

Digital Marketing as a Marketing Strategy to Increase SMEs Revenue (Case Study: Uncle Sam's Cafe And Resto in Lubuk Pakam, Deli Serdang)

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ABSTRACT

In an era of rapid technological advancement, the significance of digital marketing as a pivotal tool for business growth cannot be overstated. Despite its widespread adoption, there are still challenges and fluctuations encountered by businesses, even when employing digital marketing strategies. Understanding the effectiveness of these strategies and identifying areas for improvement is crucial for businesses, particularly Small and Medium-sized Enterprises (SMEs), to thrive in today's competitive market landscape. Therefore, this research endeavors to shed light on the strategies utilized by SMEs, using Uncle Sam's Cafe And Resto in Lubuk Pakam Deli Serdang as a case study, to enhance their revenue through digital marketing. By delving into this topic, we aim to provide actionable insights and recommendations that can empower SMEs to leverage digital marketing effectively, thereby ensuring their sustainability and growth in the digital age. This study employs a qualitative descriptive method, utilizing data collection techniques such as observation and interviews. Through the application of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), the research aims to comprehensively analyze the current state of digital marketing strategies employed by Uncle Sam's Cafe And Resto. By examining the strengths and weaknesses, as well as identifying potential opportunities and threats, this study seeks to offer valuable guidance to SMEs seeking to optimize their digital marketing efforts.

ABSTRAK

Pada era perkembangan teknologi yang pesat, pentingnya pemasaran digital sebagai alat kunci untuk pertumbuhan bisnis tidak dapat dianggap remeh. Meskipun telah banyak diadopsi, masih ada tantangan dan fluktuasi yang dihadapi oleh bisnis, bahkan saat menerapkan strategi pemasaran digital. Memahami efektivitas strategi ini dan mengidentifikasi area untuk perbaikan adalah hal yang sangat penting bagi bisnis, terutama Usaha Mikro, Kecil, dan Menengah (UMKM), untuk berkembang di lanskap pasar yang kompetitif saat ini. Oleh karena itu, penelitian ini bertujuan untuk mengungkapkan strategi yang digunakan oleh UMKM, dengan menggunakan Uncle Sam's Cafe And Resto di Lubuk Pakam Deli Serdang sebagai studi kasus, untuk meningkatkan pendapatan mereka melalui pemasaran digital. Dengan menggali topik ini, kami bertujuan untuk memberikan wawasan dan rekomendasi yang dapat diimplementasikan yang dapat memberdayakan UMKM untuk memanfaatkan pemasaran digital secara efektif, sehingga memastikan keberlanjutan dan pertumbuhan mereka di era digital ini. Penelitian ini menggunakan metode deskriptif kualitatif, dengan memanfaatkan teknik pengumpulan data seperti observasi dan wawancara. Melalui aplikasi analisis SWOT (Strengths, Weaknesses, Opportunities, Threats), penelitian ini bertujuan untuk menganalisis secara komprehensif kondisi saat ini dari strategi pemasaran digital yang diterapkan oleh Uncle Sam's Cafe And Resto. Dengan memeriksa kekuatan dan kelemahan, serta



INTRODUCTION

According to Private (2008), marketing strategy encompasses various elements such as organization, pricing, advertising, and distribution of goods and services to comprehensively meet consumer needs. In this perspective, positioning, target market identification, market segmentation, and marketing mix are all integral parts of marketing strategy (Tia & Aisyah, 2023). From the research conducted by APJII (Association of Indonesian Internet Service Providers), in the year 2022-2023, approximately 215.63 million people were reported to be using the internet, equivalent to about 78.19% of Indonesia's population. This figure indicates an increase of 2.67% from the previous year, 2021-2022, where the number of internet users reached 210.03 million or about 77.02% of the population (Syahfitri et al., 2023).

Amidst the rapid technological advancements, digital marketing has emerged as a primary choice for marketing. Many businesses are transitioning from traditional marketing methods (offline marketing) to digital marketing, which offers cost and resource efficiency (Aisyah et al., 2023). Additionally, there is a growing awareness among consumers regarding the impact of digitization on their consumption behavior. Digital marketing facilitates consumers in finding various products offered. More and more businesses, both large and small, are adopting digital marketing, with electronic media (internet) becoming the primary platform for product promotion (Arifqi, 2021).

According to data from BPS (Statistics Indonesia) and the Ministry of Cooperatives and Small and Medium Enterprises (2022), the number of SMEs (Small and Medium Enterprises) in Indonesia has reached 8.71 million, with SMEs contributing 60.5% to GDP and employing 96.9% of the national workforce (Giffary et al., 2023). However, the impact of the COVID-19 pandemic has hindered the growth of SMEs and led to an economic downturn in Deli Serdang Regency. The economy of Deli Serdang Regency experienced a decline of 0.53% from the previous year. Based on research conducted by Ridhwan et al. (2022), the role of empowering SMEs in the Department of Cooperatives and SMEs of Deli Serdang Regency during the COVID-19 pandemic has been functioning well, although it has not yet reached its maximum potential compared to the pre-COVID-19 conditions.

Table 1 *Cafe and Resto in Deli Serdang*

| No | Café's Name | Location |
|----|---------------------------------|--------------|
| 1 | Cafe Iman | Pancur batu |
| 2 | Cafe Belong | Hampan perak |
| 3 | Cafe Dicantino Karokean Lesehan | Beringin |
| 4 | Cafe Majo | Kotarih |
| 5 | Cafe Kinton | Galang |
| 6 | Cafe Tina | Lubuk Pakam |
| 7 | Utama Resto | Padang Hulu |

Based on the data above, Uncle Sam's Cafe And Resto in Lubuk Pakam, Deli Serdang Regency, has not yet registered its business with the Deli Serdang Entrepreneurship. However, Uncle Sam's Cafe And Resto is one of the well-known dining establishments in Lubuk Pakam and employs 20 staff members. In today's era, SME entrepreneurs should leverage digital media as a marketing tool to enhance consumer awareness of their products.

Marketing strategy entails efforts to promote and present a product or service to the public. It's essential to devise well-thought-out plans and strategies to boost sales. Marketing serves as a bridge between producers and consumers. Philip Kotler defines marketing strategy as a mindset used for marketing purposes. It encompasses specific strategies for target markets, positioning, marketing mix, and the amount allocated for marketing efforts (Suhairi et al., 2023).

Cafe and Resto Uncle Sam's employs several digital marketing strategies, one of which is through Google My Business, an app designed to help businesses be easily discoverable by consumers through Google Maps. Potential customers can check reviews about the place they intend to visit on Google Maps. Based on a survey conducted by researchers, Cafe and Resto Uncle Sam's holds a 4.5 rating on Google Maps. Despite this, some customers have given a 1-star rating due to complaints about service quality and high prices. Nevertheless, Cafe and Resto Uncle Sam's still manages to attract customers to its location, though it differs from the findings of Mawa & Cahyadi (2021) stating that ratings significantly influence purchasing intent.

Furthermore, Cafe and Resto Uncle Sam's also leverages Instagram as a marketing platform, using the handle @uncl.sams. Through this feature, businesses can introduce their profiles, gain insights into followers and posts, and promote posts to achieve business goals. Uncle Sam's Cafe and Resto actively engages on Instagram with captivating posts and stories, utilizing the hashtag #diunclesamsaja and the tagline "Serve with care, Deliver the best".

Another marketing strategy employed by Uncle Sam's Cafe and Resto is organizing The Polonia Intimate concert: Two Loves and featuring local bands @rievera.official & @lookingout_lp. A portion of the profits from each sales transaction will be donated for the benefit of the community, the poor, and the needy. Uncle Sam's Cafe and Resto also offers Family Dinner and Fun Date package deals. Additionally, it provides a meeting room for companies wishing to gather in a dedicated space, and frequent live music events further attract visitors to the establishment. For payments, Uncle Sam's also offers cashless transactions with debit cards and QRIS, making the process more convenient.

According to Robby Aditya & R Yuniardi Rusdianto (2023), SMEs that have online access, engage in social media, and develop their business capabilities tend to enjoy significant business benefits in terms of revenue, job opportunities, innovation, and competitiveness. Furthermore, according to Ichsan et al. (2023), many factors can increase

sales, one of which is implementing product promotion strategies through social media. Therefore, the increase in product sales depends on the cafe's ability to create effective promotional strategies through social media that are well-received by customers and meet or exceed their expectations (Soemitra et al., 2022).

The owner of Uncle Sam's Cafe and Resto, Sam Nasution, stated that his establishment is suitable for all age groups, including teenagers, adults, and the elderly. Regarding the cuisine served, it will vary periodically to avoid monotony among visitors. This diversity in offerings aligns with the strategy of leveraging digital marketing, as discussed earlier, to reach a broader audience and enhance customer engagement. Uncle Sam's offers several recommended menu items, such as Beef Soup, Chicken Soup, Pandan Iced Coffee, Capcay (stir-fried mixed vegetables), Sweet and Sour Carp, and Steamboat (Tom Yum broth). Additionally, they have various types of beverages, including mineral water, tea, coffee, assorted juices, and trendy drinks. The snack options are also diverse, ranging from Fried Bananas, Crispy Oyster Mushrooms, Crispy Chicken Fillet, Chicken Mushroom Martabak, Chicken Spring Rolls, Boiled Cassava, Omelette, Chocolate Cheese Toast, to Dim Sum. This comprehensive menu selection caters to the preferences of different customer segments, contributing to the overall marketing strategy aimed at maximizing customer satisfaction and loyalty.

The definitions of Micro, Small, and Medium Enterprises (MSMEs) vary across literature and regulations, including laws. According to Law Number 20 of 2008 concerning MSMEs, MSMEs are defined as follows: Micro-enterprises are productive activities owned by individuals or sole proprietorships that meet the specified criteria. Small enterprises are standalone economic activities conducted by individuals or business entities that are not subsidiaries or branches of medium or large enterprises and meet the specified criteria. Medium-sized enterprises refer to standalone economic activities conducted by individuals or business entities that are not subsidiaries or branches of medium or large enterprises and are directly or indirectly part of either small or large enterprises, with a net worth or annual sales volume as stipulated by the law. Under Law Number 20 of 2008 Article 6, the criteria for micro-enterprises are as follows: Having a net worth not exceeding Rp50,000,000.00 (fifty million Indonesian Rupiah), excluding the value of land and buildings used for business premises. Having annual sales not exceeding Rp300,000,000.00 (three hundred million Indonesian Rupiah). Meanwhile, the criteria for small enterprises are as follows: Having a net worth exceeding Rp50,000,000.00 (fifty million Indonesian Rupiah) up to Rp500,000,000.00 (five hundred million Indonesian Rupiah), excluding the value of land and buildings used for business premises. Having annual sales exceeding Rp300,000,000.00 (three hundred million Indonesian Rupiah) up to Rp2,500,000,000.00 (two billion five hundred million Indonesian Rupiah). The criteria for medium-sized enterprises are as follows: Having a net worth exceeding Rp500,000,000.00 (five hundred million Indonesian Rupiah) up to Rp10,000,000,000.00 (ten billion Indonesian Rupiah), excluding the value of land and buildings used for business premises. Having annual sales exceeding Rp2,500,000,000.00 (two billion five hundred million Indonesian Rupiah) up to Rp50,000,000,000.00 (fifty billion Indonesian Rupiah). (Utami et al., 2023).

Several MSMEs in Deli Serdang, including Uncle Sam's, have embraced digital marketing, such as Keripik Ubi, Keripik Tempe Alkhalif, and the Tempe-making business in Paya Gambar Village, as evidenced by studies conducted by Nst et al. (2023), Fahira et al. (2023), and Tanjung et al. (2023) respectively. According to Ridwan Sanjaya and Josua Tarigan, digital marketing encompasses various activities, including branding, that utilize web-based media such as blogs, websites, email, adwords, and social networks. Digital marketing goes beyond internet marketing and has become a favored tool among individuals for their daily activities (Syukri & Sunrawali, 2022). The American Marketing Association (AMA) defines digital marketing as activities, institutions, and processes facilitated by digital technology to create and deliver value to consumers and other stakeholders.

Furthermore, based on observations made by researchers with the business owner of Uncle Sam's Cafe And Resto in Lubuk Pakam, Deli Serdang Regency, it is known that Uncle Sam's Cafe And Resto's revenue fluctuates even though it has implemented a digital marketing strategy. The following is Uncle Sam's Cafe And Resto revenue data from 2018 to 2022.

Table 2 Earnings of Uncle Sam's Cafe And Resto from 2018 to 2022

| No | Year's | Earnings |
|----|--------|---------------|
| 1 | 2019 | 262.169.000,- |
| 2 | 2020 | 198.849.000,- |
| 3 | 2021 | 215.065.000,- |
| 4 | 2022 | 237.792.000,- |

Source : Researchers (2023)

The question that arises for researchers is why there is a decrease in revenue from the sale of Uncle Sam's Cafe And Resto. What are the factors that cause the decline in revenue, be it strengths, weaknesses, opportunities, and threats faced by Uncle Sam's Cafe And Resto? Revenue can be summarized as the amount obtained from the sale of goods and services carried out by the company. In other words, revenue also includes all receipts received by individuals, companies, or other organizations. Every working individual will strive to earn as much income as possible to meet their needs.

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

Meaning: "O you who believe, do not eat each other's wealth by means of unlawful means, except by way of mutual trade between you. And do not kill yourselves; surely Allah is Merciful to you (QS. An-Nisa' verse 29)." The above verse elucidates Allah SWT's prohibition against consuming wealth through illegitimate means. The term "batil," as used by Al-Syaukani in his book Fath Al-Qadir, is translated as "ma laisa bihaqqin" (anything that is not true). This concept of "batil" encompasses various forms. In the context of the verse, a transaction is deemed "batil" in trading if it contravenes Shariah laws. Trading is considered "batil" if it involves the elements of "MAGHRIB," which is an acronym for maisir (gambling), gharar (uncertainty), riba (usury), and all that is not lawful. Moreover, actions that contravene Shariah regulations are also deemed "batil," such as theft, robbery,

corruption, and so forth. Based on the background and problems that have been described, researchers conducted a more in-depth study with the research title "**Digital Marketing as a Marketing Strategy to Increase SMEs Revenue (Case Study: Uncle Sam's Cafe And Resto in Lubuk Pakam, Deli Serdang)**".

RESEARCH METHODS

The research methodology utilized in this study is the qualitative descriptive research method. This method was chosen to address the research questions aimed at understanding how the implementation of digital marketing as a marketing strategy can enhance revenue. Qualitative descriptive methodology involves generating descriptive data (depiction) in the form of written or verbal facts of observed behaviors, under conditions that occur naturally and scientifically, rather than in controlled conditions (Simbolon et al., 2022).

Therefore, the qualitative descriptive method is expected to elaborate on the elements within Uncle Sam's Cafe and Resto's marketing strategy in depth. This research was conducted at Uncle Sam's Cafe and Resto, located in Lubuk Pakam, Deli Serdang District, and commenced from August to September 2023. The data utilized were obtained through interviews with cafe owners and managers, observations, and the collection of information and documents related to the research context. The gathered data were then analyzed using SWOT analysis. The data analysis process involves simplifying data into easily readable and interpretable forms. This includes aspects of service implementation, competitive strategies, and others. The analysis is conducted in several stages according to Sugiono (2013). External-internal Environmental Analysis is intended to identify internal and external factors of the company. These factors are then scored after weighting and rating are determined (Dharma & Putri, 2022). Subsequently, the total score obtained will depict the company's business condition with the prepared strategies. SWOT analysis is the identification of various factors to formulate company strategies. It is based on logic that can formulate strengths and opportunities while simultaneously minimizing weaknesses and threats (Aulia et al., 2023). Strategic planning should analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the existing conditions. This is referred to as a situational analysis. The most popular model for situational analysis is SWOT Analysis (Rangkuti, 2014). The tool used to organize marketing strategy factors is the SWOT matrix or also known as the TOWS matrix. This matrix can clearly illustrate the external opportunities and threats faced by the company and can be adjusted with its strengths and weaknesses.

RESULTS and DISCUSSION

The growth of cafes and restaurants in Lubuk Pakam, Deli Serdang District, is rapidly increasing. The area around Jalan Diponegoro has become the most sought-after location for culinary entrepreneurs. One of these establishments is Uncle Sam's Cafe and Resto. Operating from 08:00 to 23:00, this cafe and resto offers a diverse menu at affordable prices every day.

1. Internal Factors Identification

Internal factors play a crucial role in identifying the strengths and weaknesses encountered by Uncle Sam's Café And Resto in Lubuk Pakam, Deli Serdang. The formulation of internal factor identification reveals several key points. On one hand, *strengths* include engaging Instagram posts that capture customer attention, effective social media promotions, the provision of various facilities such as meeting rooms and live music, and flexible payment options available in both cash and cashless methods. On the other hand, *weaknesses* encompass suboptimal promotional efforts, a portion of customers still not fully embracing internet usage, occasional instability in internet connectivity, and technical errors that may arise. These internal factors shed light on the areas where the café and resto excel and where improvements are needed.

2. External Factors Identification

External factors play a pivotal role in identifying the opportunities and threats faced by Uncle Sam's Café And Resto in Lubuk Pakam, Deli Serdang. The formulation of external factor identification reveals several key points. On one hand, *opportunities* include the availability of special promotions/discounts, having digital marketing channels, access to digital marketing mentoring and training, and the existence of digital marketing development plans. On the other hand, *threats* encompass the rapid growth and development of competitors, mixed reviews from customer satisfaction surveys, unexpected expenses, and limited innovation in marketed products. These external factors provide insights into potential avenues for growth and challenges that need to be navigated effectively.

3. IFAS Matrix (*Internal Factors Analysis Summary*)

Table 3 IFAS Matrix

| | No | Strategic Factors | Weight | Rating | Score |
|-------------------|-------|--|--------|--------|-------|
| STRENGTH | 1 | <i>Instagram post design attracts customer attention</i> | 0,10 | 4 | 0,4 |
| | 2 | <i>Promotion through social media</i> | 0,12 | 4 | 0,48 |
| | 3 | <i>There are various facilities such as meeting rooms and live music</i> | 0,9 | 3 | 2,7 |
| | 4 | <i>Payment can be made in cash and non-cash</i> | 0,12 | 4 | 0,48 |
| | Total | | 1,24 | | 4,06 |
| WEAKNESSES | 5 | <i>Promotion that has not been maximized</i> | 0,10 | 3 | 0,3 |
| | 6 | <i>There are still customers who are not used to using the internet</i> | 0,10 | 2 | 0,2 |
| | 7 | <i>Unstable internet connection</i> | 0,10 | 2 | 0,2 |
| | 8 | <i>Technical error</i> | 0,13 | 2 | 0,26 |
| | Total | | 0,43 | | 0,96 |

Source : Researchers (2023)

4. EFAS Matrix (External Factors Analysis Summary)

Table 4 EFAS Matrix

| | No | Strategic Factors | Weight | Rating | Score |
|--------------------|-------|---|--------|--------|-------|
| OPPORTUNITY | 1 | Special promotions/discounts | 0,13 | 3 | 0,39 |
| | 2 | Having digital marketing media | 0,13 | 4 | 0,52 |
| | 3 | There is digital marketing assistance and training | 0,13 | 3 | 0,39 |
| | 4 | There is a digital marketing development plan | 0,13 | 3 | 0,39 |
| | Total | | | 0,52 | |
| THREAT | 5 | Competitors grow and develop quickly | 0,13 | 2 | 0,26 |
| | 6 | There are pros and cons from customer satisfaction survey results | 0,09 | 3 | 0,27 |
| | 7 | Unexpected expenses | 0,09 | 3 | 0,27 |
| | 8 | There are still few innovations in the products being marketed | 0,13 | 2 | 0,26 |
| | Total | | | 0,44 | |

Source : Researchers (2023)

Umar (2003) outlines a scale for weight and rating assignments as follows: In terms of weight, a score of 0.20 indicates "Very Strong," 0.15 signifies "Above Average," 0.10 denotes "Average," and 0.05 represents "Below Average." Regarding ratings, a score of 4 corresponds to "Major Strength," 3 indicates "Minor Strength," 2 signifies "Major Weakness," and 1 denotes "Minor Weakness." This framework aids in assessing various factors within the context of strategic analysis.

5. Quadrant Coordinating Point Determination

Based on the summarized weighting and rating of internal strategy factors (IFAS) and external strategy factors (EFAS), the following can be observed: Total Strength: 4.06, Total Weakness: 0.96, Total Opportunity: 1.69, Total Threat: 1.06. From the data above, the determination of internal and external analysis coordinate points is then calculated. The internal analysis coordinate is obtained by subtracting the total weakness from the total strength, resulting in 3.1, while the external analysis coordinate is derived by subtracting the total threat from the total opportunity, yielding 0.63. These coordinates serve as critical reference points in strategic analysis and decision-making processes.

6. Determination of Quadrant Positioning

After the calculation process to obtain the weighting indicators of IFAS and EFAS is completed, the next step is formulating alternative strategies by determining the quadrant position in the SWOT analysis diagram. The determination of coordinates in the SWOT analysis serves to ascertain the company's strategic position, whether it lies in quadrant I, II, III, or IV. This is crucial in identifying whether the SME's strategy is aggressive,

diversified, turnaround, or defensive (Nasution et al., 2023). Below, the researcher presents the diagram depicting the position of marketing strategies in enhancing SME revenue (case study: Uncle Sam’s Café And Resto Lubuk Pakam Deli Serdang) through digital marketing:

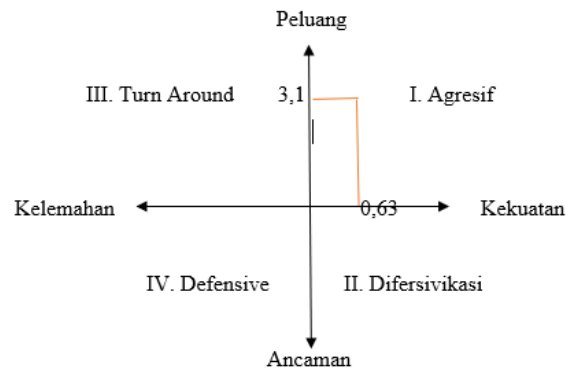


Figure 1 SWOT Analysis Quadrant Diagram

From the SWOT analysis diagram, it's evident that the internal factor, strength, scored 4.06, while weakness scored 0.96, resulting in a total internal factor score of 3.1. Conversely, the external factor, opportunity, scored 1.69, and threat scored 1.06, resulting in a total external factor score of 0.63. This suggests that Uncle Sam’s Café And Resto Lubuk Pakam Deli Serdang is advised to pursue an Aggressive strategy by leveraging internal strengths to capitalize on external opportunities for enhanced business growth. The strengths and opportunities factors are detailed in the table below.

Table 5 SWOT Matrix

| | | |
|-------------|---|---|
| IFAS | STRENGTHS (S) Instagram post design attracts customer attention, Promotion through social media, There are various facilities such as meeting rooms and live music, Payment can be made in cash and non-cash. | WEAKNESSES (W) Promotion that has not been maximized, There are still customers who are not accustomed to using the internet, Unstable internet connection, Technical errors. |
| EFAS | OPPORTUNITIES (O) The presence of special promotions/ discounts, Having digital marketing media, The availability of digital marketing assistance and training, The existence of digital marketing development plans. | STRATEGIES of WO Increase facilities and infrastructure to continuously improve the quality of internet connection |
| | TREATHS (T) Competitors grow and develop quickly, There are pros and cons from | STRATEGIES of ST Maximize the innovation of marketed products in order to compete with other competitors. |
| | | STRATEGIES of WT Although there are pros and cons from the results of customer satisfaction surveys, |

| | | |
|--|--|---|
| customer satisfaction survey results, There are unexpected expenses, There are still few innovations in the products marketed. | | MSMEs must be able to take the role of digital marketing in a positive way in order to increase revenue and compete with other competitors. |
|--|--|---|

Source : Researchers (2023)

The analysis from the SWOT matrix reveals that leveraging both strengths and opportunities is crucial for Uncle Sam’s Cafe And Resto in Lubuk Pakam, Deli Serdang, to capitalize on digital marketing for profit. This entails optimizing promotional efforts via social media to draw in customers. Moreover, focusing on strengths while addressing potential threats underscores the importance of enhancing product innovation to remain competitive in the market. This strategic approach aligns with the need to maximize the cafe’s online presence, catering to the evolving preferences of modern consumers and mitigating potential risks posed by market competition.

CONCLUSIONS

Utilizing digital marketing as a strategic tool to boost revenue at Uncle Sam’s Café And Resto in Lubuk Pakam, Deli Serdang, holds promise for ongoing growth and promotion. A SWOT analysis highlights various strengths such as engaging Instagram content, effective social media promotions, diverse amenities like meeting spaces and live entertainment, and flexible payment options. Identified weaknesses include underutilized promotions, limited customer internet literacy, unreliable internet connectivity, and technical glitches. Meanwhile, opportunities arise from special promotions/discounts, digital marketing platforms, support and training for digital strategies, and expansion plans. Conversely, threats stem from rapid competitor expansion, mixed customer feedback, unforeseen expenses, and limited product innovation.

Maximizing social media outreach and fostering product innovation emerge as pivotal strategies to leverage digital marketing for profitability. However, it's crucial to acknowledge the limitations of this approach, such as potential saturation in digital advertising channels, evolving consumer preferences, and the need for continuous adaptation to technological advancements. Further studies could explore the long-term sustainability of digital marketing initiatives in the face of changing market dynamics, consumer behavior, and technological advancements. Despite these challenges, the SWOT matrix positions Uncle Sam’s Cafe And Resto in quadrant I, indicating an aggressive approach that capitalizes on internal strengths for profit and external opportunities for business expansion, given their comparative advantage in strengths and opportunities.

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