	Category	Frequency (F)	Percentage (%)
Gender	Male	19	19%
	Female	81	81%
Age	< 17 years old	1	1%
	17 – 25 years old	77	77%
	26 – 35 years old	16	16%
	36 – 45 years old	5	5%
	> 45 years old	1	1%
Occupation	Student	77	77%
	Private employee	8	8%
Purchase Frequency	First-time buyer	22	12%
	2-3 times	37	37%
	4-6 times	12	12%
	More than 6 times	29	29%
Amount		100	100%

Based on **TABLE 5**, the majority of respondents were female (81%) aged between 17 and 25 (77%) with student status (77%). This shows that Virgin Cake & Bakery's main market in the digital era is dominated by young people (millennials and Gen Z) who are very familiar with technology. In terms of purchase frequency, around 78% of respondents have made more than one purchase, indicating a fairly good level of customer retention.

Descriptive data analysis was conducted to measure the level of implementation of digital marketing strategies based on consumer perceptions of five key indicators. The results of the mean calculations and categorization are presented in **TABLE 6**.

TABLE 6. Results of descriptive analysis of digital marketing strategies.

Variable	Marketing Strategy Indicator	Average	Percentage	Variable
Digital Marketing Strategy	Product Advantages	4.14	82.8%	Good
	Price	4.07	81.4%	Good
	Location	4.10	82.0%	Good
	Digital Information	3.84	76.8%	Good
	Promotion	3.53	70.6%	Good

Based on **TABLE 6**, the indicator with the highest rating is Product Excellence in the Good category. This shows that consumers consider the taste, uniqueness, and variety of Virgin Cake & Bakery products to be the main attractions. The Price, Location, and Digital Information indicators are in the “Good” category, which means that the marketing strategy in these aspects is already effective but still has room for improvement. The Promotion indicator ranks lowest, although it is still in the “Good” category, indicating that the intensity and creativity of the digital promotion strategy needs to be improved.

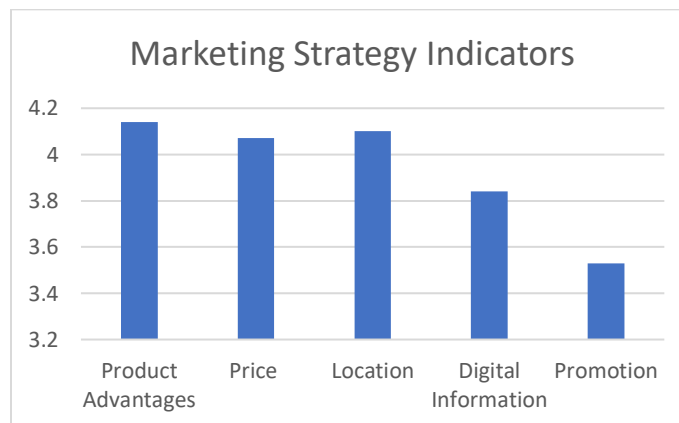


FIGURE 1. Diagram of the average rating of marketing strategy indicator.

Based on the descriptive analysis results presented in **FIGURE 1**, it can be interpreted that Virgin Cake & Bakery Semarang's digital marketing strategy shows varying performance patterns across the five indicators studied. Product Excellence received the highest score of 4.14, indicating that consumers greatly appreciate the product differentiation offered, both in terms of unique flavors, variety, and the guarantee of halal and safe ingredients without preservatives. This achievement is Virgin Cake & Bakery's main asset in building a competitive advantage in the Semarang bakery market.

Location ranked second with a score of 4.10, reflecting that the digital accessibility strategy through Google Maps, e-commerce platforms, and delivery services has succeeded in making it easier for consumers to find and access products without geographical barriers. This is in line with digital marketing trends that emphasize the importance of omnichannel strategy in reaching modern consumers.

Price received a score of 4.07, indicating that the value-based pricing strategy implemented by Virgin Cake & Bakery is perceived positively by consumers. The prices offered are considered commensurate with product quality, affordable for the main market segment (students), and competitive compared to similar bakeries. Clear price transparency also contributes to consumer confidence in transactions.

Digital Information scored 3.84, which, although still in the Good category, indicates room for improvement. While visual content (photos and videos) is considered attractive and informative, the aspect of regularly updating information related to menus, prices, and product availability still needs improvement so that consumers always get accurate and relevant information.

Promotion received the lowest score of 3.53, making it the indicator that requires the most serious attention. The significant gap between the promotion indicator and other indicators (a difference of 0.61 points from the highest indicator) indicates that the intensity, visibility, and creativity of Virgin Cake & Bakery's digital promotions are not yet optimal. Consumers find it difficult to find promotional information on social media, and the frequency of promotions is considered insufficient.

Overall, the diagram shows that Virgin Cake & Bakery has a strong foundation in terms of product, location, and price, but needs to accelerate its efforts in digital information and especially promotions to achieve a comprehensive and competitive digital marketing strategy.

Discussion

This study involved 100 respondents selected based on Lemeshow's formula for an infinite population. According to Table 5, the majority of respondents were female (81%), aged between 17 and 25 years (77%), and were students (77%). This demographic composition reflects that the main market segment of Virgin Cake & Bakery in the digital era is dominated by the younger generation, namely millennials and Generation Z, who have high digital literacy and actively use various digital platforms in their daily lives. In terms of purchase frequency, 78% of respondents have made more than one purchase, indicating a fairly good level of customer retention and showing initial loyalty to Virgin Cake & Bakery products.

Product Excellence received the highest average score of 4.14 in the Good category. Consumers highly appreciate the unique taste, the diversity of product variants such as traditional snacks and cakes, as well as the safe and high-quality ingredients. Virgin Cake & Bakery has successfully differentiated its products from competitors through authentic flavors and a guarantee of halal products without preservatives (virgincakenbakery.id). The sub-indicators with the highest scores were "Uses safe and high-quality ingredients" at 4.53 and "Suitable for various events and needs" at 4.38, confirming that consumer confidence in the halal status and safety of raw materials is the main selling point of the product. Meanwhile, the sub-indicators "Distinctive characteristics from competitors" at 3.96 and "Unique taste" at 4.00 received relatively lower scores, indicating the need to strengthen brand identity and communicate product uniqueness to consumers more consistently. These findings are in line with Kotler and Keller (2016) statement that products are the core of the marketing mix that determines consumer appeal, and support the research A.S and Ali (2025) which confirms that product superiority is a fundamental factor that can differentiate a business from its competitors in a competitive market.

The price received an average score of 4.07, categorized as Good. Consumer perception shows that the prices offered by Virgin Cake & Bakery are considered commensurate with the quality obtained, affordable for various groups, and competitive compared to similar bakeries in Semarang. The sub-indicator "Price commensurate with quality" received the highest score of 4.39, followed by "Affordable prices for all groups" at 4.32, which reinforces the evidence that consumers feel the value paid is commensurate with the quality of the product received. The sub-indicator "Price transparency" also received a good rating of 4.21, reflecting that the clarity of price information on each product contributes to consumer comfort and trust in transactions. This value-based pricing strategy has proven effective in attracting buyers, especially among students, who dominate the respondent profile. Hoffmann et al. (2020) asserts that price as an extrinsic attribute of products has a significant influence on consumer purchasing decisions in the food industry, especially when prices are perceived according to the value and quality of the products received.

Location received an average score of 4.10, categorized as Good. In the digital era, the concept of location is no longer limited to the existence of physical outlets, but also includes accessibility through various digital platforms. The results of the study show that consumers greatly appreciate the ease of finding outlet locations through Google Maps and the availability of products on delivery apps such as GoFood and GrabFood. The sub-indicator "Location is easy to find through Google Maps" received the highest score of 4.68, followed by "Clear address on digital platforms" at 4.64 and "Availability on delivery apps" at 4.49, proving that Virgin Cake & Bakery has optimally utilized digital mapping technology and the delivery platform ecosystem. However, a small number of respondents stated that the delivery range did not fully cover their residential areas, which is a point for management to evaluate. These findings are in line with Sinta et al. (2021), who through meta-analysis found that the use of e-commerce and

digital platforms significantly increases the marketing effectiveness of culinary MSMEs, including through ease of access and online delivery services, which are crucial factors in influencing consumer purchase intent in the digital era.

Digital Information received an average score of 3.84, categorized as Good. Digital content in the form of product photos and videos on social media was considered interesting and informative by consumers, with the sub-indicators “Interesting and informative digital content” scoring 4.24 and “Easy-to-understand product descriptions” scoring 4.20. Easy-to-understand product descriptions and the responsiveness of administrators in responding to consumer questions also received positive appreciation. The clarity and completeness of this digital information plays an important role in building consumer trust before making a purchase. However, the aspects of regular information updates and ease of access still require further attention to maintain the relevance of content amid the dynamics of the digital market. Laila et al. (2024) emphasize that attractive digital content visualization is one of the key factors in the success of SME marketing in the digital era. However, the aspect of regularly updating information related to menus, prices, and product availability still requires improvement so that the information received by consumers is always relevant and accurate according to current conditions.

Promotions received the lowest average score among all indicators, namely 3.53, which is classified as Good. Although still in the good category, the significant difference with other indicators indicates that there is room for improvement that needs to be addressed immediately. The sub-indicators “Frequent promotions/discounts” only scored 3.27 and “Promotional information is easy to find on social media” scored the lowest at 3.18, confirming that the visibility and intensity of Virgin Cake & Bakery’s digital promotions still need to be substantially improved. On the other hand, specific promotions such as “Promotions on special days” at 3.97 and “Discounts for bulk orders” at 3.91 received more positive responses from consumers. This finding is in line with Tonda and Asif Khan (2024), which states that consistency and creativity in digital promotional content are key to increasing consumer interest in purchasing.

CONCLUSION

Based on the results of descriptive analysis of percentages from 100 respondents, it can be concluded that the implementation of Virgin Cake & Bakery Semarang’s digital marketing strategy as a whole is in the Good category. This is reflected in the average scores for all indicators studied, namely Product Excellence at 4.14, Location at 4.10, Price at 4.07, Digital Information at 3.84, and Promotion at 3.53. These findings confirm that Virgin Cake & Bakery has successfully built a solid foundation for its digital marketing strategy, particularly in terms of product differentiation, digital accessibility, and competitive pricing.

This research provides significant theoretical and practical contributions. Theoretically, this research enriches the literature on MSME digital marketing strategies by integrating the five marketing indicators (product excellence, price, location, digital information, and promotion) into a comprehensive analytical framework that has been limited in MSME bakery studies in Indonesia. This study also confirms the relevance of the 4P marketing mix concept (Kotler & Kelller, 2016) adapted to the context of digital marketing and supports the findings of (Laila et al., 2024) regarding the importance of bibliometric mapping in identifying digital marketing trends in MSMEs. Practically, this study produces a comprehensive baseline assessment of Virgin Cake & Bakery’s digital marketing strategy performance, which can be used as a reference for continuous evaluation and improvement.

The findings of this study have a number of important practical implications for bakery SME players. First, Virgin Cake & Bakery needs to maintain and continue to improve the product excellence that is its main strength, especially through product variant innovation and consistency in the quality of halal ingredients without preservatives. Second, management needs to immediately optimize its digital promotion strategy through: (a) increasing the frequency and consistency of promotional content posts on social media; (b) utilizing paid advertising features (Instagram Ads, Facebook Ads) to expand its reach; (c) collaborating with food bloggers and local culinary influencers in Semarang; (d) organizing periodic promotional programs such as flash sales, giveaways, or bundling packages; (e) developing a digital-based customer loyalty program. Third, digital information needs to be improved through real-time updates on product availability, new menus, and prices. Fourth, although location accessibility is already good, it is necessary to expand the delivery coverage area to reach more potential consumers.

For further research, it is recommended to: (1) Expand the scope of respondents by involving consumers from more diverse demographic and geographic segments to improve the generalization of research results; (2) Add research variables such as customer satisfaction, customer loyalty, and repurchase intention to understand the impact

of digital marketing strategies on more comprehensive business outcomes; (3) Use mixed-method research by adding a qualitative approach through in-depth interviews or focus group discussions to gain deeper insights into consumer perceptions and expectations; (4) Conduct a comparative study with other bakery MSMEs in Semarang to identify best practices in digital marketing strategies that can be adopted; (5) Assessing the effectiveness of each digital platform (Instagram, Facebook, WhatsApp Business, marketplace) specifically in driving conversion rates; (6) Conducting longitudinal research to observe the development and impact of the implementation of digital marketing strategy recommendations over time.

With the implementation of the strategic recommendations outlined above, it is hoped that Virgin Cake & Bakery can improve the effectiveness of its digital marketing strategy, expand its market reach, and strengthen its competitive position in the Semarang bakery industry in an increasingly dynamic digital era.

REFERENCES

- A.S, A., & Ali, H. (2025). Faktor-faktor yang mempengaruhi Strategi Pemasaran: Analisis Produk, Tempat dan Promosi (Literature Review Manajemen Strategik). *Jurnal Manajemen Dan Pemasaran Digital*, 3(2), 136–148. <https://doi.org/10.38035/jmpd.v3i2.336>
- Çakirkaya, M., & Aytac Afşar, Ö. (2024). Bibliometric and content analysis of viral marketing in marketing literature. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2364847>
- Chooset, N., & Sukhabot, S. (2025). Developing entrepreneurial marketing dimensions for SMEs in the digital era: a grounded theory approach. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2480748>
- Darmawan, R., & Romadhona, P. (2023). Analisis Bauran Pemasaran Dalam Upaya Meningkatkan Keputusan Pembelian di Kopi Nako Kota Wisata. *Reslaj : Religion Education Social Laa Roiba Journal*, 5(6), 3159–3164. <https://doi.org/10.47467/reslaj.v5i6.3848>
- Hasan, S., Aryadi, A., & Suhud, A. (2024). Analisis Komprehensif Pengaruh Retailing Mix Terhadap Keputusan Pembelian Konsumen: Systematic Review Dan Meta-Analysis. *Equilibrium : Jurnal Ilmiah Ekonomi, Manajemen Dan Akuntansi*, 13(2), 574. <https://doi.org/10.35906/equili.v13i2.2119>
- Hoffmann, N. C., Symmank, C., Mai, R., Stok, F. M., Rohm, H., & Hoffmann, S. (2020). The influence of extrinsic product attributes on consumers' food decisions: review and network analysis of the marketing literature. *Journal of Marketing Management*, 36(9–10), 888–915. <https://doi.org/10.1080/0267257X.2020.1773514>
- Hurley, C. O. (2018). MSME competitiveness in small island economies: a comparative systematic review of the literature from the past 24 years. *Entrepreneurship and Regional Development*, 30(9–10), 1027–1068. <https://doi.org/10.1080/08985626.2018.1515822>
- Khodijah, S., Muhammad Iqbal Fasa, & Suharto, S. (2023). Implementasi Bauran Pemasaran Syariah Pada Kosmetik Berlabel Halal Terhadap Keputusan Pembelian Konsumen Pada Perspektif Islam. *Juremi: Jurnal Riset Ekonomi*, 2(6), 735–744. <https://doi.org/10.53625/juremi.v2i6.3852>
- Kotler, P., & Kelller, K. L. (2016). *Manajemen Pemasaran (Edisi 13)* (P. Erlangga (ed.); Edisi 13).
- Laila, N., Sucia Sukmaningrum, P., Saini Wan Ngah, W. A., Nur Rosyidi, L., & Rahmawati, I. (2024). An in-depth analysis of digital marketing trends and prospects in small and medium-sized enterprises: utilizing bibliometric mapping. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336565>
- Pasquinelli, C., & Vuignier, R. (2020). Place marketing, policy integration and governance complexity: an analytical framework for FDI promotion. *European Planning Studies*, 28(7), 1413–1430. <https://doi.org/10.1080/09654313.2019.1701295>
- Prasetya, R. N., & Handajani, S. (2024). The Relationship of Motivation and Interest of Culinary Students Regarding Entrepreneurial Practices. *Jurnal Teknologi Busana Dan Boga*, 12(1), 39–48. https://yudisium.unesa.ac.id/assets/file_artikel/19050394013.pdf
- Putri, I. A., Fauzi, A., Renaldy, A., Syaridwan, A., Ningrum, D. A., Putri, N. M., & Putri, S. A. (2022). Pengaruh Strategi Viral Marketing dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Literatur Review). *Jurnal Ekonomi Manajemen Sistem Informasi*, 4, 168–175. <https://doi.org/10.31933/jemsi.v4i2>
- Rahayu, S., Saputra, Y. M. D., Helmi, S., & Asriadi AM, M. (2025). Promotion's power in halal product purchases: the mediating role of trust and knowledge. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2440627>
- Sari, D. P. (2021). Pembelian , Kualitas Produk , Harga Kompetitif , Lokasi (Literature Review Manajemen

- Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 2(4), 524–533.
- Sinta, V., Jakak, P. M., Chandra, P. K., & Haq, M. A. (2021). *Meta Analisis Pengaruh Penggunaan E-Commerce Terhadap Pemasaran UMKM Kuliner*. 32(3), 167–186. <https://journal.unpas.ac.id/index.php/oikos/article/view/24996>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.
- Tonda, F., & Asif Khan, M. (2024). Pengaruh Promosi dan Online Customer Reviews Terhadap Keputusan Pembelian Melalui Minat Beli (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Dan Pemasaran Digital*, 2(3), 305–318. <https://doi.org/10.38035/jmpd.v2i3.213>
- Tri Nuryani, F., Nurkesuma Nurkesuma, & Baruna Hadibrata. (2022). Korelasi Keputusan Pembelian: Kualitas Produk, Persepsi Harga Dan Promosi (Literature Review Manajemen Pemasaran). *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(4), 452–462. <https://doi.org/10.31933/jemsi.v3i4.977>
- Virgin. (2024). *Virgin Cake & Bakery*. Virgin. <https://virgincakenbakery.id/home>
- Zainuri, M., & Halim, A. (2024). Strategi Bauran Pemasaran Terhadap Keputusan Pembelian Studi. *Jurnal Bisnis Mahasiswa*, 4, 1–8.