

Marketing Strategy to Introduce and Increase Sales of Korean Aesthetic Cake During the Pandemic: A Case Study of Small Cake business Hi Buy Keikeu

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Abstract

Hi Buy Keikeu is a SMEs or start-up business engaged in the field of Food and Beverages, which sells Korean Aesthetic cakes. It was established since 2021 and it sells online through social media platform such as Instagram named @hi.buy.keikeu. For now Hi.Buy.Keikeu selling korean aesthetic cake with a diameter of 10-14 cm only and the price is about Rp40.000 until Rp70.000 for each cake, since during this pandemic some people prefer small to medium cake to celebrate their loved one's birthday. It also provide sporks and candles. Instead of styrofoam, Hi Buy Keikeu use environmentally friendly packaging, it called the bagasse box, which is a term for materials made from prossed waste from sugar cane or sorghum. In addition, it also use wooden spork. Therefore, there is no plastic that is widely used, thus making humans reduce plastic waste and preserve the natural environment. Hi Buy Keikeu markets its products through word of mouth offerings. Considering that Hi Buy Keikeu is still not widely known to many people since it was established during pandemic, then the subject matter of this research is the right marketing strategy to Introduce and increase sales of Korean Aesthetic cake in Hi Buy Keikeu during pandemic. Qualitative descriptive research method Technic data analysis is the process of selecting, simplifying, organizing data systematically and rationally in accordance with the purpose of research. Analysis technique to process data in this research using SWOT analysis. The result of the research shows that the alternative strategy that can be applied is by distributing free cakes to the closest people to be promoted via Instagram and also relying on endorsement or InstagramAds and FacebookAds. Continue to develop sosial media accounts to stay updated and interesting. This research has a significant contribution to business and creativepreneurship.This analysis's result can be used as recommendattion for other Small Medium-sized Enterprises to be able to maximize their marketing strategy through online media during pandemic.

Keywords

Start-up business, Small Medium-sized Enterprises, Marketing strategy, Creativepreneuruship and Pandemic.

Biographies

Anastasia Ichthus is a first year student of even semester in Bina Nusantara University Bandung majoring Creativepreneurship. Her GPA in odd semester is 3,97. Currently, she is focused on growing her SMEs or start-up business.

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