



Analysis of creative approaches in digital marketing for the lisweet patisserie cake shop business in samarinda

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ABSTRACT

The development of digital technology encourages micro-enterprises in the culinary sector to adopt digital-based marketing strategies. This study analyzes the effectiveness of creative digital marketing in improving the competitiveness and viability of micro-enterprises. Using a qualitative descriptive approach through in-depth interviews and observation, the analysis focuses on marketing, operations, human resources, legal aspects, and investment. The findings show that social media platforms such as Instagram and Shopee Food, along with collaboration with content creators, effectively expand market reach, enhance customer interaction, and strengthen brand awareness. The study highlights the integration of digital creativity and business feasibility in the culinary sector.

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INTRODUCTION

A creative approach to digital marketing in bakery business es now shows significant development in the methods used by entrepreneurs to reach and interact with consumers. Modern bakery business owners utilize various social media platforms such as Instagram, TikTok, as well as marketplaces like Shopee and Tokopedia to promote their products.

Easy access to information through these platforms allows consumers to obtain data regarding product stock, flavor options, and availability schedules in real-time, providing a more practical and interactive shopping experience. Additionally, collaboration with content creators has become a crucial strategy to increase brand awareness and attract the attention of millennial and Generation Z consumers (Eka et al., 2024).

The use of creative digital marketing strategies in cake shops has been examined in various studies. Purwianti & Enjelica (2024) found that implementing a marketing mix and content planner based on social media, websites, and Google Maps was able to increase sales and expand the

promotional reach of the SME Toko Kue Dewi. The creation of engaging content and rebranding through digital marketing made the products more recognized and sought after by the general public, with Facebook and website insights showing a significant increase. Noviana & others (2024) demonstrated that utilizing website-based digital marketing in real-time at SME Larizza Kitchen facilitates transactions, introduces new products, and increases revenue, in line with the trend of marketing digitalization in the food industry.

Digital marketing strategies for bakery businesses generally combine paid and unpaid campaigns on various relevant social media platforms such as Instagram, Facebook, and TikTok. Paid campaigns, such as ads on Instagram and Facebook, are used to expand product promotion reach during certain periods or for featured products. Meanwhile, unpaid campaigns include creating creative content, such as cake-making tutorial videos, customer testimonials, and organic interactions with followers, which are effective in building customer loyalty. Additionally, collaboration with influencers and content creators is a key element in increasing brand awareness and strengthening the brand image in the digital realm. (Purwianti & Enjelica, 2024).

A creative approach in digital marketing content provides opportunities for bakery business owners to maintain relevance amid increasingly intense competition. Content that showcases local values, product uniqueness, and the latest trends can attract the interest of young consumers while also encouraging digital social interaction. This strategy not only increases brand awareness but also strengthens customer engagement and stimulates repeat purchases. Instagram, in particular, has become an effective main platform through the use of visual content and compelling narratives, supported by interactive features such as polls in stories and live shopping (Sholihah, 2025). In addition to social media, developing a user-friendly bakery website also plays an important role in expanding marketing channels through an online ordering system that facilitates consumers (Pahlawan, 2023).

Several previous studies on business feasibility studies in the culinary sector indicate that the focus of the research has still been limited to aspects of finance. (Rahmawati, 2021), for example, in research on the feasibility of local bakery businesses in Yogyakarta, only examined market and financial aspects without considering the role of human resources and operational management, which affect business sustainability. Meanwhile, D. Nugroho & Rachmawati, (2022) highlighted the importance of product innovation in enhancing competitiveness but did not link these findings to legal aspects and business licensing. Research by A. Putri, (2023) also emphasized investment analysis and sales projections, but has not thoroughly examined aspects of business collaboration or human resource management in the context of SMEs.

Based on the description, a research gap can be identified where previous studies have not comprehensively addressed all factors affecting business feasibility. Therefore, this study is conducted to fill that gap by developing a broader analysis covering five aspects: market and marketing, technical and operational, human resources and organization, legal and licensing, as well as finance and investment. This approach is expected to provide a more complete picture of the business feasibility of Lisweet Patisserie as a growing local pastry business in Samarinda City.

The aim of this study is to develop an innovative digital marketing model that is easy for bakery business owners to implement. The model is expected to make a significant contribution in helping small and medium enterprises compete in the increasingly competitive digital culinary industry. In addition, this study also aims to provide practical recommendations that can maximize the use of digital technology to support sustainable business growth.

Kotler & Keller, (2021) define digital marketing as a series of marketing activities that utilize digital media, such as the internet and social media, to reach and build efficient and interactive relationships with consumers. They emphasize that digital marketing strategies require the use of technology as well as creative adaptation to changes in consumer behavior trends in the digital era. Various previous studies indicate that digital marketing, particularly through social media, plays an important role in expanding market reach and increasing sales in cake shop

businesses. Dinamika, (2023) emphasizes that the implementation of an integrated digital marketing strategy in social media management can significantly drive the growth of the cake business. In addition, Abrj, (2024) states that creative digital promotion strategies can strengthen brand awareness and enhance product appeal, thereby providing added value while maintaining customer loyalty amid market competition. This approach is considered effective in solidifying the position of bakery businesses in facing the challenges of the modern market.

Previous research has identified that the implementation of digital marketing is an important strategy to increase sales and expand market share for bakery businesses. Dinamika, (2023) emphasizes that social media serves as the main channel for reaching new consumers while strengthening relationships with existing customers. Furthermore, Abrj, (2024) explains that the development of innovative and creative digital content can enhance brand image and increase consumer loyalty amidst increasingly fierce market competition. A study by (Agung et al., 2024) highlights the importance of adopting the latest technology and relevant digital promotion strategies as key factors in improving visibility and interaction with customers. Meanwhile, Shofiyah, (2023) reveals that optimizing digital marketing can boost the growth of social media followers and increase consumer purchasing interest in bakery businesses. Overall, these studies highlight four main aspects of digital marketing strategies for bakeries, namely the optimal use of social media, the creation of engaging content tailored to the target market, the use of precise digital technologies, and the enhancement of customer engagement and loyalty as keys to business success.

Previous studies on digital marketing in culinary MSMEs have generally focused on enhancing promotion and customer engagement without comprehensively linking these aspects to business feasibility analysis. As a result, the strategic integration between digital marketing and financial, operational, and business sustainability feasibility remains insufficiently explored in the existing literature.

This research contributes conceptually to digital marketing studies in culinary MSMEs by proposing an integrative approach that links creative digital marketing strategies with business feasibility analysis. It positions digital marketing as a strategic driver of competitiveness and sustainability, highlighting the roles of creative content, customer engagement, and digital technology in culinary MSME marketing models.

The distinctive focus of this research lies in the application of innovative and adaptive digital marketing approaches, particularly in designing creative content strategies that can significantly enhance customer engagement and loyalty in bakery businesses. This research comprehensively integrates an in-depth understanding of digital consumer behavior with the application of the latest digital technologies suited to contemporary market dynamics.

The main benefit of this research is to provide an effective and applicable digital marketing strategy model for bakery business owners, which not only aims to expand market share but also to strengthen the business's position in increasingly competitive markets. In addition, the results of this research are expected to offer practical guidance in building sustainable customer relationships through content innovation and digital marketing technology, ultimately driving sales performance improvement and sustainable business growth.

RESEARCH METHOD

This study combines quantitative and qualitative approaches to obtain a comprehensive understanding of digital marketing strategies. Data is collected systematically and objectively through observation methods and in-depth interviews to ensure the validity and reliability of the information obtained. This approach allows for a more comprehensive analysis, providing a holistic view of the effectiveness and dynamics of digital marketing implemented (Azhari et al., 2023; Rahma & Wijaya, 2024; Romdona et al., 2025)

A descriptive qualitative approach is used to gain an in-depth understanding of the implementation and effectiveness of digital marketing as well as business feasibility through interviews and observations, so that the analysis results are more aligned with the actual business conditions.

This study involved a single participant, namely the owner of Lisweet, as the primary source of data, considered the most valid and reliable. The selection of the business owner was carried out using purposive sampling, as the owner has a comprehensive understanding of operational aspects, marketing strategies, and the challenges faced in running the business (Arikunto, 2006; Mulyaningsih, 2022; Sugiyono, 2017). This approach aims to gather in-depth and detailed information from the perspective of the main business manager, ensuring that the data obtained is highly relevant and reflects the actual conditions of the Lisweet business. Although employees or consumers were not involved, focusing on the primary source provides more focused analysis and practical insights related to decision-making and business management. Data collection was conducted through in-depth interviews and direct observation, ensuring the validity and accuracy of the collected data.

The data in this study were collected through direct interviews with business owners, who served as the primary source of information regarding operational aspects and business strategies. In addition, the researcher also conducted observations and recorded the business's financial data over a certain period, including initial investment, sales revenue, operational costs, and annual net cash flow. Financial feasibility analysis was carried out using three methods: Net Present Value (NPV), Internal Rate of Return (IRR), and Break Even Point (BEP).

NPV is used to calculate the net value of cash flows received while considering the time value of money (Palandi & Kalalo, 2023). This approach ensures that the data obtained are valid, measurable, and provide a comprehensive overview of the bakery business's sustainability.

$$NPV = \sum_{t=1}^n \frac{CF_t}{(1 + IRR)^t} - I_0 = 0$$

IRR method is the rate of return on an investment that causes the NPV to become zero. IRR is used to assess the feasibility of an investment by comparing this rate of return with the minimum expected rate of return. If the IRR is greater than the minimum rate of return, the investment is considered feasible (D. A. Nugroho & Prasetyo, 2021).

$$IRR = NVP \frac{NVP_1}{NVP_1 - NVP_2} (i_2 - i_1)$$

BEP is the point at which total revenue equals total costs, so the business does not make a profit or incur a loss. BEP helps determine the minimum sales volume required for the business to break even (D. A. Putri, 2021; Sari, 2020)

$$BEP_{unit} = \frac{Fixed\ costs}{selling\ price\ per\ unit - variable\ costs\ per\ unit}$$

RESULTS AND DISCUSSIONS

This micro business in the premium pastry and dessert production sector was established in 2016 in Samarinda. Conceptually, creativity in digital content plays an important role in shaping customer loyalty for premium pastry businesses. Engaging and consistent content helps strengthen

brand image, build emotional closeness, and foster trust, thereby encouraging customers to make repeat purchases and maintain a long-term relationship with the brand.

Market Analysis

Based on interviews with business owners, it was discovered that the majority of customers are young mothers and students who prefer pastry products made from natural ingredients, preservative-free products, and attractive presentations. In terms of price, consumers are generally willing to pay Rp 15,000 - Rp 25,000 per portion, depending on the product type and size. Approximately 60% of customers purchase directly in-store, while the remaining 40% purchase through online platforms like Instagram and Shopee Food due to easy access. These findings indicate the potential of the local pastry market in Samarinda, especially if businesses can maintain the quality of premium ingredients and optimize offline and online sales strategies simultaneously.

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Operational Analysis

The production process is centralized in Loa Bakung's main kitchen to maintain consistent taste and quality. Premium ingredients such as flour, eggs, butter, milk, and chocolate are measured according to recipe standards. The dough is mixed with an industrial mixer for 10-15 minutes, shaped according to product type, then baked at 180°C for 25-30 minutes. After that, the product is cooled for 15-20 minutes and packaged in airtight containers. Production lasts 6-8 hours per day across three shifts, producing 100-150 pastry pieces. Daily energy costs are approximately IDR 75,000 and labor costs IDR 100,000 per person.

Human Resources Analysis

The organizational structure is simple, with a division of labor between production and service teams. Recruitment is conducted through selection and a training period before employment contracts are established. Competency development is achieved through internal training and product innovation. Productivity is maintained through a shift work system and performance based assessments, with compensation in the form of salary, sales bonuses, and community activities to maintain employee motivation.

Legal Analysis

This business has official legitimacy, evidenced by a Business Identification Number issued through the OSS system, and a halal certificate as proof of compliance with food industry standards. From a labor perspective, the contract system and wages are in accordance with local standards. Although BPJS membership has not been disclosed, this demonstrates efforts to comply with the law. Trademark registration is also an important next step in legally protecting the business's identity.

Financial Analysis

Financial analysis includes estimates of initial investment, operational costs, revenue projections, and business feasibility calculations using BEP, NPV, and IRR indicators.

Investment Cost

Interviews revealed investment costs for supporting production facilities. The largest investment was allocated for the purchase of an oven, valued at Rp 45,000,000, while the smallest was for the purchase of a spatula, valued at Rp 20,000. Details of the costs for SMEs in Loa Bakung can be seen in Table 1.

Table 1. Cost Still

No	Description	Amount	Unit	Price	Unit	Cost		
						Per day	Per Month	Per Year
1	Electric Oven	1	fruit	45,000,000	5	26,785.71	750,000.00	9,000,000.00
2	GEA Brand Steamer	1	fruit	8,000,000	12	1,984.13	55,555.56	666,666.67
3	KRIS Showcase	1	fruit	20,000,000	9	6,613.76	185,185.19	2,222,222.22
4	Small Mixer Bowl	1	fruit	8,000,000	5	4,761.90	133,333.33	1,600,000.00
5	Blender	1	fruit	200,000	5	119.05	3,333.33	40,000.00
6	AQUA Refrigerator Freezer	1	fruit	15,000,000	12	3,720.24	104,166.67	1,250,000.00
7	Turntable	1	fruit	800,000	4	595.24	16,666.67	200,000.00
8	Storage Rack	1	fruit	5,000,000	10	1,488.10	41,666.67	500,000.00
9	spatula	1	fruit	20,000	3	19.84	555.56	6,666.67
10	Sealer	1	fruit	3,000,000	7	1,275.51	35,714.29	428,571.43
11	Showcase	1	fruit	3,000,000	8	1,116.07	31,250.00	375,000.00
12	Glass Jar	1	fruit	100,000	4	74.40	2,083.33	25,000.00
13	Plastic Jars	1	fruit	50,000	3	49.60	1,388.89	16,666.67
14	Transparent Box Container	1	pack	75,000	3	74.40	2,083.33	25,000.00
15	Stainless Steel Table	1	fruit	4,000,000	10	1,190.48	33,333.33	400,000.00
16	Bread Knife / Slicer	1	pack	75,000	4	55.80	1,562.50	18,750.00
17	Scissors	1	fruit	45,000	3	44.64	1,250.00	15,000.00
18	Piping Bag	1	fruit	25,000	1	74.40	2,083.33	25,000.00
19	Small Cake Mold	1	fruit	30,000	5	17.86	500.00	6,000.00
20	Fingerprint Attendance Machine	1	fruit	2,500,000	7	1,062.93	29,761.90	357,142.86
21	Spatula / Scraper	1	fruit	150,000	3	148.81	4,166.67	50,000.00
22	Small Measuring Tools	1	fruit	100,000	4	74.40	2,083.33	25,000.00
23	Hanging Shelf	1	fruit	800,000	8	297.62	8,333.33	100,000.00
24	Wall clock	1	fruit	150,000	7	63.78	1,785.71	21,428.57
25	Panasonic Air Conditioner	1	fruit	4,000,000	13	915.75	25,641.03	307,692.31
26	Fan	1	fruit	500,000	7	212.59	5,952.38	71,428.57
27	Small Whiteboard	1	fruit	200,000	5	119.05	3,333.33	40,000.00
28	Baking Tray Rack	1	fruit	800,000	8	297.62	8,333.33	100,000.00
Total						53,253.68	1,491,103.00	17,893,235.96

Sumber: Hasil Pengolahan, 2025

Variable Costs

Variable costs include all expenses for raw materials and production requirements, the amount of which varies depending on production volume. These which varies depending on production volume. These costs include flour, sugar, margarine, chocolate, cream, food coloring, plastic packaging, paper cups, and natural gas. A breakdown of variable costs can be seen in Table 2.

Table 2. Cost Total Industry

No	Description	Amount	Unit	Price	Unit	Cost		
						Per day	Per Month	Per Year
1	Electric Oven	15	kg	20,000	1 week	300,000	8,400,000	100,800,000
2	GEA Brand Steamer	10	kg	17,500	1 week	175,000	4,900,000	58,800,000
3	KRIS Showcase	20	kg	246,000	1 week	4,920,000	137,760,000	1,653,120,000
4	Small Mixer Bowl	10	bottle	150,000	1 week	1,500,000	42,000,000	504,000,000
5	Blender	10	bottle	80,000	1 week	800,000	22,400,000	268,800,000
6	AQUA Refrigerator Freezer	5	roll	25,000	1 week	125,000	3,500,000	42,000,000
7	Turntable	20	kg	80,000	1 week	1,600,000	44,800,000	537,600,000
8	Storage Rack	5	wrap	5,000	1 week	25,000	700,000	8,400,000
9	spatula	15	box	25,000	1 week	375,000	10,500,000	126,000,000
10	Sealer	3	box	80,000	1 week	240,000	6,720,000	80,640,000
11	Showcase	5	box	150,000	1 week	750,000	21,000,000	252,000,000
12	Glass Jar	5	box	250,000	1 week	1,250,000	35,000,000	420,000,000
13	Plastic Jars	10	bottle	30,000	1 week	300,000	8,400,000	100,800,000
14	Transparent Box Container	10	bottle	50,000	1 week	500,000	14,000,000	168,000,000
15	Stainless Steel Table	15	pack	60,000	1 week	900,000	25,200,000	302,400,000
16	Bread Knife / Slicer	5	big man	300,000	1 week	1,500,000	42,000,000	504,000,000
17	Scissors	2	gallon	5,000	1 week	10,000	280,000	3,360,000
18	Piping Bag	2	large tube	45,000	1 week	90,000	2,520,000	30,240,000
	Total					15,360,000	430,080,000	5,160,960,000

Sumber: Hasil Pengolahan, 2025

NVP

The NVP represents the present value of all cash flows over the life of a project. The investment life is set at 5 years with a 10% discount rate, so the NVP reflects the financial evaluation period used to assess the investment’s feasibility.

$$NPV = \sum_{t=1}^5 \frac{839.040.000}{(1 + 0,10)^t} - 5.000.000 = 0$$

$NPV = 3.177.767$

BEP

$$BEP_{unit} = \frac{17.893.236}{24.195} = 739,73$$

The BEP calculation shows that with fixed costs of Rp17,893,236 and a contribution margin of Rp24,195 per unit, usaha pastry ini it must sell approximately 740 units to reach the break-even point, where all costs are covered and subsequent sales begin to generate profits.

IRR

$$RR = NVP \frac{3.162.728.495}{3.162.728.495 - 2.491.349.974} (0,20 - 0,10)$$

The IRR calculation is used to determine the rate of return on an investment. Interpolating between discount rates of 10% and 20% yields an IRR value that reflects the project's actual rate of return. If the IRR is higher than the interest rate or cost of capital, the investment is considered feasible and profitable.

A positive NPV and an IRR higher than the cost of capital indicate that the digital marketing strategy is feasible and financially profitable. A BEP of 740 units shows a realistic sales target, so the digital marketing strategy can be implemented sustainably in the long term.

Research result show that creative implementation of digital marketing strategies give contribution significant to development premium pastry business in Samarinda City . Based on interview with owner business , main target market consists of from Mother young people and students who like product made from natural , without preservatives , as well as own attractive visual appearance . Behavioral patterns consumers who tend to active on social media as Instagram and Shopee Food show existence potential big for perpetrator business For expand market reach through adaptive digital strategies.

Digital marketing strategies show significant increases in online sales and audience reach. These results align with research Eka et al., (2024) which states that digital marketing plays a crucial role in facilitating information dissemination and enhancing interactions between businesses and consumers. Through the use of social media and creative content, businesses are able to expand their market reach and build closer relationships with customers. The strategies implemented not only rely on paid promotions but also utilize organic content such as customer testimonials, product creation videos, and collaborations with local content creators. This approach has proven effective in increasing brand awareness and building customer loyalty, in line with findings Purwianti & Enjelica, (2024) that synergy between creative content and digital interactions can strengthen the image of a cake shop business online.

From a market analysis perspective, approximately 60% of customers make purchases directly in-store, while 40% make purchases through online platforms, indicating that integrating offline and online strategies remains key to success. This supports findings Eka et al., (2024) that access to information and the ease of real-time transactions through digital media increases consumer convenience and expands market reach. Technically and operationally, production is centralized in the main kitchen with strict quality control, demonstrating a commitment to premium standards, a key attraction for customers. Efficient production processes, along with the use of modern equipment such as industrial ovens and dedicated freezers, strengthen the business's ability to maintain consistent taste and product quality.

The analysis results indicate that this business is financially feasible and promising. Based on calculations, BEP value of 740 units indicates the minimum sales volume required to cover all operational costs. Furthermore, a positive NPV indicates that the project is capable of generating net profits after accounting for the time value of money. Meanwhile, an IRR higher than the benchmark interest rate indicates that this business has the potential for attractive and profitable returns on investment in the medium to long term. Furthermore, this study confirms that implementing creative content-based digital marketing can increase brand awareness and strengthen customer retention. This analysis supports Sholihah, (2025) view that the use of visual content and interactive features on Instagram, such as polls and live shopping, is effective in creating emotional connections between brands and consumers.

However, challenges remain, such as a lack of integration between marketing strategies and human resource management, and a lack of digital training focused on business and legal aspects. This aligns with criticism Pahlawan, (2023) that digital marketing training for MSMEs often focuses solely on technical aspects, neglecting business sustainability and legal compliance. Thus, this study confirms that creative digital marketing innovation, supported by efficient

operational management and sound financial management, is a crucial foundation for building the competitiveness of MSMEs in the premium pastry sector. An approach that comprehensively combines creativity, technology, and business analysis can produce a digital marketing strategy that is sustainable, adaptive, and relevant to modern consumer behavior in today's digital era.

CONCLUSION

This research shows that the implementation of creative digital marketing strategies significantly increases the competitiveness and sustainability of micro enterprises in the culinary sector. Utilizing social media platforms such as Instagram and Shopee Food, along with collaboration with content creators, has proven effective in expanding market reach, increasing consumer interaction, and strengthening brand awareness (Eka et al., 2024; Purwianti & Enjelica, 2024). Interactive visual content based strategies can also create emotional connections and increase customer loyalty (Sholihah, 2025)

From a financial perspective, the analysis shows that a digital based culinary business is feasible, as indicated by a positive NPV, an IRR above the benchmark interest rate, and a realistic BEP. These findings support D. A. Nugroho & Prasetyo, (2021) argument that projects with a rate of return higher than the cost of capital have promising investment prospects. However, this study also found limitations in the integration of marketing strategy, human resource management, and business legal aspects. This aligns with Pahlawan, (2023) findings, which emphasized the importance of digital training that focuses not only on technical aspects but also encompasses business sustainability and legal compliance. Overall, the research findings confirm that the synergy between digital creativity, efficient financial management, and strengthening human resource capacity and legality is key to building adaptive, innovative, and sustainable marketing strategies in the digital economy era.

Research results indicate that MSME actors need to integrate digital marketing, operational management, and finance harmoniously to enhance competitiveness and business sustainability in the digital era. Future research can test the effectiveness of digital marketing quantitatively through measurable performance indicators and compare various platforms and strategies to determine the most effective approach for MSMEs.

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