

# Marketing Strategy Analysis of Bu Yanti's Betawi Traditional Cake Micro-Enterprise In Ciledug, Tangerang, To Improve Consumer Satisfaction: A Swot Approach

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## Abstract.

*This study analyzes the marketing strategy of Bu Yanti's Betawi traditional cake micro-enterprise in Ciledug, Tangerang, by integrating internal and external environmental assessment through SWOT analysis and relating the findings to consumer satisfaction. A qualitative descriptive-exploratory single-case design was employed. Data were obtained through semi-structured interviews with the business owner and purposively selected consumers, direct observation of production, packaging, promotion, and service processes, and review of supporting business documents. The findings indicate that the enterprise possesses substantial product-based strengths, particularly distinctive and consistent taste, authentic traditional processing, product variety, competitive pricing, and the owner's openness to customer feedback. Nevertheless, internal weaknesses remain more influential than strengths. The most critical weaknesses are slow WhatsApp response, limited product shelf life, unclear job descriptions, restricted packaging variation, limited operating capital, and inadequate digital marketing literacy. External opportunities include demand for traditional cakes as wedding and religious-event gifts, positive word of mouth, local cultural identity, and the growing accessibility of digital platforms. The principal threats are raw-material price fluctuations, seasonal purchasing patterns, and increasing competition. The IFAS score was 3.32 and the EFAS score was 3.27, producing a SWOT coordinate of (-0.24, 0.31), which places the business in Quadrant II and supports a Weaknesses–Opportunities (WO) or turn-around strategy. The recommended strategy prioritizes service-response improvement, basic digitalization, modern small-scale packaging, clearer operating procedures, and supplier collaboration. The study concludes that consumer satisfaction can be strengthened not by abandoning tradition, but by improving the service and delivery system surrounding an authentic product.*

**Keywords:** Marketing strategy; SWOT analysis; consumer satisfaction; traditional food and micro-enterprise.

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## I. INTRODUCTION

Marketing is a central managerial function because it connects an organization's resources with customer needs, market opportunities, and long-term value creation. For micro and small enterprises, marketing is not limited to promotion or selling; it also includes product presentation, pricing, distribution, communication, service responsiveness, and relationship maintenance. These dimensions are particularly important in food businesses, where customer evaluations are formed through the combined experience of taste, freshness, hygiene, packaging, convenience, and interpersonal interaction. Contemporary marketing therefore requires an integrated understanding of the value offered and the experience delivered rather than an isolated emphasis on transaction volume (Kotler & Keller, 2016; Kotler et al., 2022).

Micro, small, and medium enterprises (MSMEs) occupy a strategic position in Indonesia's economic structure. They create employment, circulate local resources, sustain household income, and preserve community-based production. Their importance is also visible in the culinary sector, which links economic activity with local identity and cultural expression. However, the scale of contribution does not eliminate structural vulnerabilities. Many MSMEs operate with limited capital, informal work systems, restricted managerial specialization, and uneven access to digital technology. These conditions make strategic decision-making difficult, particularly when consumer preferences, competition, and distribution channels change rapidly (Sudrartono et al., 2022; OECD, 2021).

Traditional culinary products present a distinctive strategic situation. Their authenticity can create differentiation and emotional value, but traditional production methods may coexist with limitations in shelf life, packaging, scalability, and visual communication. Traditional food enterprises must therefore balance cultural continuity with market adaptation. The challenge is not necessarily to replace traditional products with modern ones, but to make traditional products easier to discover, purchase, store, gift, and consume. Research on cultural and heritage food suggests that authenticity may strengthen consumer attachment when

it is communicated clearly and supported by reliable product and service quality (Bessière, 2013; Sims, 2009).

The digital environment intensifies this challenge. Social media, messaging applications, electronic commerce, and digital payment systems create opportunities for small businesses to reach customers beyond their immediate neighborhoods. Yet digitalization is not simply a matter of opening an account or uploading product photographs. It requires content planning, rapid response, customer data management, consistent visual identity, and the ability to translate offline trust into online interaction. Digital adoption among MSMEs is often constrained by skills, time, financial resources, and uncertainty about the benefits of technology (OECD, 2021; Verhoef et al., 2021).

The research context is Bu Yanti's Betawi traditional cake micro-enterprise, located in Ciledug, Tangerang. Established in 2017, the business produces dodol Betawi, tape uli, geplak, and wajik through traditional processing. Its products are made with natural ingredients without preservatives and are marketed mainly through word of mouth and WhatsApp. The business serves customers in Tangerang and surrounding areas, particularly for religious celebrations, weddings, family gatherings, gifts, and festive occasions. This profile indicates a strong cultural and product foundation, but also reveals dependence on personal networks and seasonal demand.

Preliminary observations identified several operational and marketing concerns: digital promotion has not been optimized; social-media activity is limited; raw-material prices fluctuate; work responsibilities are not clearly divided; WhatsApp responses may be slow; packaging remains largely traditional; and purchasing is concentrated around Eid and other ceremonial periods. These conditions may influence satisfaction even when the core product is well accepted. A customer may appreciate authentic taste but still experience dissatisfaction if an inquiry is answered late, packaging is inconvenient, or the product cannot be stored safely.

SWOT analysis provides a practical strategic framework for examining these interrelated conditions. It distinguishes internal strengths and weaknesses from external opportunities and threats, allowing a business to formulate strategies that fit its actual resources and environment. However, SWOT should not be treated as a descriptive list alone. Its value emerges when identified factors are prioritized, assessed, and translated into actionable combinations such as SO, ST, WO, and WT strategies (David & David, 2017; Gürel & Tat, 2017). In this study, SWOT is used not merely to seek market expansion but to identify which internal improvements are necessary for external opportunities to generate better customer experiences.

The study addresses two questions. First, what internal and external factors characterize the current marketing position of Bu Yanti's enterprise? Second, what marketing, packaging, and service-development strategies can be formulated to improve consumer satisfaction? The objective is to produce a context-sensitive strategy for a traditional-food MSME while maintaining analytical caution: because the study is qualitative and based on a single case, the recommendations are strategic propositions rather than causal proof that satisfaction has already increased.

## II. METHODS

This research employed a qualitative descriptive-exploratory approach using a single-case study design. The case was selected because Bu Yanti's enterprise represents a traditional-food MSME facing the simultaneous demands of cultural preservation, digital transition, service improvement, and competitive pressure. A qualitative design was appropriate because the study sought to understand experiences, perceptions, routines, and contextual relationships that cannot be adequately captured through numerical measurement alone (Creswell & Poth, 2018; Yin, 2018).

The research was conducted at Bu Yanti's Betawi traditional cake enterprise on Jalan K.H. Thosin, Sudimara Selatan, Ciledug, Tangerang, Banten, during January–June 2026. The primary informant was the business owner, who provided information about the enterprise's history, products, production process, pricing, promotion, suppliers, operational constraints, and development aspirations. The secondary perspective was obtained from six purposively selected participants representing recurring customers, new customers, workers, and an MSME-related expert perspective. Customer participants had purchased the products at least twice and were willing to discuss their experiences.

Data collection combined semi-structured interviews, direct observation, and document review. The interview guide contained open-ended questions concerning product quality, price, packaging, promotion, purchasing convenience, service responsiveness, customer expectations, and future development. Observation focused on production practices, product handling, packaging, customer interaction, communication through WhatsApp, and the relationship between traditional processes and service delivery. Supporting documents included product photographs, packaging information, and business notes. Participants were informed about the purpose of the research, voluntary participation, confidentiality, and their right to withdraw.

Data analysis followed an iterative process of data familiarization, coding, categorization, thematic interpretation, and strategic synthesis. Statements and observations were grouped into internal and external factors. Internal factors were classified as strengths or weaknesses, while external factors were classified as opportunities or threats. Triangulation was undertaken by comparing interview narratives, observations, and supporting documents. The analysis then used IFAS and EFAS matrices to prioritize factors through weights and ratings. The weighted score was calculated by multiplying each factor's weight by its rating. The resulting totals were used to locate the enterprise in a four-quadrant SWOT diagram and to identify the most appropriate strategic orientation.

The weighting and rating process was used as a structured decision aid rather than as a substitute for qualitative interpretation. A higher score indicates greater strategic relevance within the assessment, not a statistically estimated effect on consumer satisfaction. This distinction is important because the study does not use a probability sample, experimental intervention, or inferential hypothesis testing. Trustworthiness was supported through source triangulation, repeated checking of interpretations against field notes, and discussion of the emerging matrix with the business context.

### **III. RESULTS AND DISCUSSION**

#### **3.1 Business Profile and Existing Marketing Practices**

Bu Yanti's enterprise has operated since 2017 as a home-based producer of Betawi traditional cakes. Its principal products are dodol Betawi, tape uli, geplak, and wajik. Production retains traditional methods, including extended cooking processes using firewood, with an approximate production duration of ten hours for selected products. The use of natural ingredients and the absence of preservatives are central to the product identity. The business primarily serves customers in Tangerang and nearby areas, with demand associated with family events, Eid celebrations, wedding gifts, religious occasions, and traditional-food purchases.

The existing marketing system is relationship-based. Word of mouth functions as a key acquisition mechanism, while WhatsApp is the main direct communication channel. This arrangement has advantages: it is inexpensive, personal, and consistent with the trust-based nature of local food purchasing. However, it also creates dependence on the owner's availability and personal network. Without a systematic content strategy, the enterprise's visibility remains limited, especially among younger consumers who discover products through social platforms and visual search behavior.

The current product proposition is strong in authenticity and variety. Customers can obtain several Betawi products from one producer, which is useful for gift packages and ceremonial needs. Nevertheless, the product proposition is not fully supported by the marketing system. Traditional baskets and besek containers communicate cultural identity but may not always meet contemporary expectations for portability, labeling, protection, storage guidance, and gift presentation. Packaging is therefore not merely an aesthetic issue; it is part of the total service experience and can affect perceived value, convenience, and confidence.

#### **3.2 Internal Factors: Strengths and Weaknesses**

The internal assessment reveals that product-related strengths are meaningful but are offset by operational and marketing weaknesses. The strongest factor is distinctive and consistent taste, which received a weighted score of 0.60. Product variety followed with a score of 0.40. These findings suggest that the enterprise already possesses a differentiated core offering. The strategic issue is not the absence of value, but the limited ability to communicate, deliver, and scale that value consistently.

**Table 1. Summary of Internal Factors (IFAS assessment)**

| Internal factor                            | Type     | Weight × rating | Interpretation                                     |
|--------------------------------------------|----------|-----------------|----------------------------------------------------|
| Distinctive, consistent taste              | Strength | 0.60            | Primary differentiation and trust asset            |
| Authentic and hygienic traditional process | Strength | 0.24            | Supports cultural and quality positioning          |
| Complete product variety                   | Strength | 0.40            | Useful for gifts and ceremonial orders             |
| Competitive price                          | Strength | 0.20            | Accessible but vulnerable to input costs           |
| Owner openness to feedback                 | Strength | 0.10            | Enables incremental improvement                    |
| Unclear job descriptions                   | Weakness | 0.30            | Creates role overlap during peak demand            |
| Slow WhatsApp response                     | Weakness | 0.40            | Directly threatens convenience and satisfaction    |
| Limited operating capital                  | Weakness | 0.24            | Restricts inventory and promotion decisions        |
| Low digital literacy                       | Weakness | 0.14            | Limits online reach and content consistency        |
| Short shelf life                           | Weakness | 0.40            | Creates storage and delivery concerns              |
| Limited traditional packaging options      | Weakness | 0.30            | Restricts modern gifting and younger-market appeal |

The total strength score was 1.54, while the weakness score was 1.78, producing an IFAS total of 3.32. The difference is strategically important. The enterprise's strongest asset is its product, but its most urgent constraints are located in the surrounding system: communication, shelf life, role allocation, packaging, and digital capability. This pattern is common in small enterprises where the founder's tacit knowledge supports product quality but organizational routines remain informal. Informality can be efficient at low volume, yet it becomes a bottleneck when orders increase or when customers expect rapid, standardized service.

Slow WhatsApp response deserves particular attention because it is an immediate point of contact between the business and the consumer. In contemporary service environments, responsiveness is interpreted as a signal of reliability and respect. A delayed response can lead to missed orders, uncertainty about availability, and customer switching, even when the product itself is excellent. The issue is therefore not simply administrative. It represents a gap between product value and customer experience.

Short shelf life presents a more complex trade-off. The absence of preservatives supports the product's natural and traditional positioning, but it also increases the importance of packaging, storage instructions, production scheduling, and delivery coordination. The appropriate response is not to compromise the authenticity claim without evidence, but to improve information and handling. Food-grade packaging, date labeling, storage guidance, and clear "best consumed by" information can reduce uncertainty and help customers manage the product appropriately.

### 3.3 External Factors: Opportunities and Threats

The external assessment indicates that the enterprise operates in an environment with considerable opportunity. Traditional cakes are connected to social rituals, gift-giving, religious celebrations, and local identity. Demand for hantaran and ceremonial food creates occasions in which consumers value authenticity, presentation, quantity options, and reliability. Word of mouth is also an important opportunity because satisfied customers can function as trusted informal endorsers. Digital platforms can extend this effect by allowing customer stories, product demonstrations, testimonials, and ordering information to reach wider audiences.

**Table 2. Summary of External Factors (EFAS assessment)**

| External factor                              | Type        | Weight × rating | Strategic meaning            |
|----------------------------------------------|-------------|-----------------|------------------------------|
| Demand for wedding and religious-event gifts | Opportunity | 0.60            | Strong occasion-based market |

|                                              |             |      |                                                 |
|----------------------------------------------|-------------|------|-------------------------------------------------|
| Word-of-mouth recommendations                | Opportunity | 0.30 | Low-cost trust and customer acquisition         |
| Digital platforms and social media           | Opportunity | 0.32 | Potential for wider reach and storytelling      |
| Local Betawi cultural identity               | Opportunity | 0.27 | Differentiation and heritage positioning        |
| Partnerships with resellers/event organizers | Opportunity | 0.30 | Potential channel diversification               |
| Raw-material price fluctuation               | Threat      | 0.48 | Pressures margin and price stability            |
| Seasonal purchasing concentration            | Threat      | 0.30 | Creates uneven revenue and capacity utilization |
| Emerging competitors                         | Threat      | 0.30 | Increases substitution and visibility pressure  |
| Changing consumer packaging expectations     | Threat      | 0.20 | May weaken appeal among younger buyers          |
| Delivery and storage risks                   | Threat      | 0.20 | Can affect product condition and trust          |

The total opportunity score was 1.79 and the threat score was 1.48, producing an EFAS total of 3.27. Opportunities therefore outweigh threats in the assessment, but the business may not be able to capture them automatically. Opportunity realization depends on internal readiness. For example, an increase in wedding-gift demand can become a problem rather than an advantage if orders are not recorded systematically, responses are delayed, production responsibilities overlap, or packaging is unavailable. The implication is that market development must be accompanied by operational preparation.

Raw-material price volatility, especially for sugar, glutinous rice, and coconut, is the most significant external threat, with a weighted score of 0.48. Because traditional products rely on specific ingredients, substitution may be constrained by taste and authenticity requirements. The enterprise can respond through supplier relationships, advance purchasing when feasible, menu engineering, transparent price communication, and differentiated package sizes. Such measures can protect both margin and customer trust more effectively than arbitrary price increases.

### 3.4 SWOT Position and Strategic Priority

The IFAS and EFAS results produce the coordinate (-0.24, 0.31). The negative internal coordinate indicates that weaknesses exceed strengths in the aggregate assessment, while the positive external coordinate indicates that opportunities exceed threats. The enterprise is therefore positioned in Quadrant II, supporting a Weaknesses–Opportunities (WO) orientation. In practical terms, the business should use available external opportunities as a reason and mechanism to repair internal limitations. This is a turn-around strategy, not a strategy of aggressive expansion without preparation.

The WO orientation should begin with low-cost, high-impact improvements. The first is a basic customer-service system: designate a person responsible for WhatsApp, prepare response templates, state operating hours, confirm order details in a standard format, and establish a simple order ledger. The second is digital storytelling. Content should show the traditional production process, ingredients, cultural meaning, product variety, customer occasions, and storage information. The third is packaging innovation through small pilots, such as tester boxes, family packs, and mini hampers, before investing in large-scale redesign.

**Table 3. Priority WO Strategies for Bu Yanti's Enterprise**

| Strategy                          | Proposed action                                                                                                 | Expected satisfaction pathway                                                       |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| WO-1: Digital readiness           | Create a consistent WhatsApp catalog, social-media profile, weekly content plan, and basic product photography. | Improves discoverability, information clarity, and purchase convenience.            |
| WO-2: Service responsiveness      | Assign an admin, use response templates, record orders, and confirm delivery times.                             | Reduces uncertainty, waiting, and order errors.                                     |
| WO-3: Packaging innovation        | Pilot food-grade tester boxes, mini hampers, labels, and storage instructions.                                  | Improves portability, perceived value, hygiene confidence, and gifting suitability. |
| WO-4: Operational standardization | Develop job descriptions, production                                                                            | Improves consistency and reliability                                                |

|                                     |                                                                                                |                                                                    |
|-------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
|                                     | schedules, order cut-off times, and simple SOPs.                                               | during peak demand.                                                |
| WO-5: Supply and pricing resilience | Build supplier relationships, monitor input costs, and offer transparent package-size options. | Protects availability, fairness perceptions, and price confidence. |

### 3.5 Discussion: Linking SWOT Priorities to Consumer Satisfaction

Consumer satisfaction in this case should be understood as an overall evaluation formed by comparing expectations with the experience received. For traditional food, satisfaction is not determined by taste alone. It includes product condition, packaging, price fairness, ease of ordering, communication, timeliness, and the emotional value associated with cultural authenticity. This multidimensional understanding is consistent with the view that satisfaction reflects the interaction of product performance, service experience, situational conditions, and personal expectations (Zeithaml et al., 2023).

The findings indicate that taste and product variety already support satisfaction. Consistent taste reduces perceived risk because customers know what to expect, while product variety simplifies purchasing for ceremonial needs. These strengths should be protected as non-negotiable elements of the brand. Any modernization strategy that weakens the traditional taste, perceived naturalness, or cultural story could undermine the very differentiation that makes the enterprise attractive.

At the same time, satisfaction may be undermined by friction in the purchase journey. Slow responses, unclear order handling, and limited packaging options increase the effort required from consumers. Service research consistently emphasizes reliability, responsiveness, and assurance as important components of perceived quality (Parasuraman et al., 1988). Although the present study does not statistically test service-quality effects, the qualitative evidence suggests that these dimensions are relevant to the customer experience of Bu Yanti's enterprise.

Packaging innovation is particularly significant because it mediates the relationship between product and usage context. A traditional besek may be culturally meaningful, but a customer purchasing a gift may also require a secure, clean, labeled, and visually presentable package. A dual packaging strategy may therefore be more appropriate than full replacement: retain traditional packaging for customers who value heritage presentation, while offering modern food-grade alternatives for transport, gifting, and younger consumers. This approach avoids a false opposition between authenticity and innovation.

Digital marketing should likewise be framed as an extension of trust rather than a departure from the business's relational character. The enterprise can use short videos and photographs to make its traditional process visible, explain the meaning of Betawi products, display customer occasions, and communicate ordering rules. Storytelling can transform an unfamiliar product into a meaningful choice. However, digital activity must be supported by operational capacity. Promoting products without being able to answer inquiries or fulfill orders promptly may amplify dissatisfaction rather than improve it.

The study's contribution lies in showing how SWOT can be connected to a satisfaction-oriented service logic. Conventional SWOT studies often end with broad recommendations such as "increase promotion" or "improve packaging." In this case, the matrix points to a sequence: strengthen internal readiness first, then use occasion-based demand and digital channels to expand. The priority is not simply more visibility; it is more dependable value delivery. This is especially relevant for micro-enterprises, where a small operational improvement can influence a large proportion of the customer journey.

The findings should nevertheless be interpreted within the limits of the design. The study concerns one enterprise in one locality and uses purposive qualitative participants. The IFAS and EFAS scores are structured judgments derived from field evidence, not population estimates. The research also formulates strategies but does not evaluate a completed intervention over time. Future studies could test the recommendations through action research, before-and-after satisfaction measurement, customer review analysis, or comparative studies involving other traditional-food MSMEs in Tangerang and the broader Jabodetabek region.

Future research may also compare several Betawi traditional-food micro-enterprises across different locations, ownership structures, and levels of digital adoption. Comparative research could determine whether the same WO priorities emerge in other businesses or whether different combinations of strengths,

weaknesses, opportunities, and threats produce different strategies. Longitudinal research would be especially valuable because it could evaluate whether improvements in communication, packaging, and digital promotion actually lead to measurable changes in satisfaction, repeat purchase, sales stability, and profitability over time.

### **3.14 Research Limitations**

Several limitations should be acknowledged. First, the study is based on a single micro-enterprise, so the findings should not be generalized statistically to all traditional-food businesses in Tangerang or Indonesia. The value of the case lies in its contextual depth and analytical relevance. Second, the SWOT scores are based on qualitative judgments derived from interviews and observations. Although the scoring process helps organize strategic priorities, it does not represent an objective measurement equivalent to a large-sample survey. Third, consumer satisfaction is discussed as an interpretive outcome rather than tested through structural equation modeling, regression, or experimental comparison. Future studies may combine SWOT with customer satisfaction scales, service quality measures, and repurchase intention models to examine the relationships more rigorously.

Practically, the findings provide a feasible strategic direction for Bu Yanti and similar micro-enterprises. The proposed recommendations do not require immediate large-scale capital or a complete restructuring of production. They emphasize manageable improvements that can be implemented progressively. The most important lesson is that competitiveness may emerge from the disciplined integration of small improvements: faster communication, clearer information, safer packaging, better order records, stronger supplier relationships, and more systematic use of customer feedback. Together, these improvements can increase the likelihood that positive product experiences will become satisfaction, recommendation, and repeat purchase.

The study also contributes to the understanding of consumer satisfaction in culturally embedded products. Satisfaction is not produced only by functional performance. It is shaped by the interaction of taste, authenticity, trust, convenience, service responsiveness, and symbolic meaning. This insight suggests that traditional-food businesses should avoid a narrow marketing orientation based exclusively on price. Instead, they should communicate a holistic value proposition in which cultural heritage and modern service reliability reinforce each other. Such an approach may be particularly relevant for Gen-Z and younger consumers who can appreciate traditional products while still expecting digital convenience and visual clarity.

### **3.13 Theoretical and Practical Contributions**

The study contributes theoretically by showing how SWOT analysis can be used as an interpretive bridge between internal resources, external market conditions, and customer-oriented marketing strategy in a traditional-food micro-enterprise. Much of the strategic management literature discusses competitiveness in terms of larger firms, formal structures, and extensive data systems. The Bu Yanti case demonstrates that strategic analysis can also be meaningful in a highly localized business where knowledge is experiential, resources are constrained, and market relationships are personal. The analysis extends the practical meaning of resource-based thinking by emphasizing that valuable resources must be supported by communication, packaging, operational routines, and adaptive market access.

Evaluation should be conducted using a small set of measurable indicators. Suggested indicators include average response time, number of monthly orders, proportion of repeat customers, order cancellation rate, packaging complaints, product waste, average order value, and contribution margin. Qualitative feedback should remain important because customer satisfaction includes emotional and cultural dimensions that may not be captured by sales figures alone. A monthly review meeting involving the owner and relevant family members can help identify what is working, what requires adjustment, and which activities should be discontinued. This reflects the principle that strategy is a continuing learning process rather than a one-time document.

The third stage, covering approximately seven to twelve months, should focus on partnerships and market expansion. Potential partners include wedding organizers, religious event committees, local community groups, souvenir sellers, cafés, catering businesses, and cultural communities. Partnerships should begin with small pilot orders and clearly defined responsibilities. The enterprise should evaluate

whether partners can provide stable demand without imposing payment terms or delivery requirements that exceed its capacity. If the pilot is successful, partnership arrangements can be formalized through simple written agreements concerning price, minimum order, lead time, payment, and product handling.

The second stage, covering approximately four to six months, should focus on market presentation and customer engagement. The enterprise can introduce improved food-grade packaging, product labels, short storytelling content, customer testimonials with permission, and seasonal pre-order offers. Content may be distributed through WhatsApp Status, Instagram, and other platforms that the owner or family members can manage consistently. The emphasis should remain on authenticity, product quality, and practical information rather than excessive promotional claims. At this stage, customer feedback should be collected systematically to evaluate which packaging formats, messages, and product bundles are most attractive.

### **3.12 Proposed Implementation Roadmap**

Based on the SWOT findings, the recommended strategy can be implemented in three stages. The first stage, covering approximately one to three months, should focus on operational foundations. The owner can create a product catalogue, establish a response template for WhatsApp, document prices and package sizes, assign basic responsibilities, and begin recording customer orders. At this stage, the objective is to reduce friction in the customer journey. Success indicators may include faster response time, fewer order errors, clearer customer inquiries, and improved documentation of repeat purchases.

Seasonality can be managed through a calendar of demand occasions. Wedding ceremonies, Ramadan, Eid celebrations, religious gatherings, community events, and family visits may generate different purchasing patterns. By recording previous orders and identifying periods of higher demand, the owner can prepare promotional messages and production plans in advance. Seasonal planning also creates opportunities for limited packages, pre-order discounts, or gift bundles. These offers should be designed carefully so that discounts do not undermine the perceived value of the product or create production pressure beyond the enterprise's capacity.

Pricing decisions should also be based on a clearer understanding of cost. The owner needs to consider not only raw materials but also fuel, labor time, packaging, transportation, product loss, and preparation effort. A simple cost sheet for each product can help determine the minimum viable selling price and the margin required for reinvestment. This does not mean that Bu Yanti must abandon competitive pricing. Instead, transparent cost information can prevent underpricing and support rational decisions when ingredient prices rise. If necessary, the business may offer different package sizes rather than reducing product quality.

### **3.11 Supplier Management and Pricing Resilience**

Raw material price fluctuations constitute the most important external threat identified in the EFAS analysis. Traditional cakes depend on ingredients whose prices may vary according to season, supply conditions, and market demand. Because the enterprise operates with limited capital, sudden increases in ingredient costs can reduce margins or force difficult decisions concerning portion size, price, or production volume. A practical response is to develop a basic supplier-management system. The owner may identify more than one reliable supplier for key ingredients, record price changes, and establish a minimum stock level for materials that can be stored safely.

Limited capital further reinforces the need for prioritization. The business should distinguish between investments that directly improve customer satisfaction and investments that are merely cosmetic. Priority should be given to basic communication tools, packaging trials, inventory records, and supplier coordination. More expensive promotional activities should be considered only after the business can reliably fulfil the demand they generate. This sequencing is important because marketing expansion without operational readiness may increase dissatisfaction rather than improve performance. A successful strategy must align promotional promises with the enterprise's actual capacity.

Role clarity is also related to service recovery. When a product is delayed, damaged, or incorrectly prepared, the business needs to know who is authorized to respond and what solution can be offered. A small recovery policy might include an apology, clarification of the problem, replacement when feasible, partial compensation under agreed conditions, or a future purchase incentive. The purpose is not to encourage complaints but to ensure that complaints are handled consistently. Customers may judge a business not only

by whether problems occur, but also by how transparently and fairly the business responds when problems arise.

### **3.10 Operational and Human Resource Improvements**

The weakness with the highest organizational significance is the absence of clear job descriptions. Even in a family-based or very small enterprise, unclear task allocation can produce duplicated work, delayed responses, inconsistent packing, and confusion about responsibility when an order changes. Formal human resource systems are not required in a complex form, but basic role clarity is necessary. A simple standard operating procedure may identify who receives orders, who checks stock, who prepares the product, who packs it, who confirms payment, and who communicates delivery information. Such a procedure can be documented in one or two pages and reviewed periodically.

The short shelf life also requires a more precise order and production system. Producing large quantities without confirmed demand may increase waste, whereas producing too little may lead to missed sales during peak periods. A pre-order model for selected products or event packages could reduce this tension. Customers ordering for weddings, religious celebrations, or community gatherings could place orders several days in advance, allowing the owner to schedule ingredient purchasing and production more accurately. The model may also support differentiated product sizes, such as individual portions, family packages, and gift hampers. These alternatives can broaden the customer base while maintaining control over production volume.

The recommendation is not to abandon the traditional appearance of the products. Rather, Bu Yanti can develop packaging that combines cultural identity with food safety and convenience. Food-grade containers, sealed wrapping, simple labels, production or packing dates, storage instructions, and contact information can be introduced gradually. The label may include the product name, a short cultural description, and a statement emphasizing traditional preparation. This approach preserves authenticity while responding to contemporary expectations. Packaging improvements should be tested in small quantities before full implementation so that the owner can compare costs, customer responses, and product durability.

### **3.9 Packaging, Shelf Life, and Perceived Value**

Packaging emerged as a strategic issue because the products have a relatively short shelf life and because traditional packaging options are limited. Packaging performs several functions simultaneously: it protects the product, communicates information, supports transportation, creates visual appeal, and influences consumers' judgments of hygiene and professionalism. For food products sold through personal networks and digital channels, packaging is also part of the first physical impression. A product may have excellent taste, but inadequate packaging can reduce perceived value or create concern about cleanliness, freshness, and handling.

WhatsApp is especially suitable because it is already familiar to the owner and customers. The immediate priority is not to create a complex content production system but to establish communication discipline. A response standard may include acknowledging a message promptly, confirming product availability, explaining the estimated preparation time, recording the order accurately, and providing follow-up information. Even when an immediate answer is impossible, an acknowledgement message can reassure customers that their request has been received. Service responsiveness is a key component of perceived service quality because customers interpret delayed or uncertain communication as a potential risk to the transaction (Parasuraman et al., 1988; Zeithaml et al., 2023).

However, reliance on informal word of mouth also creates limitations. Its reach is difficult to measure, its continuity depends on customers' willingness to recommend, and its information may be incomplete or inconsistent. Digital communication can strengthen rather than replace word of mouth by giving customers materials that are easy to share. For example, a WhatsApp catalogue containing product photographs, prices, package options, ordering procedures, and customer testimonials can transform an informal recommendation into a more actionable purchasing opportunity. The owner may also encourage satisfied customers to forward a concise catalogue or seasonal offer to relevant contacts, provided that the practice remains ethical and does not become intrusive.

### **3.8 Word of Mouth and Digital Communication**

Word of mouth is currently the dominant promotional mechanism for Bu Yanti's business. This channel is valuable because it is based on trust, personal relationships, and direct experience. In micro-enterprise settings, word of mouth can reduce promotional costs and reach consumers who are already connected to the owner or to existing customers. It is particularly relevant for traditional food products that are often purchased for family events, religious gatherings, wedding ceremonies, and social gifts. A recommendation from a relative, neighbor, colleague, or community member can function as a credible endorsement and reduce uncertainty about taste and product authenticity.

At the same time, the research suggests that authenticity must be translated into accessible customer benefits. Consumers may value traditional production but still expect clear information about product size, price, availability, shelf life, packaging, and delivery. If these details are difficult to obtain, the symbolic value of the product may be weakened by transactional uncertainty. Therefore, the strategic task is to make authenticity easier to understand and purchase. A short product description, a photograph of the product, an explanation of recommended consumption time, and a clear ordering procedure can help customers connect cultural value with practical convenience.

The study further indicates that authenticity functions as both a quality attribute and a symbolic value. Traditional preparation, natural ingredients, and the absence of preservatives contribute to consumers' perception that the products retain their cultural and culinary identity. In the context of Betawi food, authenticity can create emotional attachment because the product is associated with heritage, family gatherings, religious celebrations, and local social relationships. Bessière (2013) explains that traditional food may operate as a carrier of collective memory and place identity. Accordingly, marketing communication should not reduce the product to a list of ingredients or prices. It should communicate the story of the preparation process, the cultural background of the products, and the care involved in maintaining the recipe. Such storytelling can strengthen perceived value without changing the product's traditional character.

The strongest internal factor, namely distinctive and consistent taste, is particularly relevant to satisfaction. Taste is the central consumption benefit of a traditional food product, and consistency reduces perceived risk during repeat purchase. When customers know that dodol Betawi, tape uli, geplak, or wajik will provide a familiar sensory experience, their confidence in the brand increases. Consistency also supports word-of-mouth communication because customers are more willing to recommend a product when they believe that other consumers will receive a comparable experience. Nevertheless, taste alone may not be sufficient to sustain satisfaction when the ordering process is inconvenient or when the product arrives in poor condition. This reinforces the need to treat product quality and service quality as complementary rather than competing priorities.

### **3.7 Consumer Satisfaction as a Strategic Outcome**

Consumer satisfaction in this study is understood as an evaluative response formed after customers compare their expectations with their actual experience of the product and service. Although the SWOT method does not statistically estimate a causal relationship between marketing strategy and satisfaction, the interview evidence provides an interpretive basis for identifying the factors that may shape satisfaction. Customers' appreciation of taste, authenticity, product variety, price, and the owner's willingness to respond to feedback indicates that satisfaction is generated through a combination of core product quality and relational experience. In other words, consumers do not evaluate the cake solely as a physical food item; they also evaluate the reliability, warmth, convenience, and cultural meaning associated with the purchase.

The WO orientation also clarifies why immediate investment in expensive technology is not necessarily the most appropriate recommendation. A micro-enterprise with limited capital should prioritize low-cost, high-impact improvements. A structured WhatsApp Business account, a digital product catalogue, standardized response templates, clear order records, and simple customer follow-up procedures can produce meaningful improvements without requiring a sophisticated e-commerce platform. Digital transformation at the micro-enterprise level should be understood as a gradual process of improving information flows, customer interaction, and transaction reliability rather than as an obligation to adopt every available digital tool. The recommended approach is therefore incremental, affordable, and compatible with the owner's existing routines.

The strategic implication is important because micro-enterprises frequently possess valuable tacit resources that are not adequately supported by formal systems. Bu Yanti's knowledge of traditional recipes, cooking techniques, ingredient selection, and customer preferences represents a form of experiential capability. Such capability is difficult for competitors to imitate quickly. However, the value of this knowledge may remain commercially limited when customer communication is slow, product information is incomplete, and packaging does not support the expectations of contemporary consumers. The central problem is therefore not the absence of a marketable product, but the gap between product authenticity and market access. This finding is consistent with the broader argument that small firms must combine distinctive resources with adaptive market-facing capabilities to remain competitive (David & David, 2017; Verhoef et al., 2021).

### 3.6 Strategic Interpretation of the SWOT Position

The SWOT position should not be interpreted merely as a numerical classification, but as a strategic explanation of the relationship between the enterprise's internal capacity and the external environment in which it operates. The negative internal coordinate indicates that the accumulated weaknesses slightly exceed the identified strengths, while the positive external coordinate suggests that opportunities remain more substantial than threats. This combination places Bu Yanti's business in Quadrant II and supports a weakness–opportunity strategy. In practical terms, the enterprise does not primarily require a radical change in its product identity. Instead, it needs to improve the organizational and marketing mechanisms that allow its existing product advantages to be converted into stronger customer value and repeat purchasing behavior.

## IV. CONCLUSION

This study analyzed the marketing position of Bu Yanti's Betawi traditional cake micro-enterprise in Ciledug, Tangerang, through a qualitative single-case approach and SWOT analysis. The enterprise's principal strengths are distinctive and consistent taste, authentic traditional processing, product variety, competitive pricing, and openness to customer feedback. Its principal weaknesses are slow WhatsApp response, limited shelf life, unclear job descriptions, restricted packaging variation, limited operating capital, and low digital marketing literacy. External opportunities arise from demand for ceremonial and gift products, word-of-mouth networks, cultural identity, digital platforms, and potential partnerships. The most significant threats are raw-material price fluctuations, seasonal purchasing, competition, packaging expectations, and delivery or storage risks.

The IFAS score of 3.32 and EFAS score of 3.27 generate a SWOT coordinate of (-0.24, 0.31), placing the enterprise in Quadrant II. The most appropriate orientation is therefore a WO turn-around strategy. The priority is to repair internal weaknesses so that external opportunities can be captured reliably. Recommended actions include establishing a responsive WhatsApp administration system, developing basic digital content and catalog management, piloting modern small-scale packaging, preparing storage information, clarifying job descriptions, implementing simple SOPs, and strengthening supplier and pricing management.

The central conclusion is that consumer satisfaction should be pursued through an integrated experience. Authentic taste remains the core value, but satisfaction also depends on how easily customers find, order, receive, store, and recommend the product. The proposed strategies should be implemented incrementally and evaluated through customer feedback, response-time records, repeat orders, complaint patterns, and packaging acceptance. Because this study did not measure post-intervention outcomes, the recommendations should be understood as evidence-informed strategic priorities rather than proof of causal effectiveness.

## V. ACKNOWLEDGMENTS

The author gratefully acknowledges Bu Yanti, the owner of the Betawi traditional cake enterprise, and all participants who shared their experiences, observations, and suggestions during the research process. Appreciation is also extended to the academic colleagues and field assistants who supported data organization and manuscript preparation. The author is responsible for the interpretation and presentation of the findings.

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