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Digital Marketing Strategies to Boost Sales: A Case Study of Mama Ai Cake Bukittinggi

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Abstract

This research is motivated by the tight competition in the culinary business in Bukittinggi City, changes in consumer behavior that prioritize online shopping through social media, which is called digital marketing. The purpose of this study is to determine whether the digital marketing strategy carried out by Mama Ai Cake has been implemented properly and what are the obstacles faced by Mama Ai Cake in implementing digital marketing strategies to increase sales. The research method used is qualitative research conducted by interviews, observations and documentation. The informants in this study consisted of key informants, namely the owner of Mama Ai Cake and supporting informants, namely seven Mama Ai Cake consumers. The results of this study indicate that the implementation of a digital marketing strategy using social media by applying the 4P Marketing Mix theory (Product, Price, Place and Promotion) at Mama Ai Cake has not been carried out optimally because there are obstacles that affect the sales volume and income of Mama Ai Cake.

Keywords: Digital Marketing, Social Media, Marketing Mix

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INTRODUCTION

The development of science and technology is characterized by the introduction of information technology systems in the form of internet networks. The current internet network has been used by every individual without any age limit from adults to children, already using the internet network in everyday life. Indonesian society, which is supported by the results of research conducted by We Are Social, which is a Social Media Management service site themed Global Digital Report 2023, states that the population of Indonesia reaches 276.4 million people with the number of internet users in Indonesia reaching 212.9 million of 77 percent of the population while the number of social media users in Indonesia reaches 167 million of 60.4 percent of the population (Riyanto, 2023). So it can be concluded that the Indonesian people are people who actively use the internet and social media.

The popular use of internet networks in Indonesia has an impact on changes that encourage the shift of marketing systems in the business world from conventional marketing systems to online marketing or digital marketing (Lailla et al., 2022; Miati & Tresna, 2020). Online marketing or digital marketing began to be popular among the public in line with the popularity of using the internet network which provides convenience in shopping for goods anywhere and anytime through online stores (Purba, 2020; Alimin et al., 2022). Thus, the role of the internet today is not only as a means of finding information, entertainment and communication media, but also has potential as a marketing medium. Social media also makes it easy for every business actor to market and sell their products through social media by providing detailed information related to a product, either in the form of pictures or videos. This can reduce the promotion budget compared to marketing products through print media. In addition, social media makes it easy for consumers to buy the desired items online without having to buy them directly at the nearest market or store (Az-Zahra, 2021; Indrasari, 2019).

Online marketing or digital marketing in Islam is allowed as long as it is based on the Al-Qur'an, Sunnah of the Prophet Muhammad SAW and does not violate Islamic law. Online trading and marketing are allowed because of the convenience obtained between sellers and buyers. Business actors in the Islamic view are not just looking for profit by selling goods and promoting goods online but solely to seek blessings and get the pleasure of ALLAH SWT by selling halal goods, not committing fraud in promotional activities,

maintaining the quality of goods during production until they reach consumers, not demonizing other business actors to consumers because Muslim business people must try to face competition without the need to harm or demonize other business actors, take reasonable profits and not commit usury (Paujiah et al., 2020). Digital marketing or digital marketing itself is the marketing of products or services carried out online using electronic devices and digital media connected to the internet network so as to make it easier to reach more consumers, Electronic devices themselves are a means or tool that supports businesses to convey messages and interact with consumers. Electronic devices commonly used in digital marketing are smartphones, tablets, laptops and computers. Meanwhile, digital media itself is a channel or platform used to deliver and disseminate content, information or messages in a digital format that can be accessed via electronic devices. Digital media commonly used in digital marketing are Email, Website, Blog and Social Media (Facebook, Instagram, Twitter, Linkedln, TikTok, WhatsApp and Youtube) (Ayesha, 2022; Syarifuddin et al., 2022). So that digital media in digital marketing cannot be accessed by businesses or consumers directly without electronic devices.

Based on We Are Social research data, Indonesia is ranked fourth as the country with the largest number of Instagram users in the world with 86.5 million Indonesians using Instagram in their daily lives (Riyanto, 2023). Instagram is one of the most frequently used social media in the daily lives of Indonesian people, especially young people such as millennials and the zet generation who often use Instagram to take photos and videos in every daily activity, then share them via veed by accompanying captions on their personal Instagram account (Muharam et al., 2021). The popular use of Instagram in everyday life encourages business people to utilize Instagram social media as a marketing medium by uploading photos of products to be marketed by completing the classification of goods and product prices so that consumers can compare products with other products that match the criteria desired by consumers. Thus, Instagram as a marketing medium is able to persuade consumers and make consumers interested in making purchases.

Instagram as a marketing medium has been widely used and utilized by business people in Indonesia ranging from home industries to large companies. Home industry is a business that is managed directly by the business owner or family by utilizing part of his house for business activities and part of the business activities are carried out outside the home (Dianawati, 2007). Home industry business actors often make social media such as Instagram and WhatsApp the first choice for marketing in starting a business. One of them

is Mama Ai Cake's home industry business in Bukittinggi City. Mama Ai Cake business is a home industry business engaged in cakes. The owner or owner of the Mama Ai Cake Home Industry business is Mrs. Aisyah. Mrs. Aisyah founded the Mama Ai Cake business starting from her hobby of making cakes that her family liked and the support of her family to open a cake business at home by utilizing part of the room at home as a place to make cakes due to lack of capital and not having a place of business. Mama Ai Cake initially promoted her business to her closest friends or through word of mouth. However, the tight level of competition in the cake business in Bukittinggi City encouraged Mrs. Aisyah as the Owner to start using social media such as Instagram and WhatsApp as promotional media to encourage business development, increase revenue and reach more consumers so that Mama Ai Cake's business could survive in the tight level of competition in the cake business.

Mama Ai Cake promotes its products using social media such as Instagram and WhatsApp. Through Instagram Mama Ai Cake promotes her products by posting photos and videos on the feed and instastory @mama_ai_cake2 accompanied by captions or information about the product, reposting testimonials or reviews from consumers, and knowing consumer responses to promotions carried out through consumer responses in the comments column and interacting with consumers via Direct Message (DM) Instagram. Meanwhile, through WhatsApp Mama Ai Cake promotes by posting photos and videos on WhatsApp status that can be seen by all Mama Ai Cake WhatsApp contacts, sending promotional messages containing the latest product information and customer testimonials to loyal customers, and responding quickly to consumer messages as an effort to maintain good interaction with consumers. So Mama Ai Cake uses Instagram and WhatsApp as marketing media and communication media with consumers.

Mama Ai Cake menggunakan Instagram dan WhatsApp sebagai media pemasaran untuk menarik minat para pengguna Instagram dan WhatsApp untuk membeli produknya. Dalam sehari Mama Ai Cake menggunakan Instagram dan WhatsApp sebagai media promosi dengan memposting foto dan video satu kali di pagi hari. Akun Instagram Mama Ai Cake yang pada awalnya memiliki 15 pengikut dalam jangka waktu 4 tahun bertambah menjadi 400 pengikut dengan jumlah 10 sampai 100 like dalam satu postingan. Sehingga Instagram Mama Ai Cake menunjukkan adanya pertumbuhan yang signifikan terhadap jumlah pengikut, namun promosi yang dilakukan oleh Mama Ai Cake belum mendorong antusias pengguna Instagram untuk membeli produk Mama Ai Cake. Hal ini berpengaruh

terhadap penjualan dan pendapatan Mama Ai Cake dari tahun 2018 – 2023. Berikut penulis lampirkan data omset penjualan Usaha Mama Ai Cake di Kota Bukittinggi.

Table 1. Mama Ai Cake Business Sales Data 2018-2023

MONTH	YEAR	SALES RESULTS	%
July-December	2018	2.000.000 Rupiah	
January-June	2019	3.040.000 Rupiah	52%
July-December	2019	1.480.000 Rupiah	-51%
January-June	2020	3.680.000 Rupiah	149%
July-December	2020	1.440.000 Rupiah	-61%
January-June	2021	3.900.000 Rupiah	171%
July-December	2021	2.320.000 Rupiah	-41%
January-June	2022	4.150.000 Rupiah	79%
July-December	2022	1,240.000 Rupiah	-70%
January-June	2023	4.890.000 Rupiah	294%

Based on table 1, it can be concluded that Mama Ai Cake's business experiences unstable income every six months. It can be seen that the lowest income of Mama Ai Cake's business occurred from July-December in 2022 with sales of Rp. 1,240,000 or -70% and the highest amount of income for Mama Ai Cake's business occurred from January-June in 2023 with sales of Rp.4,890,000 or 294%. From the sales report of Mama Ai Cake's business, it is known that the business run by Mrs. Aisyah experiences income instability during the six-month period. The income instability experienced by Mama Ai Cake is influenced by internal and external factors in marketing on Instagram and WhatsApp, which have not received enthusiasm from social media users.

The internal factors faced by Mrs. Aisyah as the owner of Mama Ai Cake business in marketing are limitations in reaching the market because the focus of promotion is only using Instagram and WhatsApp, it is difficult to attract customers' attention because they do not understand the development of interesting content and according to consumers, and miss opportunities to compete effectively in the market and attract a larger audience because they do not endorse artists and influencers in promotional activities. While the external factors faced by Mrs. Aisyah as the owner in marketing such as declining sales volume due to the tight level of market competition with many similar products on the market and income instability due to rising production costs that affect profits.

The instability of income experienced by Mama Ai Cake on Instagram and WhtasApp is because the marketing has not been optimized so that it has not received enthusiasm from social media users to make purchases. Based on the phenomenon and description of the problems above, the authors are interested in further research related to "Analysis of Digital Marketing Strategies in Increasing Sales (Case Study on Mama Ai Cake in Bukittinggi City)".

METHODS

This research uses a type of qualitative research. Qualitative research focuses on phenomena that occur. Qualitative research is used if the problem is not yet clear, to find out hidden meanings, to understand social interactions, to develop theories, to ensure the truth of the data and to research the history of development. Qualitative research is often referred to as a naturalistic research method because the research is conducted in natural conditions (natural settings), also known as ethnographic methods, because initially this method was widely used for research in the field of cultural anthropology, also known as qualitative methods because the data collected and analyzed are more qualitative in nature (Mamik, 2015).

The research location is the destination of the problem, as a source and information about the condition of events at the location. The author conducted research directly at the Mama Ai Cake business on Jl. Banda Gentlemen housing, Mandiangin Koto Selayan District, Campago Ipuah Village, Bukittinggi City, West Sumatra Province. This research time starts from April 8, 2023 to February 2, 2024.

Research informants are people who are used as a place to get information related to the problems the author solves. In this study, the authors chose informants by purposive sampling because they could provide information about the research to be studied in accordance with the situation contained in the background or people who could provide information related to what would be studied, namely the analysis of digital marketing strategies in increasing sales of Mama Ai Cake in Bukittinggi City. Informants selected by researchers who know and have various key information needed in this study. The informants in this study were Mrs. Aisyah as the business owner of Mama Ai Cake and seven Mama Ai Cake customers, namely Mr. Ari, Mrs. Ermiyati, Lathifah, Mrs. Riri, Mrs. Yesi, Mrs. Yosi and Mrs. Zizi.

The data collection techniques used in this research are interviews, observation and documentation. In this study, researchers conducted direct interviews with Mrs. Aisyah as the business owner of Mama Ai Cake and Mama Ai Cake customers. Researchers conducted non-participant observations at the Mama Ai Cake home industry business where researchers could only be observers and did not participate in the lives of the people being observed. Documentation in this study is a voice recording through recording media (smartphone), product photos and photos of Mama Ai Cake cake production.

Data analysis is an effort to decompose a problem or research focus into several parts so that the arrangement and layout of the information described becomes clear and easy to understand its meaning. This research uses an Inductive approach to analyze the qualitative data obtained. An inductive approach is a conclusion that arises from data which is then verified based on existing theories or facts (Sarosa, 2021). When testing the validity of the data, the researcher chose the source triangulation method to find and analyze the themes that the author intended.

RESULTS AND DISCUSSION

Analysis of Digital Marketing Strategies in Increasing Sales Using the 4P Marketing Mix Theory (Product, Price, Place and Promotion) at Mama Ai Cake

1. Product

Products are everything that is produced by companies and offered to consumers in meeting consumer needs and desires, including a set of tangible (color, shape and packaging) and intangible (brand, image, and service quality) attributes that can affect consumer perception and satisfaction. The products produced by the company can determine the success of the company in facing competition with the same type of business in the future as long as the products produced by the company are able to provide long-term satisfaction to consumers through product innovations that are in accordance with the needs and desires of consumers.

Mama Ai Cake business offers various types of cakes to consumers with various flavors to increase consumer tastes in buying Mama Ai Cake cakes and offers cakes with different packaging sizes as an effort to meet consumer needs and desires. The various types of cakes that Mama Ai Cake offers to consumers on social media are original

donuts, birthday donuts, mini sponge rolls, cheese cake tape, choco chip cake tape, baked brownis, steamed brownis, rainbow cake, eclairs, birthday cakes, and various cookies such as nastar, snow princess, sago cheese, florentine, nutella cookies, chocolate almond cookies, choco cashew cookies, afghan cookies, sweet choco cheese, vanilla chocochips, cornflake cookies, skippy cookies, choco stick cookies, red velvet cookies, choco hazelnut cookies, kastengel cookies and cheese button cookies. The various types of cakes offered by Mama Ai Cake are Mrs. Aisyah's efforts as the owner or owner of Mama Ai Cake in fulfilling consumer desires by adding and making cake variants to meet consumer demand so that Mama Ai Cake's business currently has various types of cakes promoted on social media.



Figure 1. Mama Ai Cake Products on Mama Ai Cake Instagram

Mrs. Aisyah as the owner of Mama Ai Cake always pays attention to the quality of ingredients used in producing cakes such as eggs, sugar, vanilla powder, baking powder, baking soda, baker's yeast, food coloring, wippy cream, Frisian flag sweetened condensed milk, dancow milk powder, milo milk powder, uht diamond milk, collins dip glaze chocolate paste, Collins choco crunchy chocolate paste, nutella chocolate paste, collata chocolate bar, blue triangle wheat flour, blueband butter and filma butter. Quality cake ingredients have become the choice of Mrs. Aisyah as the owner or business owner of Mama Ai Cake in producing 27 various types of products to maintain the quality of the cake with good taste and soft cake texture.

Mama Ai Cake business applies the "pre-order" method to consumers and offers services to deliver orders to consumers' homes. The "pre-order" method applied by Mrs. Aisyah as the owner or business owner of Mama Ai Cake is an effort to minimize losses due to lack or excess cake inventory so that Mrs. Aisyah will only produce cakes according to the number of consumer orders and can provide comfort to customers because cake delivery can be adjusted to the time and location desired by consumers so as to increase consumer buying interest. Providing the right packaging is one of Mrs. Aisyah's efforts to minimize cake damage during travel such as using white box boxes for donuts and eclairs, using laminated brown kraft boxes for cake tape, rainbow cake and brownis, using E-Flute cardboard boxes for birthday cakes, using 600 ml clear plastic cylinder jars and 350 gr rectangular jars for various cookies. Mama Ai Cake packaging is equipped with sticker labels to include the store name, Instagram account and cellphone number as an effort to promote and recognize Mama Ai Cake products to consumers, provide opportunities for consumers to visit Mama Ai Cake Instagram which can encourage interaction with consumers and make it easy for consumers to contact directly if they want to ask questions or place an order online.

2. Price

Price is an amount of money that the company sets as a medium of exchange in providing services and providing products produced by the company to consumers. Price is an important thing that is often a benchmark for companies in maintaining the company's existence in the future because prices affect the level of sales and profits for the company so that each company must set the right price according to the quality of the products offered to consumers. The price set by the company is often a benchmark that influences consumer judgment to buy and use the product because the more the price matches the quality, the more interested consumers will be in buying the company's products. Mama Ai Cake's own home industry business sets prices according to the cost of cake production and the quality of the cake ingredients used. The following table shows the types of cakes and cake prices sold by Mama Ai Cake.

Table 2. Mama Ai Cake Price

NO.	CAKE TYPE	PACKING SIZE	CAKE PRICE
1.	Original donut	12 small donuts per package	40.000 Rupiahs
		Large donuts 6 pcs per package	45.000 Rupiahs
2.	Birthday donuts	12 small donuts per package	45.000 Rupiahs
		Large donuts 6 pcs per package	50.000 Rupiahs
3.	Cheese tape cake	Medium size	35.000 Rupiahs
4.	Choco chip tape cake	Standard size	70.000 Rupiahs
5.	Mini sponge cake roll	Contents 2 pcs per package	40.000 Rupiahs
6.	Baked brownies	Standard size	100.000 Rupiahs
7.	Steamed brownis	Standard size	100.000 Rupiahs
8.	Rainbow Cake	Standard size	100.000 Rupiahs
9.	Sus Cake	Contains 10 pcs per package	30.000 Rupiahs
10.	Birthday cake	Standard size	100.000 -150.000 Rupiahs
11.	Nastar	600 ml	70.000 Rupiahs
12.	Snow White	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs
13.	Sago cheese	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs
14.	Florentine	600 ml	85.000 Rupiahs
15.	Nutella cookies	350 gr	80.000 Rupiahs
16.	Chocolate almond cookies	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
17.	Choco mede cookies	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
18.	Afghan cookies	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
19.	Sweet chocochips	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
20.	Vanilla chocochips	600 ml	60.000 Rupiahs

		350 gr	65.000 Rupiahs
21.	Cornflake	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs
22.	Skippy cookies	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs
23.	Choco stick cookies	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
24.	Red velvet cookies	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs
25.	Chocohazelnut cookies	600 ml	70.000 Rupiahs
		350 gr	75.000 Rupiahs
26.	Kastengel	600 ml	80.000 Rupiahs
		350 gr	85.000 Rupiahs
27.	Cis button cookies	600 ml	60.000 Rupiahs
		350 gr	65.000 Rupiahs

Product prices at Mama Ai Cake's business are set directly by Mrs. Aisyah as the Owner or business owner of Mama Ai Cake. Setting prices by analyzing raw material costs, production costs and observing market prices with similar products is Mrs. Aisyah's effort in setting affordable prices and in accordance with product quality because affordable prices and in accordance with product quality can attract consumers to buy these products while prices that are expensive and not in accordance with product quality can affect consumer interest in buying Mama Ai Cake products which will have an impact on the level of sales and business continuity of Mama Ai Cake.

3. Promotion

Promotion is an effort or strategy carried out by a company in introducing a product or service to consumers to persuade and convince consumers to accept, buy, use the products and services offered by the company either now or in the future. Promotional activities carried out by the company greatly affect the continuity and success of the company because they focus on disseminating information about products or services to increase consumer awareness and interest in buying products or using services from the company. Promotion carried out by Mrs. Aisyah's Mama Ai Cake home industry is by introducing and notifying products directly to consumers by offering product testers to consumers who make consumers familiar with Mama Ai

Cake products by word of mouth and promoting products through social media to provide information to potential consumers on social media about the existence of a home cake business that offers various types of quality cakes with delicious and soft flavors, namely Mama Ai Cake.

Mrs. Aisyah as the owner or owner of Mama Ai Cake promotes by giving cake testers to consumers, word of mouth and through social media such as WhatsApp and Instagram as an effort to maintain business existence because without promoting potential customers will not be able to recognize the products offered by Mama Ai Cake. Promotion by giving cake testers to consumers and promotion by word of mouth carried out by Mama Ai Cake affects business existence because it is able to bring in new consumers after knowing Mama Ai Cake products from other customers. Promotion through social media such as Instagram and WhatsApp requires Mama Ai Cake to provide a good image to consumers, namely by maintaining good relationships and avoiding misunderstandings with consumers on social media which affect consumer confidence to buy Mama Ai Cake products in the long term and long term.

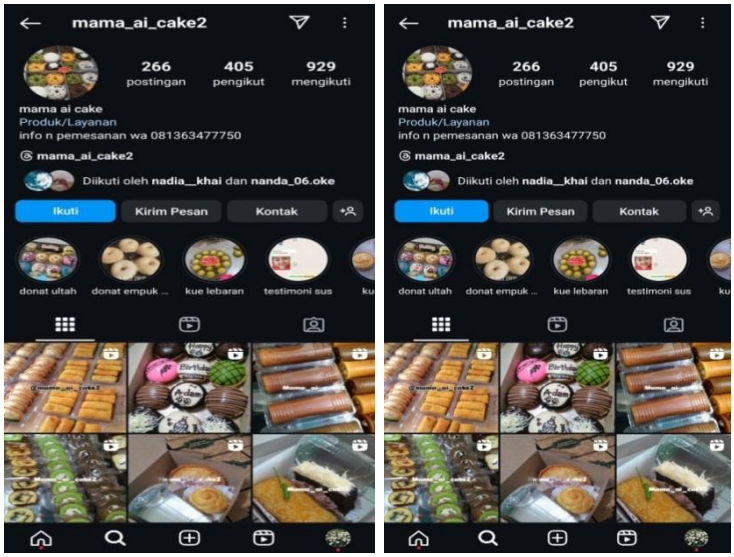


Figure 2, Mama Ai Cake Instagram and Whatsapp Posts

Promotion on social media carried out by Mama Ai Cake is by posting photos and videos of various types of Mama Ai Cake cakes on Instagram and WhatsApp in accordance with the original product without adding elements of editing to each photo and video uploaded so that consumers will not feel cheated or harmed because what consumers buy is in accordance with what Mama Ai Cake posts on social media. Mama

Ai Cake always tries to do promotions on social media every day with interesting captions and add testimonials or review ratings from consumers who have previously placed orders to convince potential customers of the quality of Mama Ai Cake products.

4. Place

Place is the location chosen by the company to produce or produce products and market them to consumers by choosing a strategic place or location that is easily accessible to consumers. A strategic place or location is a profitable investment for the company because the easier it is for consumers to find and reach the location of the company, the greater the interest of consumers to visit and buy products that can increase sales volume, revenue and profits. Mama Ai Cake's home industry business itself is a home-based cake business that utilizes part of its house as a place to produce various types of cakes and uses social media such as WhatsApp and Instagram as a place to promote various types of cakes to consumers. The transportation used by Mama Ai Cake to deliver consumer orders in small quantities uses a motorbike and for large orders uses a car.

Mama Ai Cake's home industry business is located at Jl. Banda Gentleman Housing, Mandiangin Koto Selayan District, Campago Ipuah Village, Bukittinggi City, West Sumatra Province. The place or location of Mama Ai Cake's business is inside the Gentleman Tailor Housing Complex which is difficult to reach by consumers because it is not directly visible to consumers from the main road and far from the city center of Bukittinggi. This is evidenced by the distance of Mama Ai Cake's business to the main road 400 meters away, to the lower market 2.0 kilometers away and to the aur kuning market 3.8 kilometers away. The location of Mama Ai Cake's business, which is far from the city center and cannot be seen directly from the main road, results in a decrease in the number of consumers because not many consumers know the existence of Mama Ai Cake's business so that Mrs. Aisyah as the owner or business owner of Mama Ai Cake utilizes social media such as Instagram and WhatsApp as a place to promote her products and provide services to deliver consumer cakes directly at no additional cost so that Mama Ai Cake can introduce its products to consumers through social media and can reach more consumers.

Constraints of Digital Marketing Strategy in Increasing Sales Using the 4P Marketing Mix Theory (Product, Price, Place, Promotion) at Mama Ai Cake

1. Product

In the marketing mix in terms of products, product packaging is an obstacle faced by Mama Ai Cake in attracting consumers to buy products, especially the younger generation who are more likely to buy products with creative designs. Mrs. Aisyah as the owner or business owner of Mama Ai Cake prioritizes sturdy and strong packaging to keep the cake safe during the journey until it reaches consumers. Mama Ai Cake's packaging looks ordinary without any interesting motifs and there is no additional information on the packaging other than the logo containing the store name, cellphone number, Instagram account. This makes Mama Ai Cake's packaging look uncreative and attractive, especially for the younger generation, which can affect consumer interest in buying the product.

2. Price

Mama Ai Cake is a home industry business that produces various types of cakes with quality raw materials. The price of raw materials can be an obstacle in terms of price in the marketing mix because the uncertainty of when raw material prices will rise and fall has an impact on product prices which will rise to cover raw material costs which can reduce competitiveness in the market and decrease profit margins. If the price of raw materials for producing cakes rises, Mrs. Aisyah as the owner or business owner of Mama Ai Cake prefers to adjust the price according to the price of raw materials at that time while maintaining product quality without changing raw materials because the price in accordance with the quality is expected to be able to make consumers satisfied with the quality of Mama Ai Cake cakes.

3. Promotion

Mama Ai Cake home industry business is a home-based cake business that promotes various types of cakes to consumers in various ways ranging from word of mouth, giving product testers to consumers and promoting products through social media such as Instagram and WhatsApp. However, in terms of advertising, Mama Ai Cake's business has not fully promoted its business optimally through print media such as pamphlets, banners and billboards. This shows that the promotion carried out by Mrs. Aisyah as the owner of Mama Ai Cake is not optimal because optimal promotion is

a promotion that utilizes and combines print media with social media to reach a wider audience. Mama Ai Cake's home industry business has a limited budget in promotional activities, making it difficult to promote through print media which requires a higher promotional budget. This makes Mama Ai Cake tend to choose to carry out promotional activities through social media without requiring a budget.

4. Place

Mama Ai Cake's home industry business is a household industry business where all types of economic activities are centered at home because it does not have sufficient capital to open a physical shop which requires high costs. Mama Ai Cake utilizes part of the house as a place to produce various types of cakes which are located at Jl. Banda Gentleman Housing, Mandiangin Koto Selayan District, Campago Ipuah village, Bukittinggi City, West Sumatra Province. The location of Mama Ai Cake's production house is not strategic because it is located in a housing complex and far from the city center, making it difficult for new consumers to visit Mama Ai Cake's production house directly, which can result in reduced sales volume and decreased revenue.

CONCLUSION

The digital marketing strategy in increasing sales using the 4P marketing mix theory (product, price, place and promotion) at Mama Ai Cake has been done well. The product strategy that has been carried out by Mama Ai Cake is to provide a diversity of cake products with a total of 27 types of various cakes, maintain cleanliness in producing cakes, use quality cake ingredients, provide information labels on each product packaging, use sturdy and strong packaging to keep the cake safe until consumers' hands and provide services to deliver consumer orders to provide convenience to consumers. The pricing strategy carried out by Mama Ai Cake in setting cake prices is to analyze the price of raw materials, production costs and observe market prices with similar products to be able to set prices that are affordable and in accordance with the quality of Mama Ai Cake products so as to attract consumer interest. The promotion strategy carried out by Mama Ai Cake is by promoting various types of cakes directly to consumers by offering free testers of various types of cakes to consumers, word of mouth and promoting the cake business through social media such as Instagram and WhatsApp. The place strategy carried out by Mama Ai Cake is by utilizing part of her house as a place to produce various types of cakes

which are located at Jl. Banda Gentleman Housing, Mandiangin Koto Selayan District, Campago Ipuah Village, Bukittinggi City, West Sumatra Province.

The constraints of digital marketing strategies in increasing sales using the 4p marketing mix theory (product, price, place and promotion) at Mama Ai Cake. The constraints of Mama Ai Cake's business in terms of products are the pre-order system which results in Mama Ai Cake not being able to accept new orders from consumers because Mama Ai Cake only produces according to the number of orders and Mama Ai Cake's plain-looking product packaging makes Mama Ai Cake difficult to reach the younger generation who tend to buy products with creative packaging designs. Mama Ai Cake's business constraints in terms of price are the increase or decrease in the price of raw materials for cake products because the more expensive the price of product raw materials can result in decreased product demand by consumers. The obstacle of mama ai cake business in terms of promotion is that it has not been able to do promotions through print media because the limited capital budget makes it difficult for mama ai cake to reach a wider range of consumers because the promotions carried out are not optimal. The obstacle of mama ai cake business in terms of place is that it does not yet have a place of business and the location of the production house is difficult to reach and is recognized by consumers, resulting in an increase in sales volume which has an impact on the amount of income.

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