

Digital Food Marketing: Challenge for Vocational School

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ABSTRACT

This paper aims to explore how vocational schools (SMK) adopt digital marketing in promoting their food product. SMK 1 Tapung Hulu has successfully treated tankos waste as a mushroom growing medium. The crispy mushroom production innovation, named Ojaki, has proven to be popular with the local community. The production of crispy mushrooms is an educational tool to increase entrepreneurship skills. To promote crispy mushrooms, they have used digital marketing. This paper uses the concepts and theories of marketing communication. The research method used is qualitative with prime data through interviews and observations. Secondary data is a literature study. In the research process, micro-analysis is also carried out through SWOT (strengths, weakness, opportunity, and Thread) analysis and BCG (Boston Consulting Group). The results showed that SMK 1 Tapung Hulu had used digital media to promote its products. SMK 1 Tapung Hulu had done digital marketing through social media, such as WhatsApp story, Instagram, and Facebook. The use of digital media has not been optimal due to concerns about the unpreparedness of human resources for many products. The challenge is that schools must be able to prepare human resources involved in the production and digital promotion.

Keyword: digital marketing, entrepreneurship, vocational school, mushroom

Biographies:

Dr.Meilani Dhamayanti,M.Sc is Senior Faculty Member of Digital Communication and hotel & tourism faculty at Bina Nusantara University Jakarta Indonesia. She graduated with a Ph.D. from the University of Padjadjaran in 2019. obtained his M.Si (Magister Management Communication) from University of Indonesia, Jakarta in 2005 and B.Sc (Communication), University of Padjadjaran, USA (1995). He has been teaching at Bina Nusantara university specializing theory of communication courses for more than 30 years.