

# Social Media-Based Digital Marketing Strategy in Racsha Catering Business: SWOT Analysis

Riri Nur Fadilah., Dhea Nur Widyawati., Annisa Nurhasanah., Siska Apri Andita., Yudi Prastyo

Industrial Engineering, Universitas Pelita Bangsa

DOI : <https://dx.doi.org/10.47772/IJRISS.2024.807165>

Received: 24 June 2024; Accepted: 05 July 2024; Published: 14 August 2024

## ABSTRACT

The development of era and lifestyle changes have led to an increase in the demand for food and beverages, opening up opportunities for catering businesses. Racsha Catering in Bekasi, established in 2016, started as a lunch service at the school and now serves various major events. This study aims to analyze the strategy of using social media to expand the reach of promotion and increase brand awareness of Racsha Catering. The research method used is a qualitative approach through literature studies, interviews, and observations. The SWOT analysis shows Racsha Catering's strength in product and service quality, as well as great opportunities through social media. However, weaknesses in the reach of promotions and threats from competitors must be overcome with creative strategies. By optimizing social media and understanding consumer trends, Racsha Catering was able to expand its market and increase revenue. This research provides strategic recommendations for the development and use of social media in supporting the sustainable growth of catering businesses.

**Keywords:** digital marketing, social media, catering business, SWOT analysis

## INTRODUCTION

The development of the times and changes in human lifestyles have become the cause of shifts in basic needs, especially in terms of food. The increasing demand for food and beverages opens up opportunities for people to start businesses in this field. One type of business that provides food is the catering business.

The catering business is a promising business. This business makes food the main product, so the right promotion is needed to make the catering business widely known. Sales that are only done by word of mouth cannot attract too wide consumers because the scope is very limited.

Lifestyle shifts, such as the increasing density of people's activities and the increasing trend of eating out of the home, have created a high demand for practical, nutritious, and hygienic food. This creates a wide market opportunity for catering businesses, covering various segments such as family, company, and social events. By utilizing technology and digital media, catering businesses can reach a wider market.

In addition, catering businesses can also innovate by offering menu diversification and additional services, such as menu customization, presentation, decoration, and personalization. This can be a promising solution to meet the food needs of the increasingly diverse and dynamic community.

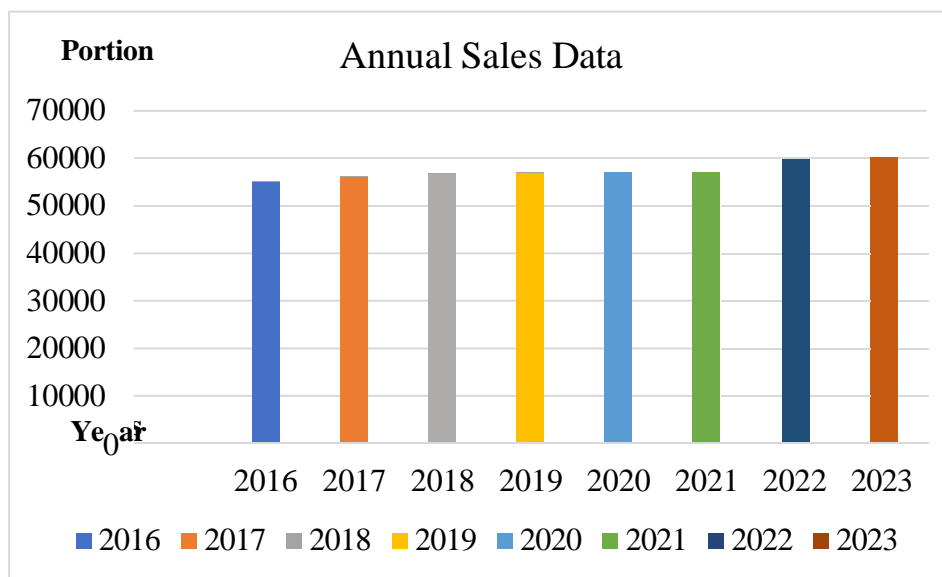
One of the food catering businesses in Bekasi City is Racsha Catering which is located at Wisma Jaya JL Kusuma Utara 4 Block 26/43 Duren Jaya East Bekasi. The business started from serving lunch at SDIT to being able to accept orders for various events such as circumcision events, social gatherings, birthdays. Now Racsha Catering has become a large-scale catering business such as for weddings to corporate events and has collaborated with several integrated Islamic schools to provide compulsory lunches. An example of an order from a customer can be seen in the following figure 1.



Figure 1 Customer Catering Order

Racsha Catering was founded in 2016 with humble beginnings. This business only serves lunch orders at SDIT (Integrated Islamic Elementary School) in Bekasi, using labor from family members themselves. However, Racsha Catering managed to develop its business well. As time went by, the volume of lunch orders increased rapidly, reaching 250-350 servings per day. Racsha Catering is also expanding cooperation with other schools in the Bekasi area, such as Elementary Schools and Integrated Islamic Junior High Schools. Currently, Racsha Catering has around 7 workers who help operate a growing catering business. This significant development shows that there is great potential for Racsha Catering to continue to grow and compete in the catering services market. The following is Racsha Catering's sales data from 2016 to 2023 which can be seen in table 1.

Table I: Annual Sales Data



To advance its business, *Racsha Catering plans to use social media* as an effective means of promotion. The first step to take is to create an official account on the most popular social media platforms, such as Facebook, Instagram, and TikTok. These accounts will display attractive profiles with logos, food photos, and complete information about the catering services offered. Furthermore, Racsha Catering will create appetizing promotional content, such as food photos and videos, as well as complete information about the menu, ingredients, and manufacturing process.

The SWOT analysis shows that Racsha Catering has strengths in good product and service quality, as well as proven experience. The weakness that must be overcome is the limited reach of promotion and brand awareness. However, there is a great opportunity to reach a wider target market through social media can be taken advantage of. On the other hand, threats from competitors who also utilize social media must be faced with more creative and innovative strategies.

The definition of SWOT analysis, according to Freddy Rangkuti, is a systematic identification of strategic factors to formulate a strategy. Strategy is a very important tool to achieve goals (Porter: 1985).

Another effort that Racsha Catering will make is to build good interactions with customers, such as responding quickly to comments and messages and giving appreciation through quizzes or testimonials. With a planned and consistent social media utilization strategy, Racsha Catering is optimistic that it can expand the reach of promotions, increase brand awareness, and get new customers who can significantly increase business revenue.

Therefore, this study aims to analyze the social media utilization strategy carried out by Racsha Catering in an effort to expand the reach of promotions and increase brand awareness as well as provide strategic recommendations for Racsha Catering in developing and optimizing the use of social media to support the sustainable growth of the catering business.

## RESEARCH METHODOLOGY

This study uses a qualitative approach, which aims to understand the phenomenon in depth related to social media-based digital marketing strategies in catering businesses. The research focuses on one object of study, namely Racsha's catering business, to analyze digital marketing strategies and their implementation plans.

The data collection method is by means of literature study, interviews, and observations. First, literature studies are carried out by analyzing related journals, articles, and other sources of information. Furthermore, interviews with successful business owners in the catering industry and related industry experts are also conducted. This interview aims to gain their perspective and experience in developing and managing a catering business. Finally, observation Conducting direct observation of marketing activities carried out by Racsha's catering business. The form of the SWOT analysis can be seen in figure 2 as follows.

	Kelebihan	Kekurangan
Faktor Internal	<p><b>S</b><sub>trengths</sub> (Kekuatan)</p>	<p><b>W</b><sub>eaknesses</sub> (Kelemahan)</p>
Faktor Eksternal	<p><b>O</b><sub>pportunities</sub> (Kesempatan)</p>	<p><b>T</b><sub>hreats</sub> (Ancaman)</p>

Figure 2 SWOT Analysis

Source: i-bisnis.com

Data Analysis Techniques, SWOT Analysis: Identify and analyze the strengths, weaknesses, opportunities, and threats faced by Racsha Catering's business in implementing digital marketing strategies.

## RESULT AND DISCUSSION

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunism, and threats. In developing Racsha Catering's business using social media, a SWOT analysis is needed. The following is the result of the SWOT Analysis.

Table II: Font Sizes for Papers

Internal	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Makes it easier to achieve marketing targets</li> <li>Saves marketing costs</li> <li>Wider market coverage</li> <li>Transactions are carried out more effectively</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>Must have an understanding of technology and continue to develop innovations</li> <li>Tighter competition</li> <li>Understand consumer tastes</li> </ul>
External	<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>Can analyze competitors</li> <li>Increasing social media users can increase market opportunities</li> <li>Can improve brand name</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>High cases of fraud</li> <li>Unstable raw material prices</li> <li>Many competitors with the same product</li> </ul>

Based on the above analysis, it shows that the company's performance can be determined by a combination of internal and external factors, the combination of the two factors is shown in the diagram of the results of the SWOT analysis as follows:

a. S-O

1. Making it easier to reach the target market, with efficient marketing costs and faster and more effective transactions by analyzing existing competitors in order to expand market coverage. (S1, S2, S3, S4, O1)

b. T-O

1. Understand and learn more about the use of information technology, especially social media as a tool for the use of digital tool marketing. (W1, O2)
2. Increase knowledge of marketing strategies by following the latest information by monitoring social media trends. (W1, W2, O3)

c. S-T

1. Make a 50% down payment transaction before the order is placed. (S3. T1)
2. Maintains the same flavor with neat arrangement. (S3. T3)

d. W-T

1. Try to follow the times or trends so that you can know consumer tastes. (W1. W3. T3)
2. Making preparations by replacing raw materials without compromising quality. (W3. T2)

With a SWOT analysis, Racsha Catering can find out effective ways to develop its business through the use of social media. The SWOT analysis provides an in-depth understanding of the strengths, weaknesses, opportunities, and threats faced by Racsha Catering. This allows companies to formulate the right marketing strategy to expand their market reach.

## CONCLUSIONS

This research aims to determine effective business strategies to increase sales at Racsha Catering which has been

established since 2016 through SWOT analysis. Racsha Catering collaborates with various installations such as schools, factories and can accept orders from various kinds of events. The development of technology has made Racsha Catering intend to develop its business through social media. The development carried out by Racsha Catering is by using SWOT analysis, so as to get results on what strategies will be carried out by Racsha catering. The strengths and opportunities possessed by Racsha Catering can be an encouragement for Rachsa catering to continue to develop by overcoming all existing weaknesses and threats.

## REFERENCES

1. Auderey G. Tangkudung, P. L. (2024). Strategies and Innovations of Catering Business Models in Increasing Competitiveness in the Digital Market Era. *Journal of Syntax Admiration*.
2. Choerul Hidayatulloh, H. L. (2021). ANALYSIS OF THE CATERING CULINARY BUSINESS BUSINESS STRATEGY (CASE STUDY ON SHINTA CATERING DEPOK). *JOURNAL OF MANAGEMENT, ORGANIZATION AND BUSINESS*, 79-93.
3. Devi Lastina, T. S. (2019). INCREASING THE MARKETING PRODUCTIVITY OF MSME CATERING MPOK ATIEK WITH A BUSINESS MODEL CANVAS APPROACH AND SWOT ANALYSIS. *Journal of ENGINEERING DYNAMICS*.
4. Indani, M. L. (2018). *Food Business Management Edition II*. Banda Aceh Darussalam: Syiah Kuala University Press.
5. Duratulhikmah, S. N. (2024). Business Development Strategy in Putu Bagja Catering's Business Field Using SWOT and QSPM Analysis. *JEMSI (Journal of Economics, Management, and Accounting)*, 629-637.
6. Dzihniyyah Fitria Nurhalizah, H. S. (2024). BUSINESS STRATEGY ANALYSIS AT DENIS CATERING. *Journal of Trisakti Economics*, 995-1004.
7. Fallya Azahra, d. (2023). Buana Catering's MSME Development Strategy Using the SWOT Analysis Method. *IJM: Indonesian Journal of Multidisciplinary*.
8. Lubis, L. A. (2023). ANALYSIS OF MARKETING STRATEGIES IN DEVELOPING BUSINESS IN FALISHA CATERING MEDAN MSMES. *Journal of Masharif al-Syariah: Journal of Sharia Economics and Banking*, 89-105.
9. MM, D. N. (July – December 2021). SWOT ANALYSIS OF BUSINESS DEVELOPMENT STRATEGIES IN RAJA CATERING PEKANBARU AND REVIEWED FROM THE PERSPECTIVE OF ISLAMIC BUSINESS. *Ar-Ribhu*, 293-300.
10. Slamet, R. (2023). ANALYSIS OF CATERING BUSINESS DEVELOPMENT STRATEGIES (CASE STUDY ON MBAK YANI CATERINGDI BATURETNO WONOGIRI). *Journal of Management & Business Alliance*, 183-190.
11. Wahyu Ratnasari, A. C. (2023). Business Planning of Mei Kitchen Restaurant and Catering in Palu. *Tambusai Education Journal*, 8056-8062.
12. Wayan Budi Mahardhika, N. N. (2019). Marketing Strategy for Catering Food Products Through Instagram Social Media. *Journal of Management and Business*.
13. Slamet, R. (2023). ANALYSIS OF CATERING BUSINESS DEVELOPMENT STRATEGIES (CASE STUDY ON MBAK YANI CATERINGDI BATURETNO WONOGIRI). *Journal of Management & Business Alliance*, 183-190.