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DIGITAL MARKETING STRATEGIES TO INCREASE SALES (CASE STUDY: WARUNG WIKKO IN BANGKA BELITUNG)

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Abstract
This study aims to analyse the digital marketing strategies implemented by Warung Wikko, a local culinary business in Pangkal Pinang, Bangka, in an effort to increase sales and maintain its existence amid increasingly competitive business competition. This study was motivated by a decline in sales turnover and limited use of digital media in promotional activities. This study uses a descriptive qualitative approach with data collection techniques in the form of interviews, observations, documentation, and distribution of questionnaires to active consumers of Warung Wikko. The theory used in this study is the AIDA (Attention, Interest, Desire, Action) model to analyse the effectiveness of digital strategies in influencing consumer purchasing decisions. The results show that Warung Wikko's digital marketing strategy has succeeded in attracting consumer attention and interest through social media, particularly Instagram and WhatsApp. However, the lack of content variety, consistency in posting, and calls to action has resulted in suboptimal desire and purchasing behaviour. This study recommends strengthening promotional content, optimising the use of digital features, and collaborating to increase market reach. A well-planned and sustainable digital strategy is expected to significantly boost Warung Wikko's sales.

Keywords: Digital Marketing Strategy, AIDA Model, Warung Wikko, Social Media

1. INTRODUCTION

Indonesia is a country with extraordinary culinary wealth, reflecting the rich culture of its diverse regions. This diversity is not limited to traditional cuisine, but also includes culinary innovations that continue to evolve over time. Amidst the rapid growth of the food and beverage (FnB) industry, competition among businesses has also intensified. Therefore, effective and efficient strategies are needed to maintain existence and increase sales, one of which is through the use of digital technology in marketing.

The development of information and communication technology has driven significant changes in the world of marketing. Currently, digital marketing has become an important key in reaching consumers in a broad, fast, and efficient manner. Especially with the increasing number of social media users in Indonesia, businesses are required to be active and strategic on digital platforms such as Instagram, Facebook, TikTok, and WhatsApp Business. This strategy is becoming increasingly relevant, especially for

micro, small, and medium enterprises (MSMEs) that want to increase their visibility and sales.

Digital marketing strategies have become an important tool for businesses, especially SMEs, in reaching consumers more widely, quickly, and cheaply. This method enables direct interaction with consumers and provides data and insights into market behaviour that can be used for business decision-making. Platforms such as social media, websites, and food ordering applications are now the main promotional channels for culinary businesses.

Warung Wikko, a culinary business that has been operating for more than a decade in Bangka Belitung, is facing challenges in maintaining sales volume. Promotional activities that still focus on conventional methods, such as word of mouth, are considered ineffective in reaching target markets that are now increasingly connected digitally. Although turnover has tended to stagnate in recent years, Warung Wikko has not fully utilised digital marketing strategies to reach new consumers, especially the younger generation who are more active on social media. This situation indicates a research gap in understanding how traditional culinary MSMEs in regions such as Bangka Belitung adapt digital marketing strategies in a strategic and sustainable manner. Most previous studies have focused on SMEs in large urban areas with more advanced digital infrastructure, while studies addressing the context of developing regions remain limited. This is the basis for this research to examine in depth the implementation of digital strategies at Warung Wikko as a concrete example of the adaptation of local culinary businesses in facing changes in consumer behaviour in the digital era.

Given these conditions, this study aims to examine and analyse the digital marketing strategies that have been and can be implemented by Warung Wikko. The main focus of this study is how the application of the AIDA model (Attention, Interest, Desire, Action) can help improve the effectiveness of digital promotion and drive sales growth. Using a case study approach and qualitative descriptive analysis, it is hoped that the results of this study can provide strategic recommendations that can be implemented not only by Warung Wikko, but also by other culinary SMEs.

This study was conducted to evaluate and identify digital marketing strategies that can be implemented by Warung Wikko to increase sales. This study will analyse the effectiveness of digital promotion through the AIDA theory as the main approach to understanding the consumer process from the attention stage to action. It is hoped that the results of this study can provide a clear and practical picture of effective digital marketing strategies for local culinary businesses. Based on this background, this study aims to bridge the knowledge gap regarding the application of digital marketing strategies in culinary MSMEs in areas that still rely on conventional methods. Specifically, this study seeks to identify how the AIDA theory can be adapted in the context of local culinary businesses by analysing the effectiveness of each stage, from attracting attention to encouraging purchasing actions at Warung Wikko as the main case study.

2. LITERATURE REVIEW

Digital marketing is a promotional activity carried out through technology-based media and the internet. According to Chaffey (2020), digital marketing includes the use of digital channels and technology to build and manage customer relationships. One of the approaches commonly used in assessing the effectiveness of marketing communication is the AIDA model, which consists of four stages: Attention, Interest, Desire, and Action.

This study is based on previous theories and studies on digital marketing for MSMEs. Several relevant studies were used as references, including: The first study conducted by Aditya and Rusdianto (2023) explains that digital marketing provides cost efficiency and reaches a wider market, although many MSMEs still do not understand its strategic application. The second study, conducted by Sugiyanti (2022), highlights the importance of social media in increasing promotional reach and consumer trust through attractive visual and interactive content. The third study, conducted by Munandar (2023), emphasises that the shift from conventional to digital systems is not only about promotion but also about comprehensive business transformation through technology. And the fourth or final study, conducted by Kasidi (2020), shows that business actors must be able to adapt to changes in trends and digital technology in order to remain competitive in the digital economy era.

The main theory used is AIDA (Attention, Interest, Desire, and Action), which explains the stages of consumer perception of promotions that will influence purchasing decisions. Although the AIDA model has been widely used in marketing research, most previous studies have only emphasised the early stages, such as attention and interest, without directly linking how desire and purchasing actions can be triggered by specific digital strategies. In the context of Warung Wikko, this theory is relevant because each stage of AIDA can be clearly identified through consumer behaviour on social media, such as interactions on posts, clicks on order links, and purchasing decisions. Thus, the AIDA model not only serves as a framework for analysing consumer behaviour but also as a diagnostic tool for evaluating the effectiveness of digital strategies for culinary MSMEs in developing regions. This approach is used to analyse consumer responses to Warung Wikko's digital content. In addition, the concept of digital marketing strategy is also described based on Dave Chaffey and Saputra et al., who divide digital strategies into SEO, SEM, social media marketing, email marketing, and content marketing. This study also uses case studies as the main approach to understand the dynamics that occur at Warung Wikko in depth, in a real and specific context.

The AIDA model was chosen in this study because it is simple, applicable, and capable of describing the psychological process of consumers in making purchasing decisions. Each stage in AIDA can be identified through observation and consumer feedback on published digital content. This model also serves as a guide in designing questionnaire questions and analysing research results. Based on the four previous studies reviewed, it can be concluded that the main focus of previous research was still on the advantages of digital marketing in general without discussing the psychological processes of consumers comprehensively in the context of local culinary businesses. Furthermore, most have not integrated the AIDA theory as an analytical approach in assessing the effectiveness of digital strategies. Therefore, this study aims to fill this gap by exploring how the application of digital strategies at Warung Wikko can influence each stage of AIDA in a tangible way, as well as providing new contributions to the development of digital marketing communication models at the SME level.

3   RESEARCH METHODS

This study uses a descriptive qualitative approach that aims to gain an in-depth understanding of the conditions and digital marketing strategies implemented by Warung Wikko. This study prioritises comprehensive narratives through the collection of primary and secondary data.

In terms of research design, this study was designed using a qualitative approach with descriptive and exploratory characteristics. A qualitative approach was chosen because it is suitable for describing in depth the phenomena occurring in the field, especially when researchers want to understand the experiences, perceptions, and strategies implemented by the research subjects. This approach also allows researchers to explore the broader social context and business dynamics, without being limited by statistical figures. A case study design was used because the object of the research focused on a single business unit, namely Warung Wikko. Case studies provide researchers with the flexibility to explore data intensively, understand the problems faced, and evaluate the digital marketing strategies that have been implemented.

In this study, the data used was qualitative data from primary and secondary sources. Primary data was obtained through direct interviews via video call with the owner of Warung Wikko, observation of Warung Wikko's social media activities, and distribution of questionnaires to consumers. A total of 53 respondents participated in this study. They were active Warung Wikko consumers who had made at least two purchases in the last six months. Respondents were selected using purposive sampling, with criteria of being aged between 18 and 45 years old and actively using social media, particularly Instagram and WhatsApp. The composition of respondents consisted of 58% women and 42% men, with diverse occupational backgrounds such as private employees, students, and small business owners. These demographic characteristics were considered representative of Warung Wikko's main market segment, which is the target of its digital marketing strategy.

In addition, an in-depth interview was conducted with the owner of Warung Wikko, Mr William Liejanto, as a key informant. This source played an important role because he was directly involved in daily operations and social media management, thus providing a comprehensive perspective on the digital marketing strategies and obstacles encountered. Secondary data was obtained from journals, scientific articles, and business documentation.

The research location for this study was Warung Wikko in Bangka Belitung. The instruments used included interview guidelines, a questionnaire based on the AIDA model, and social media observation sheets. This research was conducted online, with the research subjects located at Warung Wikko, Bangka Belitung. Due to geographical limitations between the researchers and the research subjects, data collection was carried out through virtual media such as video calls, WhatsApp, and observation of Warung Wikko's social media accounts, particularly on Instagram.

The main instruments in this study were interview guidelines, questionnaire lists, and observation sheets. Interviews were conducted in a semi-structured manner so that researchers could obtain more exploratory answers. The questionnaire was designed based on the AIDA theory (Attention, Interest, Desire, Action), with question indicators that measure the effectiveness of digital content on consumer behaviour. Observations were made by examining Warung Wikko's promotional activities on social media, including posting frequency, content type, and interaction with the audience.

This study utilised several data collection techniques. Interviews were conducted with the owners of Warung Wikko to obtain in-depth information about their operations, obstacles, and views on digital marketing. Then, the researcher conducted observations to examine the content uploaded on Warung Wikko's social media, particularly on Instagram, to assess the form of promotion, customer interaction, and branding consistency. A documentation study was conducted by examining business documents
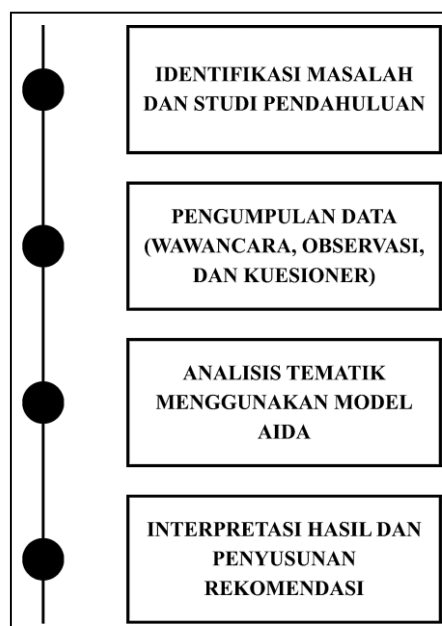
such as turnover data, promotional flyers, and previous marketing materials. A questionnaire was distributed to 53 respondents who were active consumers of Warung Wikko to measure the impact of digital promotion based on indicators in the AIDA theory. Meanwhile, data analysis was conducted thematically based on the Braun & Clarke (2006) method. The analysis process consisted of data collection, data reduction, theme categorisation, and interpretation.

The research results are presented in the form of descriptive narratives, graphs, and tables. Conclusions are drawn inductively based on the main themes of the analysed data. The results of the data analysis are presented in the form of narrative text, frequency tables, and graphs, making it easier for readers to understand the general picture and details of Warung Wikko's digital marketing strategy. The narrative is systematically organised based on indicators in the AIDA theory so that the relationship between variables is clear. Conclusions are drawn inductively, based on patterns and trends in the data collected from the field. With this method, it is hoped that the research will produce an accurate, applicable, and useful overview for local culinary businesses that want to optimise their digital marketing strategies.

This research procedure was designed through several systematic stages to ensure data accuracy and suitability with the research objectives. Each stage was carried out sequentially so that the results obtained could describe the actual conditions in the field.

The first stage is preparation and problem identification, where researchers conduct preliminary studies on the profile of Warung Wikko and digital marketing trends in the local culinary sector. The second stage is the collection of primary and secondary data through interviews, observation of social media accounts, and distribution of questionnaires. The third stage is thematic data analysis using the Braun & Clarke (2006) method to find patterns of findings related to the AIDA stages. The final stage is the interpretation and verification of results, where the analysis results are compared with previous theories and research to ensure academic consistency and data validity.

Visually, the research procedure can be explained through Figure 1. Research Stage Flow, as follows:

Figure 1. Research Stage Flow
Source: Researchers (2025)

4   FINDINGS AND DISCUSSION

Based on the research and discussion obtained from the primary and secondary data collected, the main focus of this chapter is to analyse how Warung Wikko implements its digital marketing strategy and the obstacles encountered in implementing this strategy. This analysis was examined using the AIDA (Attention, Interest, Desire, Action) theory approach as a conceptual basis. The findings obtained from interviews, observations, and direct questionnaire distribution directly answer the two research questions: (1) the obstacles faced by Warung Wikko in managing its digital marketing strategy, and (2) how this strategy can increase sales through the application of the AIDA model. This analysis reveals a close relationship between the AIDA stages and consumer responses on social media, while also identifying internal factors that hinder the optimal implementation of digital strategies.

Warung Wikko is a local culinary business located in Bangka Belitung that has been operating for more than 11 years. This food stall serves a variety of speciality dishes such as kangkung noodles and Hainanese rice, which have become customer favourites. However, over the past five years, Warung Wikko's sales turnover has shown a stagnant trend and even a downward trend. This situation has been exacerbated by the impact of the COVID-19 pandemic and the suboptimal implementation of promotional strategies, particularly in the digital realm. Promotions are still focused on conventional methods such as word of mouth and banners.

Figure 2. Wikko Food Stall Menu
Source: Researchers (2025)

In an effort to adapt to changes in consumer behaviour and technological advances, Warung Wikko has begun to utilise social media such as Instagram and WhatsApp as promotional tools. Research shows that these social media platforms are used to share content in the form of product photos, promotional information, and short messages with customers. However, from observations and interview results, it is known that social media management is still incidental, without any content planning or maximum utilisation of digital features.

Based on the AIDA model, Warung Wikko's digital marketing strategy can be analysed as follows:

a. Attention

In the attention stage, the majority of questionnaire respondents stated that they knew about Warung Wikko from social media. This means that social media has become an effective channel for building awareness. However, the content uploaded tends to be monotonous and rarely updated. This means that consumer attention cannot be maintained in the long term.

b. Interest

In the interest stage, several respondents admitted to being interested in the appearance of the food and the captions provided. However, limited content variety and a lack of two-way interaction prevented consumer interest from developing further. Warung Wikko has not yet utilised Instagram features such as interactive stories, reels, and live cooking sessions, which could increase user engagement.

c. Desire

In the desire stage, the desire to purchase arises when Warung Wikko holds certain promotions, such as discounts or economy packages. Unfortunately, these promotions are only held occasionally and are not scheduled. Several respondents stated that they were interested in purchasing, but did not receive sufficient information about how to order or the limitations on service times.

d. Action

In the action stage, most respondents admitted to having purchased products after seeing posts on social media, but the purchasing process was still manual and impractical. There were no direct ordering links, such as WhatsApp Order or Shopee Food/GoFood links. This hindered consumers who wanted to make quick purchases without having to ask questions first.

From the results of interviews and observations, several major obstacles were found in the implementation of digital strategies at Warung Wikko, including limited time and energy, as the business owner also serves as the kitchen manager and business manager, leaving him with insufficient time to consistently design and manage digital content. There is also a lack of digital knowledge, as the owner does not yet have an adequate understanding of digital marketing, social media algorithms, and engaging content strategies. The absence of a dedicated team, where there are no personnel or a dedicated team to handle marketing, means that the entire burden of promotion is borne by the owner, resulting in a lack of evaluation and strategy improvement. And finally, there is a lack of digital performance evaluation, where there is no evaluation of social media upload performance such as engagement rate, content reach, and conversion rate, so that the promotion strategy is trial and error.

Figure 3. Wikko Warung in Bangka Belitung
Source: Researchers (2025)

The questionnaire data distributed to 53 respondents shows that Warung Wikko's digital strategy has been able to reach a younger audience, particularly those aged 21-30 years. Most of them stated that the content displayed was quite interesting, but they wanted more variety and more complete and interactive information. Respondents also suggested that Warung Wikko be more active on social media and simplify the ordering process.

The data also shows that some respondents who have tried purchasing from Warung Wikko through social media are satisfied, but only a small percentage have made repeat purchases. This indicates the need for customer retention strategies, such as loyalty programmes, digital vouchers, or weekly special menu reminders.

Based on the above findings, the researchers recommend several strengthening strategies, including:
a. Create a monthly digital content calendar to ensure more consistent posting.
b. Use free features such as Meta Business Suite for content scheduling.
c. Increase content variety through photos, videos, testimonials, and product education.
d. Activate direct links to instant messaging services (WhatsApp Order) and simplify the purchasing process.
e. Engaging interns or local freelancers to assist with social media management.

By implementing this strategy gradually and consistently, Warung Wikko can optimise its use of digital marketing to increase its competitiveness and sales volume. The results of this study confirm that the effectiveness of digital marketing for MSMEs is greatly influenced by consistency in creating engagement and the relevance of content to the target audience. When the attention and interest stages are successfully built through attractive visual content, the desire and action stages will be formed if there is clarity of information and ease of access to purchase. This pattern shows a direct connection between the AIDA theory and actual consumer behaviour on social media.

In the context of Warung Wikko, the success in generating interest has not been followed by a digital marketing system capable of guiding consumers to the stage of repeat purchases. Therefore, the practical implication of these findings is the need for a digital strategy design that not only emphasises visual aesthetics but also encourages active participation through interactive features and a simple ordering system. Such an approach is believed to be able to strengthen conversion rates and consumer loyalty to local culinary businesses.

Konten promosi Warung Wikko di Instagram cukup menarik perhatian saya
53 responses
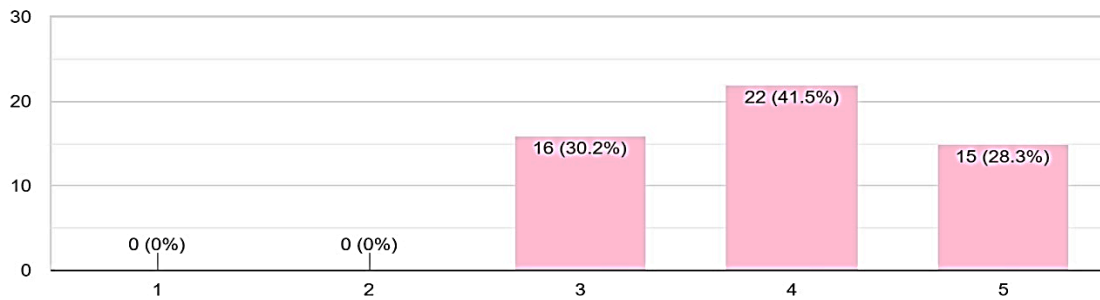
Figure 4. Results of the Warung Wikko Instagram Content Attractiveness Questionnaire
Source: Researchers (2025)

Of the 53 respondents, 81% said that Warung Wikko's Instagram content was interesting, but only 24% had purchased more than twice. In addition, 67% of consumers were unaware that Warung Wikko offered a delivery service.

Promo seperti diskon atau paket hemat dari Warung Wikko mendorong saya ingin membeli
53 responses
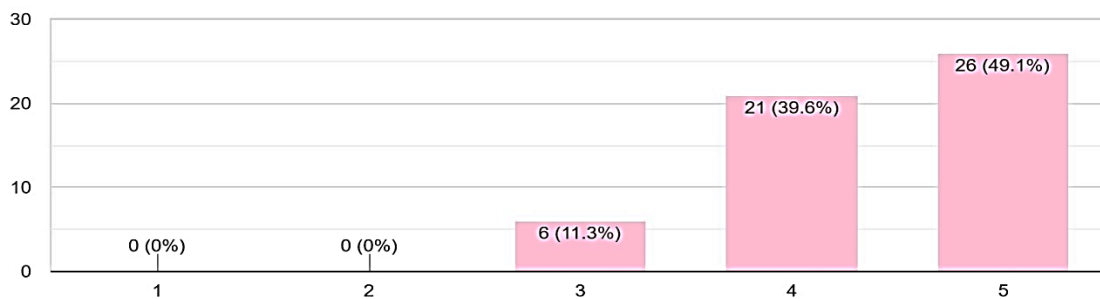
Figure 5. Results of the Questionnaire: Promotions Have a Significant Impact on Purchasing Decisions
Source: Researchers (2025)

78% stated that promotions had a significant influence on their purchasing decisions. This study shows that Warung Wikko has begun the process of marketing digitalisation, but it is not yet running optimally and lacks consistency in its strategy. There are still vast opportunities for growth if Warung Wikko is able to transform itself into a locally-based culinary brand that is active in the digital realm.

When compared to the results of research by Sugiyanti (2022) and Aditya & Rusdianto (2023), the findings of this study reinforce the argument that social media is an effective main channel for building brand awareness in the MSME sector. However, this study adds a new dimension, namely the importance of continuity between attention and action, which was often overlooked in previous studies. In the case of Warung Wikko, the effectiveness of digital promotion does not only depend on visual appearance, but also on the clarity of the call to action and the ease of ordering, in line with the final stage of the AIDA model.

Furthermore, this study confirms that the obstacles faced by MSMEs are not only technical factors such as limited resources, but also conceptual factors: a lack of understanding of consumer psychology-based digital communication strategies. These findings expand the understanding of the AIDA model in the context of culinary MSMEs in developing regions, where emotional and personal engagement with customers plays an important role in converting interest into purchasing behaviour.

Thus, the results of this study not only confirm the existing AIDA theory, but also provide a conceptual contribution that the 'desire' and 'action' stages in SME practice require more contextual and humanistic strategies.

Although this study has provided a fairly clear picture of the application of digital marketing strategies at Warung Wikko, there are several limitations that need to be acknowledged. First, time and scope limitations meant that the study focused on only one object of study, so generalising the results to other MSMEs must be done with caution. Second, most of the data was obtained through online interviews and social media observation, so there is a possibility of perception bias from respondents and researchers. Third, this study has not fully assessed quantitative aspects such as digital sales conversion rates or engagement metrics in depth. Therefore, further studies are recommended to use a mixed methods approach so that the analysis can be more comprehensive and produce stronger empirical findings.

5   CONCLUSION

Based on the results of the study, it can be concluded that Warung Wikko has begun to adapt its digital marketing strategy through social media, primarily Instagram and WhatsApp. This strategy has proven effective in reaching young consumers and building awareness, but it is not yet fully optimal in terms of interest, desire, and purchase behaviour. This is due to a lack of content consistency, limitations in the digital features utilised, and the absence of a clear call to action.

From a theoretical perspective, this research contributes to the development of the AIDA theory in the context of culinary MSMEs. The findings show that the desire and action stages cannot be fully explained through a conventional marketing communication approach, but need to be adapted to the characteristics of consumer behaviour in the digital era. Therefore, this study expands the understanding of AIDA by emphasising the importance of digital interactivity elements such as direct messaging features, collaboration with customers, and experience-based content as a bridge between interest and purchasing behaviour.

From a practical standpoint, the research results provide direct guidance for culinary SME players to optimise their digital marketing strategies. These findings indicate that the success of digital campaigns depends not only on content design, but also on consistency, quick responses to customers, and clear calls to action. Simple strategies such as creating a posting calendar, adding direct ordering links, and utilising free features from social media platforms can have a significant impact on increasing sales and customer loyalty.

This study aims to analyse digital marketing strategies in an effort to increase sales at Warung Wikko, a local culinary business that is facing challenges in maintaining its existence and increasing turnover. Based on data collected through interviews, observations, and questionnaires, it can be concluded that Warung Wikko has begun the process of transforming from conventional to digital marketing methods. Social media such as Instagram and WhatsApp have been used as the main promotional tools, although their implementation has not been optimal.

The digital marketing strategy employed can be analysed using the AIDA model. At the attention and interest stages, Warung Wikko successfully attracted consumers' attention through visual content and promotional information displayed. However, at the desire and action stages, weaknesses were still found, such as a lack of call to action, an

impractical ordering process, and a lack of promotions that created urgency to buy. This resulted in the conversion of interest into actual action not being maximised.

The main obstacles in implementing digital marketing stemmed from limited human resources, time, and understanding of digital strategies. The absence of a dedicated team to manage social media results in sporadic promotions, without adequate planning and evaluation. Additionally, inconsistencies in conveying promotional information or ordering methods are major obstacles in converting consumer interest into actual purchases. Nevertheless, opportunities for growth remain wide open if Warung Wikko is able to adopt digital strategies consistently, structurally, and based on data.

Therefore, the author recommends that Warung Wikko begin developing content planning, maximising the use of social media features, and establishing collaborations with external parties such as interns or local influencers.

Regular evaluations of digital performance are also necessary so that the strategies implemented can be adjusted to changing trends and consumer needs. With commitment and continuous adaptation, digital marketing can become a key tool in expanding the market, increasing customer loyalty, and significantly boosting Warung Wikko's sales growth in the future.

The recommendations proposed in this study are directly related to the practical implications found during the research. Each strategic step suggested, such as strengthening content variety, increasing interactivity on social media, and clarifying the ordering system, is a concrete form of the desire and action stages in the AIDA model. Thus, the implementation of these recommendations is not only a technical improvement effort but also a theory-based strategy designed to accelerate the conversion of interest into actual purchases.

For further research, it is recommended that researchers expand the scope of their study to include more than one culinary business unit so that they can compare the effectiveness of AIDA strategies between MSMEs with different digital characteristics. In addition, a mixed-method approach that combines quantitative analysis such as engagement rate, click-through rate, and online sales data will provide a stronger empirical dimension to testing the AIDA theory in the digital realm. Future research is also expected to examine how local cultural factors, community values, and the role of influencer marketing can strengthen the interest and desire stages in digital marketing in Indonesia.

With reference to the AIDA theory and questionnaire responses, it is recommended that Warung Wikko begin to develop a regular and professional content strategy, simplify the ordering process through direct links, establish partnerships with external parties, increase the frequency and variety of promotions, and conduct regular data analysis so that its digital strategy can be evaluated and improved. If these recommendations are consistently implemented, Warung Wikko has the potential to experience significant sales growth and establish a strong brand positioning in the Bangka Belitung region, particularly among young people who are active on social media.

Retrospectively, this study successfully demonstrates that the application of the AIDA theory in the context of culinary MSMEs can provide new insights into the dynamics of digital consumer behaviour. This study confirms that even classical theories remain relevant when adapted to the context and communication media used. A reflective approach to the results of this study confirms that effective digital strategies are not only about technology, but also about understanding consumer psychology, consistency in communication, and the ability to build emotional relationships with customers.

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