

# Designing a Digital Marketing Strategy at Vaganza Cakery Using the Sostac Method

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**Abstract.** Vaganza Cakery is one of the UMKM brands in Batam which has focused on selling birthday cakes, brownies, and pastries online since 2020. Sales results from Vaganza Cakery have experienced fluctuating income and have been unable to optimize digital media as a promotional and sales medium. because Vaganza Cakery does not yet have a clear and precise digital marketing strategy. This descriptive qualitative research aims to design a digital marketing strategy for Vaganza Cakery using the SOSTAC method which is structured into six stages, namely situation analysis, objective, strategy, tactics, action, and control. This research produces a digital marketing strategy design, namely marketing products, and services on digital marketing media and providing information about products, prices, and ordering processes at Vaganza Cakery and other strategies, namely creating gofood and shopeefood e-commerce accounts to expand the market and endorse influencers or do advertising on Instagram and Facebook.

**Keywords:** Digital Marketing, SOSTAC, Social Media

## 1. Introduction

The development of technology throughout the world has grown very rapidly in speed and spread, including in Indonesia. Every aspect of human life is significantly affected by the transition from the conventional era to the digital era. Almost all people use the internet to get information and fulfill other needs. According to data from Kominfo Indonesia in 2023 the use of the internet by Indonesians is 215 million people and the use of internet access is mostly done in accessing various social media with a percentage of 78%.

This also has an impact on the marketing industry. In recent years, the world of marketing has changed due to advances in information technology. Marketing methods that were previously carried out conventionally have now been integrated into a form of digitalization through the use of technology and other digital media known as digital marketing. Digital marketing is used as one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization[1]. Business actors in Indonesia today must be able to utilize the digital era well to be able to expand marketing through digital marketing. Determine and optimize the use of digital media to be used and determine the right strategy to suit the market share.

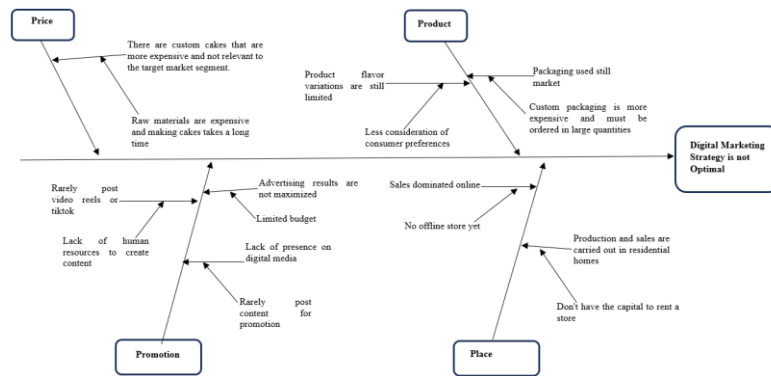
SOSTAC became one of the digital marketing plans selected in the Top 3 Business Models Worldwide by CIM's Centenary Poll. SOSTAC is a planning framework suitable for e-marketing and can be used to develop all types of plans, including marketing plans. SOSTAC as a method for designing social media marketing strategies makes it easy to identify the steps taken to achieve business goals. The SOSTAC method has 6 stages, namely situation analysis, objectives, strategy, tactics, action, and control [2]. Previous research has shown that the SOSTAC digital marketing model can be used to analyze and determine business strategies for culinary and non-culinary businesses. Vaganza cakery is UMKM brand that sells birthday cakes, brownies, pastries, has been doing business online since 2020, located at Taman Batu Aji Indah 2 V no 4.



**Fig. 1.** Vaganza Cakery Sales Data

Based on the graph above related to Vaganza Cakery's sales target data, it can be seen that Vaganza Cakery's sales during 2023 fluctuated even though in May and December it exceeded the target due to the moment of the holiday, sales of Vaganza Cakery pastries increased. The fluctuating amount of income is influenced by less marketing through social media.

Vaganza Cakery has not been able to optimize the use of digital media as a medium of promotion and sales. To identify the causes of the less than optimal utilization of digital marketing from Vaganza Cakery further, a fishbone diagram is used to analyze the potential causes of the less than optimal utilization of digital marketing at Vaganza Cakery.



**Fig. 2.** Fishbone Analysis

Based on the results of the fishbone diagram analysis, the causes of the problems experienced by Vaganza Cakery are custom cakes that are more expensive and irrelevant to the intended market segmentation, the packaging used is still market, the variety of product flavors is still limited, rarely posting video reels or tiktok, the results of advertising are not optimal, lack of existence on digital media, sales are dominated online, production and sales are carried out at home. Residence.

Based on the research's background description, this study will discuss and determine the "design a digital marketing strategy at Vaganza Cakery using the SOSTAC method".

## 2. Literature Riview

### 2.1 Marketing

The term marketing is often equated with the terms trade, sales, and distribution. Marketing is part of the company's efforts to meet customer needs that need to be satisfied, determine the right product price for customers, and determine how to sell and promote these products [3]. Marketing is a social and managerial process in which individuals and groups get what they need and want by creating and exchanging products and services and values between one person and another [4]. The purpose of marketing is to attract new customers by making products that match customer desires, promising superior value, setting attractive prices, delivering products easily, promoting effectively and retaining existing customers while adhering to the principle of customer satisfaction [5].

## 2.2 Marketing Strategy

According to Untari & Fajariana [6] marketing strategy is a comprehensive, integrated plan for marketing services and goods. In other words, marketing strategies are policy goals and objectives, as well as rules that direct the marketing of goods and services. Marketing strategy is a managed plan in the field of marketing to achieve optimal results. Marketing strategy is a series of actions aimed at achieving goals and with an innovative and creative mindset to address developments that occur within the company and outside the company. which will have an impact on the interests and future of the company itself [7].

## 2.3 Digital Marketing

According to Chole & Dharmik in Sabila [8] Digital marketing is a platform used by entrepreneurs, micro investors, product-based companies, and other units to promote the products or services they offer. Digital Marketing is an activity to promote or market a product or service using digital media and the internet as well as social media or website activities to reach consumers and increase sales.

## 2.4 Model SOSTAC Plans

In the application of digital marketing, the SOSTAC model is an effective marketing plan and can be used as a planning framework in the identification of marketing problems.



**Fig. 2.** Fishbone Analysis

In the SOSTAC analysis method there are six stages [7], namely:

### 1) Situation Analysis

The process of collecting data and information to determine the condition and capabilities of the company, besides that, it aims to analyze the situation of the marketing process carried out by the company, by paying attention to SWOT Analysis (strengths, weaknesses, opportunities, and threats), customer analysis, competitor analysis, current channel.

### 2) Objectives

Future goals that can be achieved in the short, medium, and long term must be realistic and can be formulated. with the 5S method (sell, serve, speak, save, sizzle) at the end of the implementation at the evaluation stage, it will be easier because the objectives have been made.

### 3) Strategy

Arrange the ways that will be done to achieve the previously set goals using the STP (segmentation, targeting, positioning) method.

### 4) Tactics

Performing ways or strategies that have been prepared to achieve goals where the methods to be used are explained by the 7P Marketing Mix method (product, price, place, promotion, process, people, physical evidence).

### 5) Action

Doing all the plans that have been planned through the strategies and tactics that have been made. Where it is made in a series of scheduled and structured activities or work processes, the form of a series of work can be made in the form of a flow chart or activity table.

6) Control

Monitoring and evaluating periodically whether the steps or tactics that have been carried out have been successful and in accordance with the objectives. Control is carried out on each tactic so as to produce value points on each tactic or called the Key Performance Indicator (KPI).

**3. Research Method**

The conceptual model in this research is compiled based on the stages in the SOSTAC method [8] which is used as a method for designing digital marketing strategies in this study.

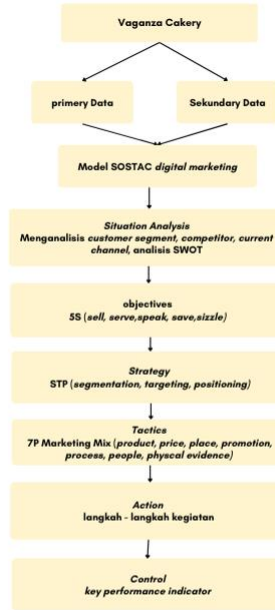


Fig. 3. Research Method Framework

**4. Result and Discussion**

**4.1 SOSTAC Analysis Results at Vaganza Cakery**

1) Situation Analysis

a. Customer Analysis

Customer Analysis is a way to find out in detail about the background of consumers which serves to recognize the company's consumer segment. Consumers of Vaganza Cakery are women and men who like cakes and desserts or want to give cakes on special days for relatives or loved ones. The market demographics of Vaganza Cakery are women and men aged 16-55 years of middle economic class.

b. Competitor Analysis

Analyzing Vaganza Cakery's competitors around the Sagulung area, namely by analyzing businesses that have similar businesses to Vaganza Cakery. In analyzing competitors, an analysis is carried out regarding the digital marketing media used by competitors to obtain evaluation material for the development of Vaganza Cakery's digital marketing media. It is known that Vaganza Cakery has 4 competitors with details of each digital marketing media can be seen in the table.

**Table 2.** Competitor Analysis

No	Business Name	Instagram	Facebook	Tiktok	Twitter	Shopee Food	Go Food	others
1	Vaganza Cakery	- 1.574 Followers	- 23 Followers	- 63 Followers	None	None	None	Whatsapp

No	Business Name	Instagram	Facebook	Tiktok	Twitter	Shopee Food	Go Food	others
2	D'very Cakes	- 1.226 Followes	- 4 ribu Followers	- 17 Followers	None	None	Availa ble	Whatsapp
3	Bunz Cake	- 11,7 Followers	- 235 followers	- 9 Followers	None	None	Availa ble	Whatsapp
4	Lavanya Cake	- 1.578 Followers	- 4,7 Followers	None	None	None	None	Whatsapp
5	Ideas Cake	- 2.232 Followers	None	- 42 Followers	None	None	None	Whatsapp

c. Current Chanel

Current Channel aims to find out the channels used by the company to reach customers and to find out what channels are more effective and best for making sales. Vaganza Cakery currently only uses online marketing channels to reach its customers. The channels used by Vaganza Cakery are Facebook, TikTok, WhatsApp, and Instagram.

d. SWOT Analysis

At the SWOT analysis stage, first identify strengths, weaknesses, opportunities and threats [8]. The following is a SWOT table on Vaganza Cakery:

**Table 3.** SWOT identification of Vaganza Cakery

STRENGTHS (S)		WEAKNESS (W)	
- Has many flavors or designs	- Using quality ingredients	- Cake designs or decorations can be customized	- Has quite complete digital marketing media such as Facebook, Instagram, TikTok, Whastapp business
- Cake can be ordered on the same day	- Prices are quite affordable and can be adjusted to the budget	- Already has a P-IRT certificate and MUI halal	
			- Less strategic location
			- Packaging is still relatively market
			- The risk is quite high during delivery, especially birthday cakes
			- HR is still done alone, especially the admin and operational parts when demand is high.
			- Not doing promos especially on twin dates
			- Do not have e-commerce so that customers cannot buy directly
			- Rarely do paid advertising on social media
OPPORTUNITIES (O)		THREATS (T)	
- the existence of digital media makes the marketing reach wider	- People's habit of wanting to try new variations and unique designs	- The Batam city government often holds training to help MSME businesses	- there are culinary events or bazaars held by EO (event organizer) or influencers
- Customers prefer to buy cakes directly to physical stores	- Advertising on social media to increase sales and interaction with new potential buyers		
			- More and more competitors with the same business
			- Increase in product prices due to increase in raw material prices
			- Customers move because of competitor products or no promos
			- High shipping rates can affect customer purchase intentions
			- Price competition with competitors

After conducting a SWOT analysis, a SWOT matrix was created to obtain a more detailed business strategy and identify appropriate strategies to take advantage of their strengths and opportunities, as well as overcome weaknesses and face existing threats. The resulting matrix of each indicator is as follows :

**Table 3.** SWOT Matrix Analysis

INTERNAL	STRENGTHS (S)	WEAKNESS (W)
	1. Has many flavors or designs 2. Using quality ingredients 3. Cake designs or decorations can be customized.	4. Has quite complete digital marketing media such as Facebook, Instagram, TikTok, Whastapp
EXTERNAL		

	business 5. Cake can be ordered on the same day 6. Prices are quite affordable and can be adjusted to the budget 7. Already has a P-IRT certificate and MUI halal	when demand is high. 5. Not doing promos especially on twin dates 6. Do not have e-commerce so that customers cannot buy directly 7. Rarely do paid advertising on social media
<b>OPPORTUNITIES (O)</b>	<b>STRATEGI S-O</b>	<b>STRATEGI W-O</b>
1. the existence of digital media makes the marketing reach wider 2. People's habit of wanting to try new variations and unique designs 3. The Batam city government often holds training to help MSME businesses 4. there are culinary events or bazaars held by EO (event organizer) or influencers 5. Customers prefer to buy cakes directly to physical stores 6. Advertising on social media to increase sales and interaction with new potential buyers	1. Advertising on social media to increase brand awareness and reach a wider target market and increase interaction with new potential buyers (S4, S6; O1) 2. Product innovation to follow the current trends in society and improve product quality to capture market attention (S1, S2, S3, S5; O2) Enhance good relations with the government and fellow business actors in Batam City (S7; O4, O3)	1. Opening physical stores that make it easier for customers to buy directly (W1, W3; O5) 2. Improving product packaging and design (W2, W4; O2, O3) 3. Participate in events or bazaars held in Batam city and provide promos that attract customers (W5; O4) 4. Using paid advertisements in digital media to invite potential customers to interact and buy products (W7; O1, O7) 5. registering brands and products on e-commerce such as gofood and shopeefood (W6; O1) Adding human resources for the operational and admin sections as well as marketing (W4; O4, O7)
<b>THREATS (T)</b>	<b>STRATEGI S-T</b>	<b>STRATEGI W-T</b>
1. More and more competitors with the same business 2. Increase in product prices due to increase in raw material prices 3. Customers move because of competitor products or no promos 4. High shipping rates can affect customer purchase intentions 5. Price competition with competitors	1. Collaborate with social media influencers or pay content creators to increase product and customer engagement (S1, S2, S3, S5, S6, S7; T1) 2. Adding marketing channels through Shopee Food and GoFood and providing attractive vouchers (S4; T3, T4, T5) 3. Maintaining quality and price by finding other suppliers or looking for substitutes for raw materials. (S6; T2)	1. Conduct regular business evaluations, market surveys and analysis to monitor competitor activities, market trends, and changes in raw material prices (W1, W2, W3; T1, T2, T5). 2. Create membership, gifts and giveaways to retain customers (W5; T3, T4) 3. Increase promotion through social media (W1, W5, W7; T1, T5) 4. Organizing free shipping promos or subsidized shipping discounts (W5, W6; T4, T5)

## 2) Objectives

After obtaining the next objective, determine the 5S objective strategy to achieve all objectives, namely sell to increase sales, serve to improve service quality, speak, namely how to interact with customers, save to reduce costs, and sizzle to expand the online brand [9].

**Table 4. 5S Objectives Vaganza Cakery**

	Objective: Build interaction with customers through all digital marketing media and improve services and expand the market.
<b>Sell</b>	Increase promotions, product photos, do endorsements with influencers, make maximum service by answering customer messages quickly and friendly, build intimacy with customers and improve product quality.
<b>Serve</b>	Provide the same update information such as promos, bundles held, cakes that are trending on all digital marketing media owned and maintain customers by providing promos on their special days and receiving criticism, suggestions, and input so that the rating given by consumers is good.

<b>Speak</b>	Interact with customers through direct messages, whatsapp, reply to customer comments on digital marketing media responsively.
<b>Save</b>	Provide a marketing budget according to needs and total revenue, set specific target audiences and product innovations to attract customer attention, set a posting schedule to reduce time spent.
<b>Sizzle</b>	Adding e-commerce sales media such as gofood, shopeefood and increasing the added value of products by providing advantages that attract consumers such as providing discounts or giving bonuses and showing business achievements to consumers in digital marketing media so that consumers increasingly believe that Vaganza Cakery has a plus compared to competitors, posting good reviews given by customers through social media this aims to strengthen the good image of Vaganza Cakery in the view of customers.

### 3) Strategy

After determining the objective, the next step is to make how this objective can be achieved based on STP marketing, namely segmentation, targeting and positioning.

#### a. Segmentation Strategy

The following are the market segmentation variables for the two objectives that Vaganza Cakery has.

**Table 5.** Segmentation Strategy Vaganza Cakery

<b>Demographic</b>	<ul style="list-style-type: none"> <li>- Gender : female and male</li> <li>- Occupation : student or college student and worker</li> <li>- Age: 16 to 55 years old</li> <li>- Economic class : middle class</li> </ul>
<b>Geographic</b>	In Batam city, especially living around Sagulung
<b>Psychographic</b>	<ul style="list-style-type: none"> <li>- People who have a lifestyle that cannot be separated from social media and the internet</li> <li>- People who are interested in cakes that are popular on social media, attract attention, and want to try the latest cake variations</li> <li>- People who want to give a surprise to relatives or loved ones who are celebrating a special day</li> </ul>
<b>Behavioral</b>	<ul style="list-style-type: none"> <li>- Social media users</li> <li>- People with a sweet tooth or want to eat cake to boost their mood</li> <li>- Want to give cake on a special day for relatives or loved ones</li> </ul>

#### b. Targeting strategy

The marketing targets at Vaganza Cakery are students or students and workers aged 16 to 55 years in the city of Batam, especially living around Sagulung who have a lifestyle that cannot be separated from social media and people who are interested in cakes that are popular on social media, attract attention, and want to try the latest cake variations and people who want to give surprises to relatives or loved ones who are celebrating special days.

#### c. Positioning Strategy

After determining the target market, determine the strategy used to instill a brand image in the minds of consumers so that the Vaganza Cakery brand stands out compared to competitors' products. Aspects that must be considered in developing a positioning strategy according to [11], namely:

##### - Brand Identity

Brand Identity is a strategy where Vaganza Cakery can explain and communicate product advantages along with brand or logo identification.



**Fig. 4.** Vaganza Cakery Logo

The appearance of the Vaganza Cakery logo will be remembered in the minds of consumers when

they find or see this logo anywhere. The socialization of this product logo is done to build a kind of opinion and message of a product.

- Product positioning

Product positioning is the main aspect in positioning because in this aspect there is the best quality and value of the product. The characteristics of Vaganza Cakery products are that you can order cakes online via social media or whatsapp, cakes that are produced have many variations and cake designs that can be requested as desired using quality ingredients but prices remain affordable and can be adjusted to the budget.

4) Tactic

Tactics are derivative details of the strategies that have been made at the previous stage using the 7P marketing mix, namely product, process, price, place, people, promotion, and physical evidence [12].

**Table 6.** Tactic at Vaganza Cakery

	Result
<b>Product</b>	Marketing Vaganza Cakery products and services on digital media instagram, tiktok, and facebook by displaying products in their digital marketing media.
<b>Price</b>	Include the price of each product as well as the discounts owned so that consumers can find out the entire total cost.
<b>Process</b>	Provide information on each digital media, contact contact to place an order.
<b>Place</b>	Marketing and ordering are done online via facebook, instagram, tiktok, whatsapp and registering gofood and shopee food to expand marketing.
<b>People</b>	Looking for 1 HR to run marketing and create content on all Vaganza Cakery digital marketing media.
<b>Promotion</b>	Provide information related to Vaganza Cakery and products through all digital marketing media, advertise on Instagram and Facebook or endorse influencers, and add gofood or shopeefood e commerce accounts to reach a wider range of consumers.
<b>Physical Evidence</b>	Tidying up the appearance of instagram and facebook feeds to make them more attractive and eye catching, improving photos and videos to make them more attractive.

The conclusion of tactic Vaganza Cakery is:

Marketing products and services through digital marketing media that is made attractive and eye catching and provides clear and complete information about contacts, products, prices, ordering processes and advertising on Instagram and Facebook or endorse influencers and add gofood or shopeefood e commerce accounts to reach a wider range of consumers.

5) Action

In this action stage, it describes what digital marketing strategy plans will be Vaganza Cakery's steps to develop its business, namely:

- a. Marketing products and services on digital marketing media and providing information about products, prices, ordering processes at Vaganza Cakery.

When doing digital marketing, all digital marketing media owned must be used and updated simultaneously and also consistently both in the form of information and concepts. The form of action is as follows:

- Action on Instagram

**Table 7.** Action 1 on Instagram

Instagram	
<b>Activities</b>	<ul style="list-style-type: none"> <li>- Post pictures on the feed of cake orders, new products or promos with informative captions and hastags.</li> <li>- Include a linktree containing whatsapp number, other social media Vaganza Cakery, and price catalog.</li> </ul>

	<ul style="list-style-type: none"> <li>- Post instastory every day, namely cake orders, product reviews from consumers, promos on that day, or commemoration of holidays and make sure it is consistent</li> <li>- Create instastory highlights according to the topic</li> <li>- Create reels content that contains the process of making products, branding by explaining the advantages and advantages of products</li> <li>- Ask for testimonials or reviews from customers</li> </ul>
<b>Output</b>	<ul style="list-style-type: none"> <li>- Post images showing product photos, new products or promos.</li> <li>- linktree</li> <li>- instastory and Instagram feed</li> <li>- Highlight instastory</li> <li>- Content reels</li> <li>- Get reviews from customers</li> </ul>
<b>Goals and objectives</b>	<ul style="list-style-type: none"> <li>- Increase interest and interaction with consumers who use Instagram for Vaganza Cakery products.</li> <li>- Provide information about Vaganza Cakery to consumers</li> <li>- Provide the best service to maintain communication with consumers</li> <li>- Expanding the reach of the consumer market</li> </ul>
<b>Cost</b>	Rp. 0

- Action on Facebook

**Table 8.** Action 1 on Facebook

<b>Facebook</b>	
<b>Activities</b>	<ul style="list-style-type: none"> <li>- Post pictures on the feed of cake orders, new products or promos with informative captions and hastags.</li> <li>- Include a linktree containing whatsapp numbers, other social media Vaganza Cakery, and price catalogs</li> <li>- Make posts on the marketplace menu on Facebook every day</li> <li>- Create Facebook reels content that contains the process of making products, branding by explaining the advantages and benefits of products</li> <li>- Make giveaways for followers occasionally in order to commemorate followers' achievements</li> <li>- for testimonials or reviews from customers</li> </ul>
<b>Output</b>	<ul style="list-style-type: none"> <li>- Post images showing product photos, new products or promos.</li> <li>- linktree</li> <li>- instastory and Facebook feed</li> <li>- Highlight instastory</li> <li>- Get reviews from customers</li> </ul>
<b>Goals and objectives</b>	<ul style="list-style-type: none"> <li>- Increase interest and interaction with consumers who use Instagram for Vaganza Cakery products.</li> <li>- Provide information about Vaganza Cakery to consumers</li> <li>- Provide the best service to maintain communication with consumers</li> <li>- Expanding the reach of the consumer market</li> </ul>
<b>Cost</b>	Rp. 0

- Action on Tiktok

**Table 9.** Action 1 on Tiktok

<b>Tiktok</b>	
<b>Activities</b>	<ul style="list-style-type: none"> <li>- Include a linktree containing whatsapp numbers, other Vaganza Cakery social media, and price catalogs.</li> <li>- Post video content that contains the process of making products, branding by explaining the advantages and advantages of products accompanied by captions and hastags</li> <li>- Improve the concept of taking and editing videos to make them more interesting</li> </ul>
<b>Output</b>	<ul style="list-style-type: none"> <li>- Post images showing product photos, new products or promos.</li> <li>- linktree</li> <li>- instastory and content Tiktok</li> <li>- Get reviews from customers</li> </ul>
<b>Goals and objectives</b>	<ul style="list-style-type: none"> <li>- Increase interest and interaction with consumers who use Instagram for Vaganza Cakery products.</li> <li>- Provide information about Vaganza Cakery to consumers</li> <li>- Provide the best service to maintain communication with consumers</li> <li>- Expanding the reach of the consumer market</li> </ul>

<b>Cost</b>	Rp. 0
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b. Creating gofood and shopeefood e-commerce accounts to expand the market.  
 E - commerce gofood and shopeefood are needed by business actors to reach a wider range of consumers and ease of delivery to consumers.

- Action on Gofood and Shopeeefood

<b>Table 9. Action 2 on Gofood and shopeefood</b>	
<b>Gofood and Shopeeefood</b>	
<b>Activities</b>	- Sign up for a gofood and shopeefood account - Post products on the app by putting up attractive product photos - Schedule store opening hours in the app at 09.00 - 17.00
<b>Output</b>	- Gofood and shopeefood account - Received good ratings from consumers
<b>Goals and objectives</b>	- Expanded consumer market reach - Increase revenue - Acquire new customers - Increase brand awareness
<b>Cost</b>	Rp. 0

c. Endorse influencers or advertise on Instagram and Facebook.  
 Nowadays, endorsements and social media advertising are forms of promotion in digital marketing that can increase brand awareness and expand market share.

- Action on influencer endorsements

<b>Table 11. Action 3 on influencer endorsements</b>	
<b>Endorse influencer</b>	
<b>Activities</b>	- Search and contact influencers that match the target market and budget. - Send product samples and determine posting schedule - Tell the script the advantages and benefits of the products sold to inform the influencer's followers. - Evaluation of endorsement results
<b>Output</b>	- Vaganza Cakery collaboration with influencers - Product is tried and reviewed by the influencer - Results or feedback from the endorsement - Increase in followers and incoming chats
<b>Goals and objectives</b>	- Expanding consumer market reach - Increase revenue and sales - Acquire new customers - Increase engagement or interaction with new customers
<b>Cost</b>	Rp. 400.000 /once endorse

- Action on instagram and facebook ads

<b>Table 12. Action 3 on instagram and facebook ads</b>	
<b>Instagram and Facebook advertising</b>	
<b>Activities</b>	- Create interesting content that will be used as advertisements - Choosing advertising schedule and cost - Evaluation of advertising results
<b>Output</b>	- Ads appear on the homepage or story audience - Increase in followers and incoming chats - Result of advertisement

<b>Goals and objectives</b>	<ul style="list-style-type: none"> <li>- Expanded consumer market reach</li> <li>- Increase revenue and sales</li> <li>- Acquire new customers</li> <li>- Increase engagement or interaction with new customers</li> </ul>
<b>Cost</b>	Rp. 150.000 / One time advertisement

6) CONTROL

In controlling and measuring overall results, it can be done by creating (KPI) key performance indicators. This KPI will be used as a standard or benchmark in conducting evaluations to make improvements. In making this KPI, it sets a standard of achievement of 5% every month for each indicator in digital marketing media and 10% after advertising or endorse. The following describes the KPIs that can be used to help Vaganza Cakery monitor the effectiveness of digital marketing:

a. KPI 1 on social media

**Table 14.** KPI 1 on social media

<b>KPI</b>	<b>Goals</b>	<b>Target</b>
Instagram, Facebook, Tiktok Like	Increase interest in content on Instagram, Facebook, Tiktok	Get an additional 5% likes per month from the number of followers you have
Followers Instagram, Facebook, Tiktok	Increase followers on Instagram, Facebook, Tiktok	Get an additional 5% followers per month from the previous month
Feedback Instagram, Facebook, Tiktok from postingan	Increase reach and impression on Instagram, Facebook, Tiktok	Get an additional 5% reach per month from the amount of reach in the previous month
Instagram, Facebook, Tiktok Profile Visit	Increase impressions on Instagram, Facebook, Tiktok	Get an additional 5% post engagements per month from the number of post engagements in the previous month
Viewers reels Instagram	Increase impressions on Instagram	Get an additional 5% impressions per month from the number of impressions in the previous month
Product sold	Increase product sales and acquire new customers	Get an additional 5% sales per month from the previous month

b. KPI 2 on gofood and shopee food

**Table 15.** KPI 1 on gofood and shopee food

<b>KPI</b>	<b>goals</b>	<b>Target</b>
Rating gofood and shopee food	Expanding the market and increasing brand attraction	Get 5 stars from at least 30 customers per month
Riview gofood and shopee food	Improving service satisfaction and increasing brand attraction	Get good reviews after customers receive the product

c. KPI 2 on influencer endorsements or doing ads on Instagram and Facebook

**Table 16.** KPI 2 on influencer endorsements or doing ads on Instagram and Facebook

<b>KPI</b>	<b>Goals</b>	<b>Target</b>
Instagram and Facebook Profile Visit	Expand consumer market reach and increase engagement with new customers	Get an additional 10% post engagements from the number of post engagements before advertising and endorsing
Instagram and Facebook Followers	Increase followers on Instagram and Facebook	Get an additional 10% followers from before advertising and endorsing
Instagram and Facebook Likes	Increase interest in content on Instagram and Facebook	Get an additional 10% likes from the number of followers owned before advertising and endorsing
Products sold	Increase product sales and acquire new customers	Get an additional 10% sales per month from before advertising and endorsing

## 5. Conclusion and Suggestion

### 5.1 Conclusion

Based on the results of research that has been done designing digital marketing strategies with the SOSTAC method at Vaganza Cakery starting from situation analysis, data and analysis are obtained about the problems at Vaganza Cakery that the digital marketing strategy carried out so far has not been optimal and is far behind compared to its competitors. Furthermore, determining objectives using 5S objectives by connecting the vision and current conditions that occur at Vaganza Cakery. The results of this formulation produce goals, namely building interactions with customers through all digital marketing media and improving services and expanding the market. After formulating the next goal, design a strategy to achieve these goals using STP (segmentation, targeting, positioning). Furthermore, designing tactics is a detailed explanation of carrying out strategies by marketing products and services through digital marketing media that are made attractive and eye catching and provide clear and complete information about contacts, products, prices, ordering processes and advertising on Instagram and Facebook or endorse influencers and add gofood or Shopeefood e commerce accounts to reach a wider range of consumers. The cost incurred to carry out this strategy is Rp.550,000.

### 5.2 Suggestion

Implementing the strategic design that has been obtained from this research by focusing on the objectives that have been determined and the actions that need to be taken by paying attention to the KPIs that have been obtained as development control and must be able to adapt to changes in new market conditions, expand markets and consumers and improve product competitiveness. Suggestions for further researchers to be able to add marketing media that are not yet in this study and add to the IFE and EFE matrix analysis.

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