



**DIGITAL MARKETING STRENGTHENING CV. KAJEYE FOOD USING
DESIGN THINKING METHOD****Sinthok Nabila¹****Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia**
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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important and strategic role in the Indonesian economy and in employment absorption. One of the MSMEs located in Malang City, CV. Kajeye Food, operates in the souvenir and snack sector. CV. Kajeye Food is currently developing its digital marketing efforts. This study aims to design an appropriate digital marketing platform to increase sales. The design platform uses qualitative methods with the design thinking approach, consisting of five stages: empathizing, defining, ideating, prototyping, and testing. Benchmarking is also used as a supporting method in this study. As a result, several digital platforms were designed, including Instagram, TikTok, TikTok Shop, WhatsApp (specifically for sales), and Shopee. By utilizing these digital marketing platforms, CV. Kajeye Food is able to reach a wider range of consumers and increase its sales.

Keywords: MSMEs, Digital Marketing, Marketing Strategy, Design Thinking



INTRODUCTION

MSMEs need to demonstrate innovation through the use of digital marketing to improve business performance amidst increasingly fierce competition (Rimadiaz et al., 2022). However, currently, only around 10% of the MSME ecosystem has begun utilizing digital technology to support their business activities, while the majority still rely on offline systems. One of the main obstacles to this digital transformation is the limited resources needed to support digital capacity development. In any business, a common weakness is in the Human Resources (HR) aspect. Therefore, business owners are required to be more proactive in promoting and branding information related to their business, especially since their businesses operate in both the online and traditional realms (Sope, 2023).

Understanding marketing strategy plays a crucial role and offers numerous benefits for a company. Business owners recognize the importance of a thorough understanding of marketing strategy for several reasons. Marketing strategy plays a key role in helping companies achieve their planned business goals (Darsana et al., 2023). A sound strategy enables companies to stand out from their competitors and create a competitive advantage. By understanding market conditions, consumer behavior, and customer needs, companies can develop differentiated value propositions, identify appropriate target markets, and devise effective marketing strategies to address competition (Bunyamin, 2022).

Facing the rapid development of the digital era, companies are required to not only understand but also be able to adapt to significant changes in consumer behavior. Currently, CV. Kajeye Food is developing a digital-based marketing platform. Advances in digital technology have given birth to digitally advanced consumers and organizations. This transformation has changed the way businesses are run, impacting customer behavior, internal company structures, marketing strategies, and even company competitiveness. Therefore, digital marketing is no longer just an option but a primary requirement for companies seeking to grow and survive in the market. After identifying market segments and determining appropriate marketing strategies, business owners can begin designing and implementing specific strategies for digital marketing (Yusran et al., 2025). Five digital marketing platforms were designed in this study, including:

1. Instagram
2. Tiktok and TiktokShop
3. Shopee
4. WhatsApp specifically for sales
5. Tokopedia



Design Thinking is a problem-solving method that focuses on a deep understanding of user needs, collaboration between parties, and creative thinking (Sobirin et al., 2025). This approach can be applied in various sectors, such as the business world and education, to produce innovative solutions. This process begins with the empathy stage, which is an effort to understand the difficulties and behavior of users in the situation they are experiencing. The goal of this stage is to gather relevant information about the problems currently being faced by users, as a basis for designing appropriate solutions (Surachman et al., 2022). Once a solution idea or concept is found, the next step is to implement it in a concrete form through the implementation stage. The objectives of this research are as follows:

1. Designing a digital marketing platform for CV. Kajeye Food using design thinking methods.
2. Increasing sales at CV. Kajeye Food

LITERATURE REVIEW

In conducting an analysis to examine the use of digital marketing as a marketing strategy at CV. Kajeye Food, the following are important points that form the basis of this research:

Marketing strategy

Marketing strategy is the establishment of marketing policies and the control of various factors that can be controlled and utilized to achieve company goals while maintaining customer satisfaction (Rizki et al., 2022). In formulating a marketing strategy, a company needs to understand the various factors that can influence it, such as the environment, business, consumers, and competitors (Ze, 2022).

Digital Marketing

Digital marketing is an effort to promote a brand by utilizing modern media that can reach consumers in a practical, personal, and relevant way. This strategy helps companies increase their visibility to potential customers who are actively searching for products or services, making it considered more effective than other types of marketing (Sihombing et al., 2022).

Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) play a crucial and strategic role in the Indonesian economy. They contribute to job creation, driving economic growth, and equitable distribution of national development outcomes (Sudrartono et al., 2022). In addition to being a driving force for economic development, MSMEs are also able to reduce unemployment by providing numerous job opportunities. The existence of MSMEs also contributes to the balance of the national economy, as they are able to survive the dominance of large businesses and increase productivity through an



efficient workforce (Aliyah, 2022). In today's era, the use of digital technology opens up significant opportunities for MSMEs to increase their competitiveness in an increasingly competitive industry.

RESEARCH METHOD

Population

A population is the entirety of research objects that have been determined based on certain criteria and will be grouped into the objects to be studied. The population in this study is the CV. Kajeye Food marketing team, resellers, and consumers who meet certain criteria according to the research needs.

Sample

A sample is a portion of a population selected to serve as a data source in a study, with the goal of representing the characteristics of the entire population. The sampling process aims to simplify data collection with a more limited number of participants. The technique used to determine the sample is purposive sampling, which involves selecting samples based on specific considerations or criteria relevant to the research objectives (Hutami, 2024). This study involved 30 respondents: 4 marketing team members, 6 resellers, and 20 consumers.

Design Thinking

Design Thinking is an approach to finding solutions that prioritizes the role and needs of humans in the solution process. This method emphasizes understanding human needs as the key to business success (Widodo, 2021). Design Thinking can be used as an approach to problem-solving by focusing on human needs and experiences, thus generating relevant, creative, and targeted ideas. Design Thinking consists of five main stages: empathize, define, ideate, prototype, and test (Sari et al., 2020).

Benchmarking

Benchmarking is a technique for comparing competitive advantages between similar companies, and the results of this comparison can be used as a basis for creating a company's own competitive advantage. There are five processes: identifying what to benchmark, forming a benchmark group, identifying reference partners, analyzing and collecting data, and making decisions (Anisah, 2024).

RESULTS AND DISCUSSION

Benchmarking

The study compared two businesses in the same sector in Malang. This comparison focused on the marketing platforms used. Benchmarking conducted with the marketing manager resulted in recommendations for suitable marketing platforms



for CV. Kajeye Food. The recommended marketing platforms for CV. Kajeye Food include:

- a. Uploading content on official TikTok and Instagram social media consistently.
- b. TikTok and Instagram content creation follows current trends on social media.
- c. Using mobile devices and lighting to produce visual quality good at content.
- d. Use language in captions that is appropriate to the content to support what you want to convey in the content.
- e. Create some highlights such as this month's promotions, how to order, and new product launches.
- f. Create TikTok and TikTok Shop with trending content, create appropriate captions, and go live to increase sales.
- g. Create an official Tokopedia account using the brand logo as a profile, include a clear product name and description, and create a price promotion on the product.
- h. Create an official Shopee account using the brand logo as a profile, include a clear product name and description, and create a promotional price when the product is live.
- i. Create an official WhatsApp account for business.

Design Thinking

The digital marketing platform is designed for CV. Kajeye Food products uses a design thinking approach. Based on interviews with the business owner, CV. Kajeye Food is currently focusing on developing a marketing strategy through digital platforms. This is because utilizing social media like TikTok and Instagram, as well as e-commerce platforms like Tokopedia and Shopee, is considered effective in reaching more consumers, keeping up with technological developments, and driving increased product sales.

Empathize

This is the initial stage in the design process, which aims to understand the experiences, needs, and perspectives of consumers or users, which is the primary focus. In human-centered design, empathy helps designers create solutions that align with users' expectations and realities (Awalludin et al., 2025).

This process was conducted through interviews, direct observation, and other approaches that allowed for in-depth information gathering. At this stage, data was obtained directly from the owner of CV. Kajeye Food, the party most familiar with the conditions and challenges faced in marketing its products through digital marketing.

The next step is to collect data from the interviews and create an empathy map. This empathy map is divided into four aspects: "says," "does," "feels," and "thinks," which are useful for mapping problems and identifying needs that require design.



Using an empathy map also allows for more focused classification of interview findings (Noveandini & Wulandari, 2022).

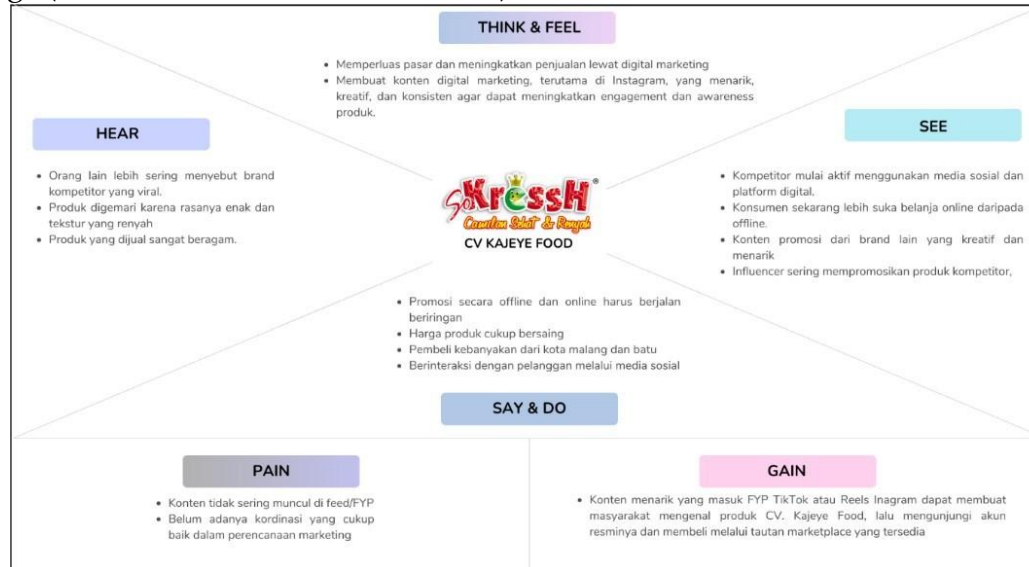


Figure 1
Empathy Map

1. What users see
 - a. Competitors are starting to actively use social media and digital platforms.
 - b. Consumers now prefer shopping online rather than offline.
 - c. Creative and interesting promotional content from other brands
 - d. Influencers often promote competitors' products.
2. What do users hear?
 - a. Other people more often mention viral competitor brands.
 - b. The product is popular because of its delicious taste and crunchy texture.
 - c. The products sold are very diverse.
3. What do users think & feel?
 - a. Want to expand the market and increase sales through digital marketing.
 - b. Create engaging, creative, and consistent digital marketing content, especially on Instagram, to increase engagement and product awareness.
4. What do users say & do?
 - a. Offline and online promotions must go hand in hand
 - b. The product price is quite competitive
 - c. Most buyers are from the cities of Malang and Batu.
 - d. Interact with customers through social media
5. What is the biggest challenge?
 - a. Content doesn't appear frequently in feed/FYP



- b. There is not enough coordination in marketing planning
- 6. What opportunities and benefits might he get?
 - a. Engaging content that appears on TikTok's FYP or Instagram's Reels can help people become familiar with CV. Kajeye Food's products, leading them to visit its official account and purchase through the available marketplace links.

Define

This stage uses the observations and understanding from the empathy stage to identify the problem. After identifying the problem, the next step is to determine the solution.

The main problems faced by CV. Kajeye Food. This stage is necessary to understand user needs. Therefore, what needs to be done is to determine the problems to be solved. Based on the empathy stage, the current problem experienced by CV. Kajeye Food is the suboptimal use of digital platforms as a means of marketing its products. The following are the main problems identified.

- 1. CV. Kajeye Food needs a more attractive digital platform than its competitors, considering that many competitors have already utilized digital platforms as a means of marketing their products.
- 2. CV. Kajeye Food sees a significant opportunity to reach consumers outside the city through digital platforms, in line with current developments that demand the use of digital technology as a marketing medium. These problems will be summarized using the How Might We technique.

**Table 1
How Might We**

No.	Questions
1.	How does CV. Kajeye Food create a more attractive digital marketing platform than its competitors?
2.	How CV. Kajeye Food can expand consumer reach and increase sales by using digital marketing?

Based on Table 1, it can be seen that the main problem faced by CV. Kajeye Food is closely related to the suboptimal use of digital platforms for product marketing. This problem also aligns with the desire of CV. Kajeye Food's owners to utilize technology optimally so that their business continues to grow and adapt to current developments.



A more optimal implementation of digital marketing is expected to address CV. Kajeye Food's needs, including:

- a. Have a digital marketing platform that is more attractive than competitors
- b. Expand and increase sales with digital marketing.

Ideate Instagram

Recommended criteria for CV. Kajeye Food's Instagram platform based on the benchmarking process include:

- a. Uploading content on official Instagram consistently.
- b. Using a mobile device and lighting to produce good visual quality in the content uploaded to Instagram
- c. Use language in captions that is appropriate to the content to support what you want to convey in the content.
- d. Create some highlights such as this month's promotions, how to order, and new product launches.

Tiktok and Tiktok Shop

Here are the ideas that will be created on the TikTok platform and TikTok Shop CV, Kajeye Food

- a. Create content according to trends
- b. Adjust captions and hashtags to suit the video
- c. Go live to increase sales.

WhatsApp Special for Sales

Provide a catalog on WhatsApp sales regarding information on product types, prices, weights, and packaging forms.

Shopee

The following is an idea that will be created on the Shopee e-commerce platform

- a. Provide promotional prices during live product launches.
- b. Provide a description according to the product
- c. Categorize products according to their type, namely fruit chips, vegetable chips, and sweets.

Tokopedia

Here are the ideas that will be made on the Tokopedia e-commerce platform

- a. Provide promotional prices during live product launches.
- b. Provide a description according to the product.
- c. Categorize products according to their type, namely fruit chips, vegetable chips, and sweets.

Prototype Instagram

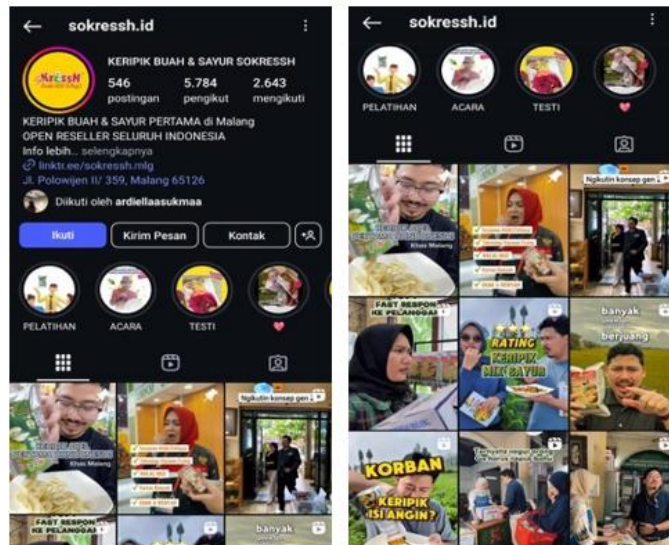


Figure 2
Instagram

Figure 2 shows the official Instagram account of CV. Kajeye Food, Sokressh.id, which has become very active in creating consistent posts with soft-selling and hard-selling promotions, while also following trends. This is evident in the diverse content uploaded, which includes product education, customer testimonials, and collaborations with relevant influencers, to increase engagement and raise brand awareness among the audience. Furthermore, the use of engaging visuals and communicative captions helps their digital marketing strategy to better reach their target market.

Tiktok and Tiktok Shop



Figure 3
Tiktok and Tiktok Shop



Figure 3 shows the current appearance of the Sokressh TikTok account, which was previously a personal account belonging to the marketing manager of CV. Kajeye Food. It already had a small following and was later converted into an official account. This account has been equipped with a TikTok shop, making sales easier. Uploaded content follows current trends, and captions are tailored to the content. Live TikToks on this account are not yet consistent and are still used to check the TikTok algorithm during live sales.

WhatsApp Special for Sales

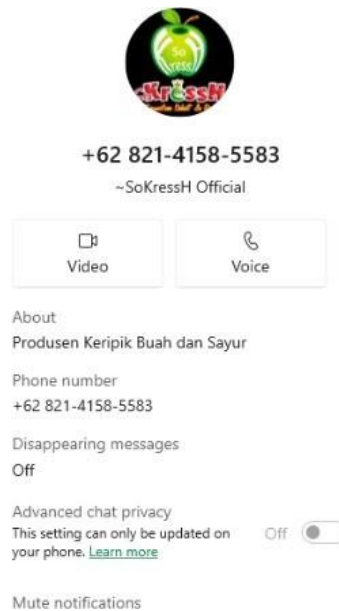


Figure 4
WhatsApp

Figure 4 shows a WhatsApp account specifically used for sales, which was previously used for hosting visits and training sessions provided by CV. Kajeye Food. The WhatsApp account uses the Sokressh logo, but no product or pricing information is listed in the account's bio. This decision was made to avoid providing product and pricing information because prices vary depending on consumer demand, and there are also special rates for resellers



Shopee

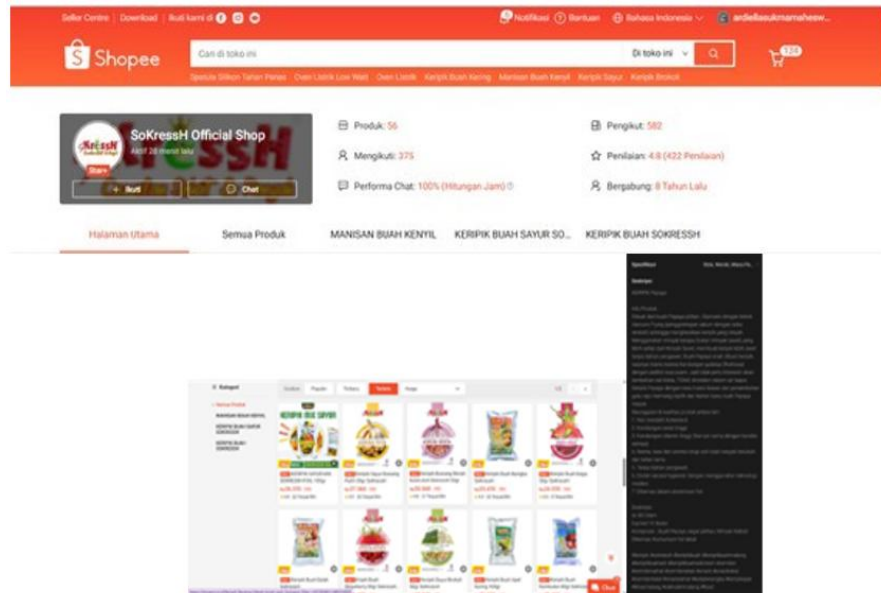


Figure 5
Shopee

Figure 5 shows a screenshot of the official Sokressh Shopee platform, which features comprehensive product information and is very helpful for potential customers. Discussions with the marketing manager to optimize the platform's use will involve introducing the live feature on Shopee to support interactions with potential customers and sales. However, this cannot be implemented consistently due to a lack of skilled human resources to manage live features on the platform.

Tokopedia



Figure 6
Tokopedia



Figure 6 shows the appearance of the Tokopedia Sokressh platform, which is very up-to-date and complete with various new variants. Based on discussions with the marketing manager, the platform's use is not optimized for live events like TikTok and Shopee, as they feel that live events on the other two platforms are sufficient.

Test Instagram

Based on interviews conducted with marketing managers and consumer assessments regarding the current appearance of sokressh.id's Instagram, the following is the following:

1. Instagram's use has developed considerably in terms of content consistency and following trends, but collaboration with influencers is still not possible at this time.
2. According to consumers, the Instagram display is quite informative and consumers feel helped to access product information and are entertained by the content created.
3. Currently, Instagram does not list product prices because prices vary depending on retail, wholesale, or custom purchases for some products.

Tiktok and Tiktok Shop

After using this platform, according to the marketing manager, in terms of the content that has been uploaded, it did not receive as good and busy a response as on Instagram, but the live activities for this platform were quite well received and interactive in introducing products and increasing sales.

WhatsApp for Sales Only

According to the marketing manager, using WhatsApp specifically for sales facilitates responding to chats from potential customers. The sales team now manages the account, making the service process more focused and responsive because the person in charge focuses on sales communications via WhatsApp. This allows for prompt and efficient handling of any questions or requests from potential customers. This is expected to improve customer satisfaction and increase the number of sales transactions.

Shopee

Discussions with marketing managers regarding the platform's appearance, using features like banners, vouchers, and clear product categories, have enabled Shopee stores to appear more professional and stand out from the competition. The store's decor features make it easier for customers to find featured products and enhance the overall shopping experience. However, improvements can be made to increase engagement through review features and maintain a consistent brand identity across all aspects of the store, allowing sokressh.id to enhance its market position and consistently increase sales.



Tokopedia

Based on consumer reviews, Sokressh's interface on Tokopedia is considered quite easy to search for and purchase items. Consumers receive comprehensive product information, clear descriptions, and explanations of their benefits. Furthermore, according to marketing managers from three Sokressh-owned marketplaces, the platform has a relatively high purchase frequency compared to other platforms.

Discussion



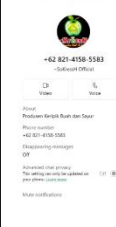


<p>1. Empathize</p> <ul style="list-style-type: none"> • Ingin memperluas pasar dan meningkatkan penjualan melalui digital marketing • Membuat konten agar dapat meningkatkan engagement dan awareness produk. • Konten tidak muncul di feed/FYP • Koordinasi kurang baik 	<p>3. Ideate</p> <table border="1"> <tr> <td data-bbox="508 646 621 814"> <p>Instagram</p> <ul style="list-style-type: none"> • Pranggabkan konten secara konsisten. • Menggunakan driver hashtag dan juga Reelz • Pranggabkan konten lebih sering yang sesuai dengan konten • Manfaatkan beberapa highlight informasi </td> <td data-bbox="630 646 743 814"> <p>TikTok</p> <ul style="list-style-type: none"> • Membuat konten sesuai dengan trend • Menayangkan konten dan hastag sesuai dengan video • Melakukan live untuk meningkatkan penjualan. </td> <td data-bbox="751 646 865 814"> <p>Whatsapp</p> <ul style="list-style-type: none"> • Memberikan kode QR di WhatsApp mengenai informasi promo, produk, harga, berat, dan bentuk kemasan. </td> <td data-bbox="873 646 987 814"> <p>Shopee</p> <ul style="list-style-type: none"> • Memberikan harga promo saat live produk. • Memberikan deskripsi sesuai dengan produk • Mengkategorikan produk sesuai dengan penjuala </td> <td data-bbox="995 646 1125 814"> <p>Tokopedia</p> <ul style="list-style-type: none"> • Memberikan harga promo saat live produk. • Memberikan deskripsi sesuai dengan produk. • Mengkategorikan produk sesuai dengan penjuala </td> </tr> </table>					<p>Instagram</p> <ul style="list-style-type: none"> • Pranggabkan konten secara konsisten. • Menggunakan driver hashtag dan juga Reelz • Pranggabkan konten lebih sering yang sesuai dengan konten • Manfaatkan beberapa highlight informasi 	<p>TikTok</p> <ul style="list-style-type: none"> • Membuat konten sesuai dengan trend • Menayangkan konten dan hastag sesuai dengan video • Melakukan live untuk meningkatkan penjualan. 	<p>Whatsapp</p> <ul style="list-style-type: none"> • Memberikan kode QR di WhatsApp mengenai informasi promo, produk, harga, berat, dan bentuk kemasan. 	<p>Shopee</p> <ul style="list-style-type: none"> • Memberikan harga promo saat live produk. • Memberikan deskripsi sesuai dengan produk • Mengkategorikan produk sesuai dengan penjuala 	<p>Tokopedia</p> <ul style="list-style-type: none"> • Memberikan harga promo saat live produk. • Memberikan deskripsi sesuai dengan produk. • Mengkategorikan produk sesuai dengan penjuala 	<p>5. Test</p> <table border="1"> <tr> <td data-bbox="1133 667 1222 814"> <p>Instagram</p> <ul style="list-style-type: none"> • Acc Reach : 14.856 • Acc Engaged : 1.101 • Top City : Jakarta, Malang, Surabaya, KualaKapas </td> <td data-bbox="1230 667 1308 814"> <p>Shopee</p> <ul style="list-style-type: none"> • Tampilan sudah sesuai • Ditelaah oleh manajer marketing </td> </tr> <tr> <td data-bbox="1133 814 1222 972"> <p>TikTok</p> <ul style="list-style-type: none"> • Video Views : 17.293 • Reached audience : 14.647 • Profil views : 219 • Top City : Surabaya, Malang, Banjarmasin, Kediri, Jakarta </td> <td data-bbox="1230 814 1308 972"> <p>Tokopedia</p> <ul style="list-style-type: none"> • Tampilan sudah sesuai • Ditelaah oleh manajer marketing </td> </tr> </table>	<p>Instagram</p> <ul style="list-style-type: none"> • Acc Reach : 14.856 • Acc Engaged : 1.101 • Top City : Jakarta, Malang, Surabaya, KualaKapas 	<p>Shopee</p> <ul style="list-style-type: none"> • Tampilan sudah sesuai • Ditelaah oleh manajer marketing 	<p>TikTok</p> <ul style="list-style-type: none"> • Video Views : 17.293 • Reached audience : 14.647 • Profil views : 219 • Top City : Surabaya, Malang, Banjarmasin, Kediri, Jakarta 	<p>Tokopedia</p> <ul style="list-style-type: none"> • Tampilan sudah sesuai • Ditelaah oleh manajer marketing
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<p>2. Define</p> <ul style="list-style-type: none"> • Bagaimana cara CV. Kajeye Food memiliki platform digital marketing yang lebih menarik dari kompetitor? • Bagaimana cara CV.Kajeye Food dapat memperluas jangkauan konsumen dan meningkatkan penjualan dengan menggunakan digital marketing ? 	<p>4. Prototype</p> <p>Instagram</p> <p>@sokressh.id</p> 	<p>TikTok</p> <p>@sokressh.id</p> 	<p>Whatsapp</p> <p>082141585583</p> 	<p>Shopee</p> <p>SokressH Official Shop</p> 	<p>Tokopedia</p> <p>SokressH</p> 										

Figure 7 Design Thinking

Design thinking applied in the design of CV. Kajeye Food's digital marketing platform. The following are the results of the five stages of design thinking applied to each platform, as shown in Figure 7:

a. Empathize

Empathy plays a crucial role in understanding and building relationships with others, while simultaneously improving the quality of life and enriching experiences in social interactions (Rismi et al., 2022). This stage aims to explore and understand the desires and needs of CV. Kajeye Food. Through the empathize stage in the design thinking process, information was obtained that CV. Kajeye Food desires to expand its market reach and increase sales figures through digital marketing strategies. Based on the interview results, the marketing manager stated that the company aims to produce digital content that is not only informative but also engaging and relevant, with the aim of increasing audience engagement and strengthening brand awareness of the products offered.

b. Define



This step was taken to formulate the main problems identified previously. The core issues that were successfully summarized include:

1. CV. Kajeye Food wants to have a digital marketing platform that is more attractive than its competitors.
2. CV. Kajeye Food aims to expand its consumer reach and increase sales through digital marketing.

CV. Kajeye Food recognizes the importance of a strong digital presence and distinguishing itself from its competitors. Therefore, the company wanted to build a digital marketing platform that...

Not only professional and informative, but also more creative and interactive. The goal is to attract potential customers and make it easier for them to recognize CV. Kajeye Food's brand identity compared to competitors in the same industry.

c. Ideate

The Ideate stage in design thinking is where various creative solutions begin to be developed to address the problems formulated in the Define stage. In a marketing context, this stage focuses on generating strategic ideas that can help address consumer needs, strengthen brand positioning, and boost marketing effectiveness (Lindiani et al., 2024). Here are some of the ideas that have been developed:

Table 2
Platform Ideas

Instagram	TikTok	WhatsApp	Shopee	Tokopedia
<ul style="list-style-type: none"> • Uploading content in a consistent. • Use <i>device cellphone</i> and also <i>lighting</i> • Uselanguen on <i>caption</i>Which in accordance with the content 	<ul style="list-style-type: none"> • Make appropriate content with the trend • Customizen caption and <i>Hashtagin</i> accordance with video • Do <i>liveto</i> 	<ul style="list-style-type: none"> • Give catalog in WhatsApp sale (type information product, price, weight and shape packaging.) 	<ul style="list-style-type: none"> • Give promotional price during live product. • Give description in accordance with the product • Categorizing the product in accordance with the its 	<ul style="list-style-type: none"> • Give promotional price during live product. • Give description in accordance with the product • Categorizing the product in accordance with the its



• Highlight information	increase sale.		type	type
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The criteria listed in Table 2 served as a reference in the design process for the digital marketing platform prototype for CV. Kajeye Food. All criteria were discussed and approved by the marketing manager, ensuring the design met user needs and expectations.

d. Prototype

The Prototype stage within the design thinking framework is the development phase of an initial representation of the solution formulated in the Ideate stage (Rizki & Taryana, 2024). This stage serves as a means to directly test the strategy or marketing media design through an initial version that can be validated and evaluated for effectiveness before full implementation.

e. Test

Testing is the final phase of the design thinking process, which serves to verify previously designed and prototyped solutions (Surachman et al., 2022). This stage is crucial for assessing the extent to which the developed marketing strategy or media meets user needs and achieves desired marketing objectives.

Table 3
gdg

Instagram	TikTok	WhatsApp	Shopee	Tokopedia
<ul style="list-style-type: none"> • In accordance with the criteria Addition • information retail and wholesale prices • Managed by marketing manager 	<ul style="list-style-type: none"> • Appearance already appropriate criteria • Managed by marketing manager 	<ul style="list-style-type: none"> • According to the criteria • Candidate consumer • Managed by sales team 	<ul style="list-style-type: none"> • According to the criteria • Addition decorative features shop • Managed by manager marketing 	<ul style="list-style-type: none"> • According to the criteria • Managed marketing

Based on Table 3, after testing, several platforms were found to be highly attractive to consumers, but others needed further development to reach a wider



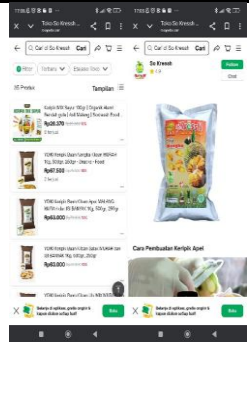


consumer base. Instagram added retail and wholesale price information to make it easier for potential consumers to access product information. Other platforms, such as Shopee and Tokopedia, updated their online store decoration features to attract more potential consumers, as well as product filtering features to make it easier for them to find the products they're looking for. All platforms are managed by a marketing manager. Below are the before and after improvements.

Table 4
Platform Before and After

Platform	Before	After
Instagram		
TikTok	There isn't any	



WhatsApp	There isn't any	
Shopee	There isn't any	
Tokopedia	There isn't any	

Based on Table 4, the Instagram platform previously marketed with concepts that weren't very trendy. After that, a shift occurred, where marketing concepts on the platform developed existing scripts and followed trends, making them more acceptable to a wider audience, especially young people. The frequency of promotional content uploads on Instagram is also more consistent than before. The Instagram platform is now managed by a marketing manager. The quality of photos and videos is also higher, hoping to attract more potential customers. The same applies to the



TikTok platform, where a new concept, live marketing, has been added. This type of marketing is very efficient and attracts many potential customers due to the direct interaction with existing live viewers, resulting in several new customers during the live broadcast. It's not uncommon for live broadcast marketing to offer attractive promotions to existing customers.

The WhatsApp platform is well-managed by a sales team. They not only provide answers to potential customers but also to resellers. This demonstrates that WhatsApp's system is highly adaptive and thorough in responding to potential customers. WhatsApp is crucial because it directly interacts with potential customers and is a key factor in their assessment. The Shopee and Tokopedia platforms have received updates from their built-in apps, including a feature for decorating their online store, making it more attractive than before. Tokopedia also offers a filter feature for products for sale, making it easier for consumers to find the items they want to purchase.

Based on consumer response, all platforms have seen an increase in offers, but Instagram is considered the most effective platform, given the response. The content and marketing concepts on Instagram are highly appealing to potential customers, with the quality of posts also improving. Not only are the offers on Instagram appealing, but the content ideas are also fresher and more accessible to the public. The same is true on TikTok, with its live broadcasting concept becoming a major draw. In contrast, Shopee and Tokopedia have added in-app features to boost sales.

CONCLUSION

Based on the research that has been conducted, the following conclusions can be drawn:

1. CV. Kajeye Food developed five digital platforms: Instagram, TikTok, WhatsApp, Shopee, and Tokopedia, to expand its marketing reach. This development was carried out using the Design Thinking method, which consists of five stages: empathize, define, ideate, prototype, and test. This approach aims to ensure the platforms are truly aligned with consumer needs and behavior.
2. Tokopedia is the platform with the highest purchase frequency among all sales channels used. This indicates that consumers are more active and tend to make repeat transactions on Tokopedia, making it the most potential platform for increasing sales and market reach.
3. The improvements have shown a positive impact on the customer experience. Consumers find it easier to access products through the optimized platform, making the purchasing process more convenient and efficient. Furthermore, these



improvements have driven an increase in new customers, expanded market reach, and increased transaction frequency among existing customers.

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