



Digital Marketing and Distribution Channel Strategy on Cireng Filled with Gembul in Jagakarsa, South Jakarta

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Abstract: *This research is motivated by the increasing use of digital distribution channels and social media in the development of culinary MSMEs, while Cireng Isi Gembul still faces delivery constraints, limited platform reach, and digital promotion optimization. This study aims to analyze distribution constraints, the effectiveness of distribution channels, and the role of digital platforms in reaching the target market. The study used a descriptive qualitative approach. Six research informants, consisting of one owner, two employees, and three customers, were selected based on their involvement and experience in business activities. The research instrument was an interview guide with the researcher as the main instrument, supported by observation and documentation. Data were analyzed descriptively qualitatively using SWOT analysis and source triangulation. The results showed that ShopeeFood, GoFood, and GrabFood supported transactions and product distribution, although obstacles remained in communication, network connectivity, service radius, and delivery delays. Based on the experiences and perceptions of the informants, TikTok was perceived as the most effective platform for reaching new consumers, while Instagram primarily functioned as a product information and promotional medium. ShopeeFood, GoFood, and GrabFood functioned as transaction and distribution channels. In conclusion, the SO strategy can be applied by optimizing digital marketing, product innovation, and distribution expansion.*

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Introduction

Indonesia's increasingly dynamic economic developments are encouraging Micro, Small, and Medium Enterprises (MSMEs) to adapt to market changes, technological advancements, and consumer needs. These conditions require businesses to develop appropriate business and marketing strategies to maintain business continuity and increase competitiveness. Strategy is a long-term plan to achieve specific goals, making marketing strategy a crucial component in designing various activities aimed at achieving marketing objectives (Effendi et al., 2022: 52). In the culinary business context,

implementing this strategy is not only related to product marketing activities but also encompasses how products can be effectively distributed to consumers. Technological developments provide opportunities for MSMEs to utilize digital media and application-based distribution channels to expand market reach and facilitate consumer product acquisition.

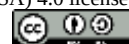
This phenomenon is also seen at Cireng Isi Gembul in Jagakarsa, South Jakarta, which is a home-based culinary business with cireng products with a distinctive taste and various variants. This business has utilized technological developments through the use of social media Instagram and TikTok as digital marketing tools and ShopeeFood, GoFood, and GrabFood as distribution channels. The implementation of this strategy has shown positive developments as reflected in the increase in sales turnover during the period 2021 to 2025. Sales turnover increased from Rp50,985,500 in 2021 to Rp121,662,500 in 2022, Rp268,720,000 in 2023, Rp398,504,000 in 2024, and reached Rp510,250,500 in 2025. However, the achievement of this turnover has not fully reached the target each year, so evaluation and optimization of the implemented strategy are still necessary. On the other hand, customer reviews on ShopeeFood, GoFood, and GrabFood show a high level of satisfaction with an average rating of 4.8 to 5.0, especially regarding taste, product filling, texture, condition of the product upon receipt, promotions, price, and delivery speed.

The first research problem relates to the distribution process, specifically product delivery to consumers. Although the use of ShopeeFood, GoFood, and GrabFood has facilitated the ordering and delivery process, Cireng Isi Gembul still faces a dependency on app-based delivery services. This condition can cause communication barriers between sellers, drivers, and customers, delays in delivery, network or app disruptions when orders come in, and increased workloads when the number of orders increases. Dependence on third parties also means that business owners lack full control over the delivery process until the product is received by consumers. This is crucial because the quality of food products can be affected by the delivery process and time.

The second issue relates to the effectiveness of distribution channels in reaching consumers broadly. Distribution channels are the means used to deliver products from producers to end users through retailers or other intermediaries. In practice, distribution channels have a direct impact on sales and therefore need to be managed effectively and efficiently. At Cireng Isi Gembul, the use of ShopeeFood, GoFood, and GrabFood has helped consumers make purchases without having to visit the store and has contributed to increased transactions. However, distribution reach is still influenced by the service radius of each platform. Therefore, the increase in sales does not fully indicate optimal market reach. This situation highlights the need to assess the effectiveness of the distribution channels used to determine the extent to which they are able to reach consumers broadly.

The third problem relates to optimizing digital marketing to reach the target market. According to Kingsnorth (2022), as cited by Denny Astanto et al. (2025), digital marketing is a strategic approach that coordinates various digital channels to create a consistent and valuable customer experience, with consumers at the center of digital marketing activities. Furthermore, digital marketing through social media allows users to present themselves, interact, collaborate, share information, and form virtual relationships with other users (Chakti, 2022). Cireng Isi Gembul has utilized Instagram and TikTok in its digital marketing activities, but its implementation still faces obstacles such as promotions that have not been carried out optimally and consistently and social media content that is still less interesting and varied. The results also show differences in function between platforms: TikTok is more effective in building brand awareness and reaching new target markets, Instagram functions as a product information medium, while ShopeeFood acts as a transaction channel. These conditions indicate that each platform has a different function, so it is necessary to determine the most effective platform for reaching the target market according to business needs.

Based on these phenomena and problems, this study aims to determine the obstacles faced in the distribution process, especially those related to product delivery, determine the effectiveness of the distribution channels used by Cireng Isi Gembul in reaching consumers widely, and determine the most effective digital platforms in reaching the target market. This research is important because the right distribution channel and digital marketing strategies are needed to optimize business operations, increase distribution efficiency, expand marketing reach, and support the increase in competitiveness of Cireng Isi Gembul in the digital era. The novelty of this study lies in the integrated study of



distribution channel strategies and digital marketing in the home culinary business object Cireng Isi Gembul in Jagakarsa, South Jakarta, by paying attention to distribution obstacles, the effectiveness of distribution channels, and the role of each digital platform in reaching the target market. Thus, this study not only looks at the use of digital media as a promotional tool, but also connects it with the process of distributing products to consumers so that it can provide an overview of strategies that are appropriate to the conditions of the business being studied.

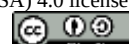
Research methods

The research entitled "Digital Marketing and Distribution Channel Strategy for Cireng Isi Gembul in Jagakarsa, South Jakarta" uses a descriptive qualitative approach to obtain a systematic, factual, and in-depth picture of the phenomenon of digital marketing and distribution channel strategies on the research object. A qualitative approach is used to understand phenomena based on the conditions, experiences, and activities of the research subjects, not through statistical calculations. According to Sugiyono (2023), a qualitative approach focuses on an in-depth understanding of a phenomenon by paying attention to the context and experiences of research participants. The research was conducted at the Cireng Isi Gembul shop located on Jl. Srengseng Sawah, RT 011/RW 09, Gg Buntu No. 33, Jagakarsa District, South Jakarta, 12640, with a focus on activities related to digital marketing and distribution channel strategies.

The research instrument used interview guidelines with the researcher as the main instrument, and was supported by observation and documentation to obtain data related to distribution channel strategies and digital marketing. Distribution channel indicators include transportation systems, product availability, timeliness, and adequacy of quantity, while digital marketing indicators include the level of attraction, optimization of curiosity, level of commitment, and level of affinity. Data collection was carried out through observation, interviews, and documentation, then analyzed descriptively qualitatively through the compilation and interpretation of data in the form of words, images, interview results, field notes, and documentation. Furthermore, the data was analyzed using a SWOT analysis that includes Strengths, Weaknesses, Opportunities, and Threats to identify the internal and external conditions of Cireng Isi Gembul and determine strategies that are appropriate to business conditions.

This qualitative research does not use a population and sample in the sense of quantitative research, but uses units of analysis and research informants directly related to the research focus. The research analysis unit includes subjects and activities related to the distribution channel strategy and digital marketing at Cireng Isi Gembul in Jagakarsa, South Jakarta. The research informants numbered 6 people, consisting of Alda Alfionita Zachra as the business owner, Cucu Sumiati and Nuryati as employees, and Sherly, Larasati, and Kafka as customers. The selection of these informants was adjusted to their involvement and experience in business activities, distribution processes, services, use of digital platforms, and experience in obtaining Cireng Isi Gembul products so that the information obtained can support the research focus.

The research procedure was carried out in stages, starting from proposal preparation, proposal submission, proposal seminar, proposal revision, guidance, instrument development, data collection, data analysis, and the submission and implementation of the thesis defense. After the instruments were developed, the researcher collected data through observation, interviews, and documentation of activities related to the distribution channel strategy and digital marketing of Cireng Isi Gembul. Data obtained from business owners, employees, and customers were then analyzed descriptively and qualitatively based on the research focus, namely obstacles in the distribution process, especially product delivery, the effectiveness of distribution channels in reaching consumers widely, and the most effective digital platforms in reaching the target market. Data were then grouped based on Strengths, Weaknesses, Opportunities, and Threats factors to be compiled into a SWOT matrix. While the validity of the data was checked through source triangulation by comparing information from each informant or research source (Sugiyono, 2021:369).



Results and Discussion

Research result

Table 1. List of Informant Names

No	Name	Age	information
1.	Alda Alfionita Zachra	24 years old	Owner
2.	Sumiati's Grandchild	52 Years	Employee
3.	Nuryati	50 Years	Employee
4.	Sherly	22 years	Customer
5.	Larasati	22 years	Customer
6.	Kafka	19 years old	Customer

Source: Research 2025

After conducting in-depth interviews, the next step was to analyze the interview results to clarify the research findings. In this study, the researcher conducted observations and interviews with sources related to the research topic. These sources provided crucial information to achieve the research objective, namely understanding the distribution channel and digital marketing strategies implemented by Toko Cireng Isi Gembul to increase sales and expand market reach.

Furthermore, interviews were conducted in person, despite several obstacles, such as time constraints between the researcher and the interviewee. The following are the results of the interviews conducted in this study:

Table 2. Interview with Informant 1 (Owner) Alda Alfionita Zachra

No.	Question	Answer
1.	Since when was this business established and how has it developed until now?	It was founded in 2021 and has been running for 5 years now, from 2026 until now. Its development has been from the beginning of opening PO to having its own shop and branches.
2.	How does product distribution flow from production to consumers?	Distribution usually involves daily production, but because the system is online, it's handled through drivers. So, it reaches consumers through drivers.
3.	What are the obstacles that often occur in the distribution process?	The problem is that not looking at the consumer directly sometimes causes miscommunication between the driver and the consumer, and there is often miscommunication between the seller and the buyer regarding the food, such as it being cold because the distance can affect the food itself.
4.	How do you overcome these obstacles?	Give understanding to consumers, for example, if a consumer notes "Sis, is it hot or crispy?" we can chat first "Sorry, we always provide 15 minutes cooked", but because the driver takes a long time, we give understanding to the customer.
5.	What distribution channels does this business use?	For distribution, we use the ShopeeFood, GoFood, and GrabFood applications.
6.	Is the channel capable of reaching consumers widely?	For online, it has been extensive, but there is a distance, each platform has a different distance, for example, some have a range of 5 km to 10 km, because we don't use the platform to shop for goods.
7.	Which channels generate the most sales?	The most of all and the most crowded are on ShopeeFood and GoFood.
8.	What digital platforms are used for promotion?	For now, I'm still using Instagram and TikTok. I just follow the trends on TikTok. Instagram is the most operational, and if there's a new menu, I upload it on Instagram.
9.	Of all these platforms, which one is the most effective and why?	The most effective is TikTok, because TikTok has a wide reach and people who didn't know before will know that there is Cireng Isi Gembul here.
10.	What are your hopes for the future development of this business?	Hopefully, Cireng Isi Gembul will have many branches everywhere, especially in Jakarta, because its online presence in Jakarta has developed, so it can employ people who need it too.

Table 3. Conclusions of Gembul Filled Cireng Business Owners

Conclusion	
This business was founded in 2021 and has grown quite well, now having its own store and branches. Distribution is primarily through online platforms, assisted by ShopeeFood, GoFood, and GrabFood drivers. Frequent challenges during the distribution process include miscommunication between sellers, drivers, and customers, as well as changes in food quality due to long delivery distances. To address these challenges, the business provides explanations regarding shipping conditions to customers to ensure they understand the situation. ShopeeFood and GoFood are the platforms that generate the most sales. Furthermore, the business utilizes social media platforms like Instagram and TikTok for online promotions. TikTok is considered the most effective platform due to its wide reach and increased public awareness of the Cireng Isi Gembul product. The business owner also hopes that Cireng Isi Gembul will continue to grow and open more branches in various regions, especially in Jakarta.	

Table 4. Interview with Informant 2 (Employee) Cucu Sumiati

No.	Question	Answer
1.	What are your duties and responsibilities in this business?	I am an employee in the production department of Cireng Isi Gembul.
2.	What is the distribution flow for gembul-filled cireng that you know?	After production, it is fried and then we package it, after that there is a driver who picks it up and delivers it to the customer.
3.	Do more orders come in person or online?	More orders are coming in online.
4.	What difficulties do you face when there are a lot of orders?	Panic, sometimes in a hurry, sometimes the driver comes again, orders come in again until they overflow, so we feel panicked and in a hurry.
5.	How to overcome these difficulties?	The way to overcome this is to be careful, review the order or orders again so as not to miss out and so as not to disappoint customers, and don't panic.
6.	Are you involved in digital marketing activities (such as posting, replying to chats, taking orders)?	No, I only accept orders, replying to chats and posting is my boss's business.
7.	Have you ever had trouble not using your phone or an app to sell?	When loading, if there's no signal, there's interference from Shopee or Gojek, and sometimes the order doesn't appear. That's the difficulty when there's no signal.
8.	Do you think selling online is easier or selling directly?	It's easier to sell online.
9.	Does the business owner help or direct how to sell online?	Very helpful, very involved because we must not make any mistakes and focus. Very helpful and gave direction.
10.	What do you hope your work here will be like in the future?	As with much progress, success, more branches are added.

Table 5. Conclusions of Employees of Cireng Isi Gembul Business

Conclusion	
Online sales generate more orders than in-person sales. The distribution process begins with production, frying, packaging, and finally, the driver picks up the order for delivery to the customer. When many orders come in simultaneously, employees often experience challenges such as panic and rushing. Therefore, precision is required to ensure orders are not missed and customers remain satisfied. Additionally, other challenges experienced included signal issues and app disruptions when accepting online orders. The business owner was also found to be very helpful in providing guidance to employees to ensure their work runs smoothly. Employees hope that Cireng Isi Gembul will continue to grow, succeed, and expand its operations in the future.	

Table 6. Interview with Informant 3 (Employee) Nuryati

No.	Question	Answer
1.	What are your duties and responsibilities in this business?	My job is to serve, check the menu.
2.	What is the distribution flow for gembul-filled cireng that you know?	Distribution is online and offline.
3.	Do more orders come in person or online?	More orders are coming in online.



4.	What difficulties do you face when there are a lot of orders?	The difficulty when preparing is that sometimes there are a lot of menus that have to be prepared, so one order has a lot of menus and they have to be fried separately.
5.	How to overcome these difficulties?	Be more careful, and don't panic.
6.	Are you involved in digital marketing activities (such as posting, replying to chats, taking orders)?	No, just serve and take orders.
7.	Have you ever had trouble not using your phone or an app to sell?	Sometimes when the signal is loading.
8.	Do you think selling online is easier or selling directly?	It's easier to sell online.
9.	Does the business owner help or direct how to sell online?	Yes, it helps to inform.
10.	What do you hope your work here will be like in the future?	So it's better for me, and for the business to progress further and be able to open more branches.

Table 7. Conclusions of Employees of the Gembul Filled Cireng Business

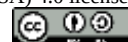
Conclusion

Employees are responsible for serving customers and checking menu orders. Product sales are conducted both online and offline, but orders are predominantly received online. Challenges encountered are high volume orders and multiple menu items that must be prepared separately, requiring precision and focus to avoid errors.

Furthermore, they encountered signal interference when using the online sales application. Employees considered online sales easier due to its convenience and high customer demand. Furthermore, the business owner was also seen as helpful in providing guidance to employees. Going forward, employees hope that the Cireng Isi Gembul business will continue to grow, expand, and open more branches.

Table 8. Interview with Informant 4 (Customer) Sherly

No.	Question	Answer
1.	Where did you first find out about the gembul-filled cireng product?	The first time I knew about this product was from Instagram while I was scrolling.
2.	Through which platform did you purchase this product?	Usually I buy from ShopeeFood.
3.	Did the platform make it easy for you to get this product, and why?	It is definitely very helpful in making it easier for me to get this product because from home we can order this product via cellphone, so it is delivered directly to my house so I don't have to bother going to the store.
4.	How was your experience when you received this product?	My experience was pleasant, because when I received the product, it was in quite good condition, like the cireng was still warm, and it was in accordance with what I ordered.
5.	Is the product information on social media clear and attractive?	In my opinion, the product information itself is clear enough, but I also think it is not attractive enough because it only displays the product.
6.	What digital platforms do you use most often to promote this product?	The digital platform that I often see is usually because I know this from Instagram, yes, Instagram's digital platform.
7.	Do you find promotions on the platform interesting or not? Why?	I think the promotions on this platform are quite attractive, but there are some suggestions that could be made to attract more customers, such as offering discounts or bundling so they can try more than just one product, but several at once.
8.	Would you be willing to repurchase this product? Why?	I am very willing to buy this product because this product is also delicious and the price is still affordable for a student like me.



9.	What are your suggestions for improving service and marketing in this business?	My suggestion to improve the service is perhaps the owner's response should be faster, as the service is actually quite good for MSMEs, and for marketing, as I said earlier, perhaps promotions should be improved, content should be created that is more interesting, and more product variations should be released that I think are attractive to Gen Z.
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Table 9. Conclusion of Gembul Filled Cireng Customers

Conclusion	
Cireng Isi Gembul's digital marketing has been quite helpful in introducing the product to customers. Instagram plays a crucial role in attracting customers' attention because users learn about the product through the platform when they browse social media. Furthermore, ShopeeFood makes it easier for customers to purchase products without having to visit the store, as they can order via mobile phone and have them delivered directly to their homes. Customers are quite satisfied with the product quality and service, as they receive the products they ordered and are in good condition, such as the cireng being still warm. Furthermore, the product price is considered affordable, especially for students, so consumers are willing to buy again.	
However, customers also offered several suggestions for business development. According to customers, product information on social media is clear enough, but the content is still less engaging, often focusing solely on product displays. Customers suggested making promotions more engaging, such as offering discounts, bundling packages, or creating more creative content to attract more customers. Furthermore, they hope for a faster service response so customers feel more comfortable when ordering products.	

Table 10. Interview with Informant 5 (Customer) Kafka

No.	Question	Answer
1.	Where did you first find out about the gembul-filled cireng product?	From online.
2.	Through which platform did you purchase this product?	From ShopeeFood.
3.	Did the platform make it easy for you to get this product, and why?	It's very easy, because we can see the taste from the shop's rating.
4.	How was your experience when you received this product?	Thank God, it was quite good, the service was okay, and the cooking was also quite fast, not too long.
5.	Is the product information on social media clear and attractive?	It's quite clear, there are various soup variants explained there, and the prices vary.
6.	What digital platforms do you use most often to promote this product?	ShopeeFood.
7.	Do you find promotions on the platform interesting or not? Why?	The promotion is quite interesting because when we open ShopeeFood, many shops immediately appear, shops that people usually buy from, so we already know whether the product is good or not.
8.	Would you be willing to repurchase this product? Why?	Willing, because the first one tastes good, and there are also many variants.
9.	What are your suggestions for improving service and marketing in this business?	The service is quite good, and the seating is improved to provide more space for customers, and for promotions, it is being promoted more on social media because in this digital era, people prefer watching TikTok, watching Instagram reels more often.

Table 11. Conclusion of Gembul Filled Cireng Customers

Conclusion
Customers learned about Cireng Isi Gembul through online platforms, particularly ShopeeFood. This platform is considered very convenient, offering easy access to store reviews, menu options, and clear product information. Customers also found the service to be quite good, the service fast, and the product's taste satisfying.
Furthermore, promotions conducted through digital platforms are considered quite attractive because they make it easier for customers to find stores that are popular with others. Customers are also willing to repurchase Cireng Isi Gembul products due to their delicious taste and wide variety of options. Customers suggest increasing promotions on social media platforms like TikTok and Instagram to grow the business and increase its exposure, attracting more customers.



Table 12. Interview with Informant 6 (Customer) Larasati

No.	Question	Answer
1.	Where did you first find out about the gembul-filled cireng product?	First time often passing by shops and near the workplace.
2.	Through which platform did you purchase this product?	<i>ShopeeFood</i> .
3.	Did the platform make it easy for you to get this product, and why?	Yes, it's convenient, because if you're busy with work and don't have time to go to the store, you can order directly from Shopee and have it delivered immediately.
4.	How was your experience when you received this product?	The products are delicious and I often repeat orders because I am satisfied with the taste.
5.	Is the product information on social media clear and attractive?	It is clear and stated what the fillings are and what flavors are available on the platform.
6.	What digital platforms do you use most often to promote this product?	From ShopeeFood, because when I went to the store, it turned out that ShopeeFood also had it.
7.	Do you find promotions on the platform interesting or not? Why?	It's interesting, because the way the photos are taken and the product descriptions are really detailed, making it easier for us to buy and not having to ask any more questions.
8.	Would you be willing to repurchase this product? Why?	Willing, because the products are delicious.
9.	What are your suggestions for improving service and marketing in this business?	My suggestion is to add more flavor, increase the promotion, and promote more on TikTok because now people are more familiar with products from TikTok usually.

Table 13. Conclusion of Gembul Filled Cireng Customers

Conclusion
Customers learn about Cireng Isi Gembul from frequently visited stores and through ShopeeFood. The digital platform is considered very convenient for customers, as orders can be placed easily and delivered promptly, especially during busy times. Customers also frequently repurchase Cireng Isi Gembul due to their satisfaction with the taste.
Furthermore, product information on digital platforms was deemed clear and engaging, as the menu descriptions and product images were detailed enough to facilitate customer selection. Promotions, particularly on ShopeeFood, were also deemed attractive. Customers were willing to repurchase Cireng Isi Gembul due to its delicious taste. Customers suggested adding more flavors, improving promotions, and increasing marketing through TikTok to increase product awareness.

SWOT Analysis (Strengths, Weaknesses, Opportunities, Treats)

Table 14. SWOT Analysis

<u>Strengths(Strength)</u>	<u>Weaknesses(Weakness)</u>
- The product has a distinctive taste and many flavor variants. - Have loyal customers who frequently make repeat purchases. - Already utilizing digital platforms such as Instagram, TikTok, ShopeeFood, GoFood, GrabFood. - The product price is affordable for various groups. - Have a shop and have opened branches.	- Digital promotion has not been carried out optimally and consistently. - Social media content is still less interesting and varied. - Communication problems often occur between customers, sellers and drivers. - Service capacity decreases when orders increase. - Dependence on internet networks and online applications.
<u>Opportunities(Opportunity)</u>	<u>Threats(Threat)</u>

- Increased use of social media and food marketplaces.
- The high level of public interest in contemporary culinary and snacks.
- The development of digital platforms that facilitate promotion and distribution.
- Opportunities to expand the market through Instagram and TikTok.
- Opportunity to add branches and reach wider areas.
- Competition in the culinary business is getting tighter.
- Many similar products with competitive prices.
- Rapid changes in consumer trends.
- Delays in delivery can affect product quality.
- Dependence on digital platform policies and systems.

Based on observations, interviews, and documentation conducted at the Cireng Isi Gembul Shop, several internal and external factors were identified that influence digital distribution and marketing activities. These factors were then analyzed using the SWOT method, which consists of Strengths, Weaknesses, Opportunities, and Threats.

1. Strengths

Cireng Isi Gembul has several strengths that can help its business grow. The products it offers have a unique taste and a variety of variations that can attract customers. Furthermore, utilizing digital platforms like Instagram, TikTok, ShopeeFood, GoFood, and GrabFood is very helpful in promoting and distributing its products. The prices offered are relatively affordable, making them accessible to a wide range of people. The business has also opened branches, expanding its market reach.

2. Weaknesses

Despite its numerous advantages, Cireng Isi Gembul has several weaknesses. Digital promotion has been suboptimal and inconsistent. Social media content is still uninteresting and lacking in variety, thus not optimally enhancing customer interaction. Furthermore, communication barriers often occur between sellers, customers, and drivers, which can impact customer satisfaction. When the number of orders increases significantly, service capacity also tends to decrease. Dependence on the internet and online applications is also a weakness, as it can hinder the ordering process if a system failure occurs.

3. Opportunities

Cireng Isi Gembul offers significant potential, given the increasing use of social media and food marketplaces. The growing public interest in trendy foods and snacks presents an opportunity for businesses to expand their market. Furthermore, advances in digital technology have made product promotion and distribution easier. Platforms like Instagram and TikTok can be leveraged to reach a wider consumer base. Furthermore, the opportunity to open new branches can help boost product marketing and sales.

4. Threats

Several threats can impact business continuity. The culinary industry is experiencing increasingly fierce competition due to the abundance of similar products at competitive prices. Rapidly changing consumer trends also require businesses to continuously innovate. Furthermore, delivery delays can reduce the quality of the product received by customers. Reliance on the policies and systems of digital platforms like ShopeeFood, GoFood, and GrabFood can pose a risk to business operations.

After identifying internal and external factors, the next step is to create a SWOT matrix to generate alternative strategies that Cireng Isi Gembul can implement. The following is the SWOT matrix for Cireng Isi Gembul:

Table 15. SWOT Matrix

	<u>Strengths</u>	<u>Weaknesses</u>
Internal Factors	Internal Strengths:	Internal Weaknesses:
	1. The product has a distinctive taste and many flavor variants.	1. Digital promotion has not been carried out optimally and consistently.
	2. Have loyal customers who frequently make repeat purchases.	2. Social media content is still less interesting and varied.

External Factors	3.	Already utilizing digital platforms such as Instagram, TikTok, ShopeeFood, GoFood, GrabFood.	3.	Communication problems often occur between customers, sellers and drivers.	
	4.	The product price is affordable for various groups.	4.	Service capacity decreases when orders increase.	
	5.	Have a shop and have opened branches.	5.	Dependence on internet networks and online applications.	
	<u>Opportunities</u>		<u>WO Strategy</u>		
	External Opportunities:				
1.	Increased use of social media and food marketplaces.	1.	Leveraging Instagram and TikTok to expand your market by highlighting product strengths.	1.	Improve the quality of digital content to be more creative and interesting.
2.	The high level of public interest in contemporary culinary and snacks.	2.	Develop new menu variations according to market trends.	2.	Take advantage of paid promotion features on Instagram and TikTok.
3.	The development of digital platforms that facilitate promotion and distribution.	3.	Leverage customer loyalty to increase word of mouth and social media promotion.	3.	Adding human resources to support increased orders.
4.	Opportunities to expand the market through Instagram and TikTok.	4.	Expanding distribution through marketplaces and online delivery services.	4.	Expanding marketing reach through collaboration with local influencers.
5.	Opportunity to add branches and reach wider areas.				
<u>Threats</u>		<u>ST Strategy</u>		<u>WT Strategy</u>	
External Threats:					
1.	Competition in the culinary business is getting tighter.	1.	Maintaining the quality of taste and service to face competition.	1.	Improve coordination between employees, customers, and drivers to reduce order errors.
2.	Many similar products with competitive prices.	2.	Keeping prices competitive without compromising product quality.	2.	Create operational standards for service when orders are high.
3.	Rapid changes in consumer trends.	3.	Strengthening brand identity through consistent digital marketing.	3.	Conduct regular evaluations of digital marketing strategies.
4.	Delays in delivery can affect product quality.	4.	Improve packaging quality so that products remain in good condition during shipping.	4.	Reduce dependence on one platform by utilizing various digital media.
5.	Dependence on digital platform policies and systems.				

Source: Data processing for Toko Cireng Isi Gembul 2025 by researchers.

The SWOT matrix is used to combine strengths, weaknesses, opportunities and threats to obtain a strategy that suits business conditions.

1. SO Strategy (Strength-Opportunities)

An SO strategy leverages a company's strengths to seize available opportunities. Cireng Isi Gembul leverages social media platforms like Instagram and TikTok to expand its business by showcasing its product's unique qualities and diverse offerings. Furthermore, the business can leverage customer loyalty through word-of-mouth and social media to develop menus tailored to market trends. Utilizing marketplaces and delivery services can help expand product distribution to a wider area.

2. WO Strategy (Weaknesses-Opportunities)

The WO strategy aims to capitalize on existing opportunities to address business weaknesses. By creating more innovative, engaging, and informative digital content, we can increase consumer engagement. Using paid promotional features on Instagram and TikTok can also increase marketing reach. Furthermore, to anticipate increased orders, additional human resources are needed.

Collaborating with local influencers can be an alternative to expand promotions and increase brand awareness.

3. ST Strategy (Strengths-Threats)

The ST strategy is implemented by leveraging existing strengths to address existing threats. To remain competitive in the fiercely competitive culinary industry, Cireng Isi Gembul must maintain the quality of its taste and service. Product pricing must remain competitive without compromising the quality provided to customers. Furthermore, to increase customer loyalty, brand identity must be strengthened through consistent digital marketing. Improving packaging quality is also crucial to maintain product quality during shipping.

4. WT Strategy (Weaknesses-Threats)

The WT strategy aims to mitigate weaknesses and prevent threats. One way to reduce errors in the ordering process is to improve coordination between employees, customers, and drivers. To maintain service quality as the number of orders increases, specific operational standards need to be established. Furthermore, regular evaluation of digital marketing strategies is essential to determine the effectiveness of promotions. Diversifying the use of digital platforms can help reduce reliance on a single application, thereby mitigating operational risk.

Based on research conducted through observation, interviews, and documentation, it was discovered that Cireng Isi Gembul's digital distribution and marketing strategies have increased sales and market reach. The business utilizes digital platforms such as Instagram, TikTok, ShopeeFood, GoFood, and GrabFood as marketing tools and product distribution channels to customers.

The SWOT analysis shows that Cireng Isi Gembul has strengths in terms of its distinctive flavor, product variety, affordable prices, and loyal customers. These strengths are supported by opportunities in the form of increased social media usage and food marketplaces, which can be leveraged to expand the market.

However, this study also identified several weaknesses that still need improvement, such as suboptimal online promotions, less engaging social media content, and service challenges when order volumes increase. Furthermore, businesses face threats from increasingly fierce culinary competition and rapidly changing consumer trends.

Overall, Cireng Isi Gembul's digital marketing and distribution channel strategy is quite good, but there are still several areas that need improvement, such as social media content, online promotions, and improving service quality. By leveraging existing strengths and opportunities while minimizing weaknesses and threats, this business has great potential to grow and compete in the culinary industry in the digital era. The most appropriate strategy to implement is the SO (Strengths-Opportunities) strategy, which utilizes existing strengths to seize available market opportunities. This strategy can be implemented by optimizing the use of social media for promotion, expanding distribution through online platforms, increasing product innovation, and leveraging customer loyalty as a promotional tool. By implementing this strategy, Cireng Isi Gembul is expected to increase competitiveness, expand market share, and continue to grow.

Research Discussion

1. Obstacles in the distribution process, especially product delivery

These obstacles indicate that Cireng Isi Gembul is highly dependent on third parties, namely applications and drivers, so that sellers do not have full control over product quality when it reaches consumers. The longer the delivery distance, the greater the risk of product quality decline and customer dissatisfaction. This condition is in line with the findings of Arief P. Kumaat et al. (2024) who emphasized that the success of distribution channels is largely determined by the management skills and distribution techniques of business actors, so technical and communication obstacles need to be overcome through clearer operational standards. The study assesses that this obstacle is a normal risk that occurs in culinary businesses that rely on third-party application-based distribution, so proactive communication with consumers and more systematic order management are needed to minimize its impact.

2. The effectiveness of distribution channels in reaching consumers widely

Overall, the distribution channel used by Cireng Isi Gembul can be said to be quite effective because it is able to increase sales volume and make it easier for consumers, as indicated by customer



satisfaction with the speed and condition of product receipt. This effectiveness is in line with research by Fredella Adyuta Hartono, Siti Saroh, and Ratna Nikin Hardati (2023) which stated that implementing the right distribution channel strategy can increase sales volume, as well as research by Putu Wirasanjaya Putra (2024) which found that integrating several distribution models is an effective strategy for expanding the market. However, when compared to research by Lusius Lucky Laskar Vandu Dakhi et al. (2025) who used a network of agents in various geographic areas to expand distribution, Cireng Isi Gembul does not yet have a similar physical distribution network so its market reach is still limited to the application service radius. Researchers assess that the digital distribution channel used is effective for the current home business scale, however, expanding branches to various regions, as expected by business owners, needs to be considered so that market reach does not depend solely on the platform service radius.

3. The Most Effective Digital Platform to Reach Your Target Market

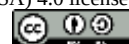
These findings suggest that the effectiveness of digital platforms varies depending on their role in the consumer journey. TikTok excels in building brand awareness due to its algorithm's ability to reach new users widely, while Instagram serves as a product information medium, and ShopeeFood serves as a final transaction channel. This aligns with research by Devi Alhayatun Nufuz, Ulfiatun Nadiroh, and Abdul Wadud Nafis (2025), which shows that the use of Instagram and TikTok has a positive impact on customer engagement and interaction, particularly among the younger generation. Furthermore, research by Junida Sari and Juliana Putri (2024) confirms that combining social media and optimizing e-commerce platforms is a key strategy for increasing MSME sales. This agreement is further supported by research by Baiq Laila Wulandari and Fatana Suastrini (2025), which found that using more than one digital platform simultaneously yields more optimal promotional results than relying solely on one platform. Researchers believe that TikTok's effectiveness in this study does not mean that other platforms are unnecessary, but rather that each platform has a complementary role, so that an optimal digital marketing strategy needs to utilize TikTok to reach new target markets, Instagram for product information, and ShopeeFood or GoFood as transaction channels.

Overall, the results of the discussion indicate that the distribution constraints faced by Cireng Isi Gembul stem from dependence on third parties, the distribution channels used are quite effective although their reach is still limited by the platform's service radius, and TikTok is the most effective digital platform in reaching new target markets. These findings strengthen and complement previous studies on distribution channel strategies and digital marketing in MSMEs.

Conclusion

Based on the research results, the digital distribution and marketing channel strategies of Cireng Isi Gembul in Jagakarsa, South Jakarta have contributed to increased sales and expanded market reach. Distribution channels through ShopeeFood, GoFood, and GrabFood are considered quite effective because they provide convenience for transactions and delivery to consumers, although they still face obstacles such as dependence on drivers, limited service radius, network disruptions, and the risk of changes in product quality during delivery. From a digital marketing perspective, TikTok is the most effective platform in reaching new consumers and increasing brand awareness, while Instagram functions more as a product information medium and a delivery service platform for transactions. A SWOT analysis shows that Cireng Isi Gembul has strengths in the form of distinctive flavors, product variety, affordable prices, loyal customers, and the use of various digital platforms, with the SO strategy being the most appropriate strategy to capitalize on market opportunities.

This study has limitations because it used a descriptive qualitative approach with six informants in one business entity. Therefore, the results cannot be generalized to other culinary MSMEs and did not quantitatively measure the contribution of each platform to sales. Future research is recommended to involve a more diverse number of informants, a wider range of MSMEs, and use a quantitative or mixed-methods approach to measure the effectiveness of each distribution channel and digital platform based on sales indicators, consumer reach, interaction, and conversion rates. Practically, Cireng Isi Gembul needs to improve the consistency and creativity of TikTok and Instagram content, develop promotions in the form of discounts and bundling packages, improve coordination with drivers and



customers, and establish operational standards when order volume increases. Diversification of digital channels and the development of branches can also be carried out to reduce dependence on a single platform and expand market reach.

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