

Implementation of Digital Marketing to Increase Sales at Pizza Gaza MSMEs

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ABSTRACT

Keywords:

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Meta Ads;
TikTok Ads

Pizza Gaza is a culinary MSME that produces and distributes frozen pizzas through a reseller network with social media engagement in the form of humanitarian contribution to Palestine. The main issues facing this enterprise are suboptimal digital marketing and declining sales performance during a specific period. This research aims to implement a digital marketing plan at Pizza Gaza to expand market reach, increase brand visibility, and encourage sales improvement. The research uses a qualitative approach with a business coaching method. Primary data is collected through in-depth interviews, observation, and documentation, then analyzed using the frameworks of Business Model Canvas (BMC), Value Proposition Canvas (VPC), PESTEL, VRIO, SWOT, and gap analysis. Based on the results of this analysis, a digital marketing plan is designed and implemented through brand positioning, content pillars, content calendars, marketing funnels, and paid social media advertising campaigns through Meta Ads and TikTok Ads. Research results show that implementing this plan successfully increased Pizza Gaza brand visibility and reached a wider audience. TikTok Ads demonstrated superior performance in reach and engagement, while Meta Ads proved more cost-efficient. There is evidence of improved sales post-campaign, marked by 13 new transactions and increased unit sales across various product variants. These findings demonstrate that targeted, data-driven digital marketing effectively supports MSME marketing performance.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) have a strategic role in Indonesia's national economy. In addition to being a driving force of the local economy and absorbing large amounts of employment, MSMEs contribute significantly to gross domestic product (GDP) growth. However, in recent years, MSMEs have faced dual pressures: increasingly tight market competition and accelerated digital transformation that fundamentally changes consumer behavior (Mauliansyah & Anam, 2024; Octaviani & Putri, 2025; Safitri, Wijaya, & Huseini, 2026; Zulkarnaina & Bawonob, 2025).

The advancement of information technology has shifted consumer preferences from conventional purchase patterns toward digital platforms. The process of searching for product information, purchase consideration, and transactions are now increasingly conducted through social media, online marketplaces, and other digital channels. These conditions make digital marketing not just a complement but a core component of the business strategy for MSMEs

that wish to remain competitive (Wardhana, 2022). Despite its significant potential, in practice many MSMEs still lack structured, measurable, and data-driven digital marketing planning.

Several previous studies have examined the relationship between digital marketing and MSME performance. A systematic literature review by Merinda, Krissanjaya, Basri, & Apriansyah, (2025) analyzed 35 national and international articles published between 2020 and 2025, finding that social media (Facebook, Instagram, TikTok, WhatsApp Business), marketplaces (Shopee, Tokopedia, Lazada), and SEO/Google Ads are the dominant approaches shown to increase sales by 20–50%, broaden market reach, and reinforce MSME brand image. However, the same review identified persistent barriers such as low digital literacy, limited capital, and technological infrastructure constraints that still hinder optimal implementation. Similarly, Landjohou and Christopher (2026) conducted a systematic review of 52 peer-reviewed empirical studies and found a strong positive correlation between digital marketing adoption and SME growth indicators, including sales performance, market expansion, customer retention, and brand awareness, while noting that effectiveness is moderated by factors such as managerial digital competence, organizational readiness, budget allocation, and external market conditions. In the specific context of frozen food MSMEs, Solehudin et al., (2023) conducted a community service study on Ceuem Frozen Food in Beji, Depok, focusing on online marketing strategies through social media platforms and websites. The results showed a significant increase in new customers and sales after implementing online marketing strategies, with success attributed to the use of digital marketing platforms, effective social media, attractive product displays, and direct customer interaction through online platforms.

Despite these valuable contributions, a research gap remains. Most existing studies focus on general MSME populations or specific sectors without addressing the unique context of socially-driven frozen food MSMEs with reseller-based distribution models. Furthermore, comparative studies of Meta Ads and TikTok Ads effectiveness for culinary MSMEs are still limited, particularly those examining both reach efficiency and cost-effectiveness simultaneously (Dzreke, 2025). Additionally, while business coaching has been recognized as an effective intervention method, few studies have documented the application of a comprehensive analytical framework to guide structured digital marketing strategy design for MSMEs (Bhardwaj, Behl, & Pereira, 2025; Hasyim & Bakri, 2025; Kumar, Sinha, & Kumar, 2026; Wicaksana et al., 2025).

Pizza Gaza is one of the active MSMEs in the culinary field producing and distributing frozen pizza through a business model based on centralized production and a reseller network. Founded by Kiki Barkiah together with her son Faruq as a fundraising effort to support the Palestinian people's struggle, Pizza Gaza is growing to become a business entity with 67 employees, the majority from the surrounding community of the production house in Lubang Buaya, Cipayung, East Jakarta. The combination of social-humanitarian mission and women empowerment business models becomes the main differentiator that distinguishes Pizza Gaza from competitors in the frozen pizza segment.

In its development, Pizza Gaza faces two main interrelated problems. First, there was a decline in sales performance during the period from December 2024 to November 2025, concurrent with a decrease in bookings from the reseller network—the company's main distribution channel. Second, digital marketing activities still operate in an unstructured manner, relying on organic sales through personal Instagram and WhatsApp, and are not yet

supported by data-driven strategies capable of optimizing potential digital channels (Dwihandoko, 2025; Gonçalves, 2017; Supriyadi & Ramadhan, 2025).

This situation necessitates systematic intervention through a business coaching approach that can help Pizza Gaza design and implement a more effective digital marketing strategy. This research aims to: (1) implement a structured, measurable, and data-based digital marketing plan at Pizza Gaza; (2) analyze the performance of paid social media advertising campaigns through Meta Ads and TikTok Ads; and (3) evaluate the impact of implementation on brand visibility and indications of sales performance. The benefits of this research are twofold. Theoretically, this study contributes to the body of knowledge on digital marketing for MSMEs by providing empirical evidence on the comparative effectiveness of Meta Ads and TikTok Ads in the culinary sector, as well as demonstrating the application of a comprehensive business coaching framework (integrating BMC, VRIO, PESTEL, SWOT, gap analysis, and Pareto analysis) for structured digital marketing strategy design. Practically, the findings offer actionable insights for MSME owners, particularly in the frozen food industry, on how to allocate limited marketing budgets effectively across digital platforms, design content strategies that align with brand values, and implement data-driven campaigns to increase sales. Additionally, the documented business coaching process can serve as a replicable model for other MSMEs facing similar digital marketing challenges.

METHOD

Research Approach and Design

This research use approach qualitative with method business coaching that is implementative and solution - oriented problem business in a way directly. Moleong (2013) explains that study qualitative aim understand phenomena experienced subject study in context naturally in a way comprehensive and descriptive. In study this, approach the strengthened with orientation pragmatic: researcher No only analyze condition effort, but in a way active design, implement, and evaluate plan digital marketing.

Stages of business coaching implemented includes: (1) approach initial and brainstorming coaching goals through online meetings via Zoom; (2) data collection via interviews, observations, and documentation; (3) analysis condition business use various framework analysis; (4) discussion findings and compilation plan marketing together owner business; (5) implementation campaign digital marketing; and (6) evaluation results campaign based on metric performance measurable.

Data Sources and Collection Techniques

Primary data was obtained through interview deep with owner business (Kiki Barkiah and Aditya Irawan) and employee Gaza Pizza key. Interview done online via Zoom and WhatsApp, as well as offline with visit location House Production at Lubang Buaya, Cipayung, East Jakarta. Observation done For get understanding direct regarding the production process, management operational and activities ongoing marketing.

Secondary data obtained from internal business documents in the form of sales data historical monthly report activity marketing, performance data campaign from the Meta Ads Manager and TikTok Ads Manager dashboards, as well as notes addition of new resellers.

Source reference academic from journal international and books text management marketing used as runway theoretical.

Data Analysis Techniques

Data analysis was performed in a way qualitative through three adapted stages from Miles (2014): (1) data reduction — selecting and focusing relevant data with objective research; (2) data presentation — presenting data in form description narratives, tables, and graphs that make it easier interpretation; and (3) verification and withdrawal conclusion — formulate conclusion based on convergence findings from various tool analysis. The analysis tools used in a way sequentially includes BMC, VPC, PESTEL, VRIO, SWOT, gap analysis, and Pareto Analysis, which are collective give description comprehensive about condition efforts and priorities intervention.

RESULTS AND DISCUSSION

Profile of Gaza Pizza MSME

Pizza Gaza is a culinary MSME operating in Lubang Buaya, Cipayung, East Jakarta, with a focus on the production and distribution of frozen pizzas through a centralized production system. Founded by Aditya Irawan and Kiki Barkiah, this business was initially intended as a fundraising vehicle to support humanitarian efforts in Palestine. With the increasing boycott movement targeting products suspected of being affiliated with Israel, demand for Pizza Gaza products has increased significantly.

With 67 employees divided into the functions of production, administration, and supervision, Pizza Gaza implements a flexible work system that allows employees—the majority from surrounding communities—to continue supporting their families while working. This business model blends social mission with community-based entrepreneurship and empowerment. The main distribution channel operates through a reseller and sub-reseller network, with promotion conducted via Instagram (@pizzagazaofficial) and WhatsApp. Products include frozen pizzas in various sizes (small, medium, large) and topping combinations, ranging in price from Rp. 28,000 to Rp. 88,000.

Based on production data from the period December 2024–November 2025, there has been a dynamic decrease in production volume, which reflects weakening demand from the reseller network. These conditions have prompted management to consider a shift in the distribution model from reseller-centric to direct-to-consumer, which requires a more proactive and structured digital marketing strategy.

Analysis Business Conditions

1. VRIO Analysis

VRIO analysis identifies that Pizza Gaza's sustainable competitive advantage is sourced from three intangible assets that fulfill all VRIO criteria. First, the social reputation and humanistic values attached to the brand identity provide differentiation that is difficult for competitors to imitate emotionally. Second, the founders' authentic and consistent personal branding strengthens consumer trust. Third, humanist leadership based on women empowerment creates a strong and multidimensional social brand narrative.

Other sources of competitive power, such as production facilities and digital administration systems, are at parity—valuable but not rare—and therefore do not create distinctive differentiation. The reseller network and product innovation provide current superiority but can diminish if not consistently strengthened. These findings imply that Pizza Gaza's brand communication strategy should consistently emphasize the social and humanitarian aspects as the core of its brand positioning.

Table 1. VRIO Analysis of Gaza Pizza

Resource	Valuable	Rare	Imitability	Organized	Competitive Implication
Factories and Production Equipment	Yes	No	No	Yes	Parity
Owner's Personal Branding	Yes	Yes	Yes	Yes	Competitive Advantage
Reputation Social and Human Values	Yes	Yes	Yes	Yes	Competitive Advantage
Reseller Network	Yes	Yes	Yes	No	Temporary Advantage
Leadership Humanist & Empowerment	Yes	Yes	Yes	Yes	Competitive Advantage
Innovation Products and Menu Variants	Yes	Yes	No	Yes	Temporary Advantage
Digital Systems & Administration	Yes	No	No	Yes	Parity

Source: Processed by the author based on interviews and observations (2025–2026)

2. PESTEL Analysis

From the aspect politics, the Indonesian government shows support strong to development and digitalization of MSMEs through various empowerment programs, training digital marketing, and convenience access financing. Conditions This give opportunity for Pizza Gaza to access source Power development business. From the aspect economy, Gaza Pizza's valuable products affordable give superiority in reach middle market segment, although fluctuations price material raw materials and costs logistics potential squeeze margins.

Aspect social show opportunity significant: increasing awareness consumer to halal products, value social humanity, and support to product local in harmony with identity Gaza Pizza brand. From the aspect technology, the development of digital platforms —especially Meta and TikTok— opens up access for MSMEs to operate campaign advertisement data -based with cost measurable. Legal aspects require Pizza Gaza to comply with regulations security food, halal certification, and standards distribution product food frozen as prerequisite continuous market expansion.

3. SWOT Analysis

Pizza Gaza's strengths include: differentiation mark social humanity is the core of identity brand, frozen pizza products with price affordable and value for good money,

reseller network spread across Jabodetabek, as well as capacity stable production with support power Work community. Identified Weaknesses includes: marketing digital that has not structured and data -driven, control to quality reseller services that do not consistent, limited facility storage, and not existence system evaluation measurable performance.

Possible opportunities utilized including: the growth of digital platforms and the increasing social media penetration in Indonesia, changes behavior increasingly consumers used to online shopping, awareness public to halal and valuable products social, as well as support government to digitalization of MSMEs. Threats that need to be addressed anticipated includes: intensity competition in the pizza and food segment increased freezing, dependence on vulnerable reseller networks to decline requests, and changes digital platform algorithm that can influence effectiveness campaign organic.

4. Gap Analysis and Problem Prioritization

Gap analysis is carried out with compare condition actual Gaza Pizza with ideal conditions expected in management modern business. Of the ten aspect identified gaps — include dimensions managerial, financial, HR, production, and marketing — aspects marketing show gap the biggest with impact direct to performance sale.

Table 2. Pareto Analysis of Priorities Problem

No.	Problem Areas	Impact Weight
1	Limitations digital marketing and visibility brand (limited digital promotion, branding not yet managed, limited market, weak reseller control)	75%
2	is no SOP for production shifts and dependence on one bread supplier	15%
3	n't any structure organization clear, training, and evaluation HR performance	7%
4	Management finances that are not optimal and not systematic	3%

Source: Processed writer based on evaluation owner business (2025)

The results of the Pareto Analysis strengthen gap analysis findings that aspect digital marketing provides contribution the largest (75%) against decline sales. Condition This legitimize focus business coaching intervention in strengthening digital marketing strategies as priority main, with implementation of Meta Ads and TikTok Ads as instrument main.

5. Analysis Competitors

Analysis competitors done to three relevant entities. Cissi Pizza was selected as competitors direct Because offer frozen pizza products with a similar reseller distribution model and has own network in the Jabodetabek area. Wins Food Factory was selected as competitors No direct Because offer substitutive frozen food products (kebabs, dumplings) that target need consumption food practically the same. Pizza Gaza Jakarta account identified as internal competitors representing dynamics competition in reseller ecosystem.

Table 3. Comparison Gaza Pizza Competitors

Aspect	Gaza Pizza	Cissi Pizza	Wins Food Factory	Pizza Gaza Jakarta
Digital Strategy	Active Instagram @pizzagazaofficial; content product + value social ; organic	High upload frequency ; content promotion aggressive ; bold visuals; clear CTA	Content varied ; highlighting offline events and catering; booth activities	Relatable storytelling; narrative daily life Mother House stairs ; high engagement
Value Proposition	Food practical family + values Palestinian social	Value for money + experience ('More than pizza')	Frozen food variations + catering/event services	Food practical + value Palestine social (reseller account)
Price	Rp28,000–Rp88,000 (frozen)	±Rp20,000–Rp67,000; aggressive promotion up to Rp. 15,000	Not explicit ; order via admin	Follow reseller scheme ; a little more high in the marketplace
Distribution	Reseller + sales directly via the website	Outlet + reseller network Jabodetabek (center in Malang)	Distribution wide Jabodetabek ; frozen food + catering/event	Direct-to-consumer via Instagram, WhatsApp, Shopee, Tokopedia

Source: Processed writer from social media analysis and interviews (2025–2026)

Based on competitor comparison, Pizza Gaza has strong differentiation superiority through its social humanitarian mission, but still lags behind in the consistency of digital communication and the effectiveness of paid advertising implementation. Cissi Pizza demonstrates that an aggressive promotional approach with consistent visuals and clear calls-to-action (CTAs) is capable of driving faster conversions. Meanwhile, Pizza Gaza's Jakarta reseller account demonstrates the potential of a storytelling approach that has not yet been optimized by the central account management.

Formulating a Digital Marketing Strategy

1. Positioning and Value Proposition

Based on comprehensive analysis results, Pizza Gaza is positioned as a family frozen pizza brand that carries a social humanitarian mission—a practical quality food solution where every purchase contributes to humanitarian aid for Palestine. This positioning integrates three differentiation elements: product quality, price affordability, and a strong social value proposition. This positioning is highly relevant

to the increasing awareness of Indonesian society toward humanitarian issues and preferences for products that carry positive social impact.

2. Content Pillar and Marketing Funnel

Three main content pillars are set to ensure consistency and relevance of published content. First, the Contribution pillar serves to build and maintain the narrative that humanitarianism is the core of brand identity. Content in this category covers information on donation activities, narratives supporting humanitarian causes, and messages strengthening the social reasons why consumers choose Pizza Gaza over similar products. Second, the Product Highlight pillar aims to introduce product variants through visually appealing content and encourage purchase interest through exciting product presentation, topping variation information, and visualization of consumption experience. Third, the Community Empowerment pillar displays the business's social impact on the local community—especially the surrounding community members who serve as the workforce—and strengthens the image of a socially responsible brand.

These three content pillars are integrated into a marketing funnel framework with three stages: (1) Awareness—featuring social contribution content and product highlights to expand brand awareness to new audiences unfamiliar with Pizza Gaza; (2) Consideration—featuring detailed product information, menu variations, preparation processes, and helpful testimonials to allow audiences to evaluate products before making purchase decisions; and (3) Conversion—featuring content with clear calls-to-action directing audiences to the purchase website or official WhatsApp.

The content calendar is compiled with a frequency of three posts per week (twelve posts per month) distributed in a balanced manner across the three content pillars and three funnel stages. This distribution ensures that every week audiences are exposed to at least one piece of content from each pillar, thereby building a comprehensive brand narrative while simultaneously advancing consumers' journey through the marketing funnel.

Table 4. Content Calendar for Social Media Marketing Implementation

Sunday	Platform	Content Pillar	Description Content	Funnel
1	TikTok & Instagram	Contribution Social	Narrative video Pizza Gaza's contribution to help Gaza humanity	Awareness
1	TikTok & Instagram	Product Highlight	Video showing pizza with various topping variants	Awareness
1	TikTok & Instagram	Product Functionality	pizza heating and serving process	Awareness
2	TikTok & Instagram	Community empowerment	Content activity production involving inhabitant around	Awareness
2	TikTok & Instagram	Product Highlight	Close-up video of pizza product and topping texture	Awareness
2	TikTok & Instagram	Product Highlight	Photo carousel available pizza variants	Consideration
3	TikTok & Instagram	Contribution Social	Video storytelling values Gaza Pizza social and care towards Palestine	Awareness

3	TikTok & Instagram	Product Highlight	Pizza visual content ready serving	Consideration
3	TikTok & Instagram	Product Highlight	Short video review pizza products	Consideration
4	TikTok & Instagram	Community empowerment	Content activity worker in the production process	Awareness
4	TikTok & Instagram	Product Highlight	Video of pizza after heated	Consideration
4	TikTok & Instagram	Product Highlight	Content product with invitation purchase (CTA)	Conversion

Source: Processed author (2026)

Implementation of Paid Social Media Advertising

1. Meta Ads Campaign – Reach & Impressions (March 2026)

Campaign first Meta Ads run with Reach and Impressions objectives during four day (8–12 March 2026) with allocation budget of Rp375, 000. Target audience is users aged 23–65 years in the Jakarta, Bogor, Depok, Tangerang, Bekasi, and Bandung areas. Placement advertisement including Instagram Stories, Instagram Reels, Facebook Stories, and Facebook Reels—formats that maximize exposure at points consumption content highest.

Structure campaign consists of from One campaign main with two different ad sets based on segmentation interest audience. First Ad Set target audience with interest to category food and culinary audiences, using product highlight content. Second Ad Set target audience with interest to issue social and humanitarian (Social Issues), using content narrative Gaza Pizza's contribution to Palestine.

Table 5. Meta Ads Reach & Impressions Campaign Results (March 8–12, 2026)

Metric	Total Campaign	Ad Set: Food & Culinary	Ad Set: Social Issues
Reach (account unique)	180,001	114,846	77,185
Impressions (total views)	228,501	136,059	92,442
Cost incurred	Rp328,102	Rp196,857	Rp131,245
CPM (cost / 1,000 impressions)	Rp1,435.89	Rp1,446.85	Rp1,419.76
Link Clicks to Website	102	58	44

Source: Meta Ads Manager Dashboard (2026)

Campaign results show that the ad set targeting audiences with culinary interests achieved 49% higher reach compared to the social issue ad set, although the CPM values of both ad sets are relatively equal. This indicates that product content has higher relevance and distribution on the Meta algorithm for culinary audiences. Nevertheless, the social issue ad set remains relevant in the context of building brand narrative and reaching audiences with interest in humanitarian values.

2. Meta Ads Campaign – Website Visit (April 2026)

Campaign second designed For push audience visit the website store. pizzagaza.com with Website Visit objective and budget of IDR 500, 000, executed during six day (April 15–20, 2026). Advertising material in the form of a product review video by a figure relevant public with the target audience Mother House stairs, considering aspect credibility sources and proximity with audience as factors that increase effectiveness message. Campaign This generated 667 link clicks with a Cost per Result (CPR) of Rp690, total impressions of 37, 579, and a reach of 29, 956 people from a total budget of Rp460, 074. The CPR value of Rp690 per website visit is competitive results in Indonesia's digital advertising ecosystem for MSME category.

3. TikTok Ads Campaign (March 2026)

TikTok Ads campaign is running in a way parallel with first Meta Ads campaign (March 8–12, 2026) with Reach objective and budget of Rp750, 000. Target audience is TikTok users aged 24–55 years throughout Indonesia with interest to category food fast serving. Two materials advertisement used: ' Warm up Atmosphere with Pizza Gaza' and 'Product Highlight Pizza Gaza', both display product highlight approach with appropriate short video format characteristics consumption content on TikTok.

Table 6. Comparison of TikTok Ads Creative Performance

Advertising Materials	Reach	Impressions	Cost	Link Clicks
Product Highlight Pizza Gaza	142,195	148,084	Rp. 383,700	174
Honor Your Guests with Gaza Pizza	104,361	106,885	Rp281,751	100
Total Campaign	188,684	254,969	Rp665,451	274

Source: TikTok Ads Manager Dashboard (2026)

Advertising material 'Product Highlight Pizza Gaza' generated performance more tall compared to ' Honor Guests', with 36% more reach big and link clicks 74% more many. Differences This possibility influenced by a more visual approach direct display product on material first, the more effective interesting attention exposed TikTok users thousands content every the day.

Evaluation Platform Performance Comparison

Table 7. Meta Ads vs. TikTok Ads Performance Comparison

Platform	Reach	Impressions	Total cost	CPM
Meta Ads (Campaign 1)	180,001	228,501	Rp328,102	Rp1,435.89
TikTok Ads	188,684	254,969	Rp665,451	Rp2,610

Source: Meta Ads Manager Dashboard and TikTok Ads Manager (2026)

Comparison performance show different characteristics between both platforms. TikTok Ads excels in range audience absolute and number of link clicks (274 vs. 102), indicating platform capabilities in interesting attention and encouragement interaction

through an engaging video content format. However, the advantage This obtained with more budget from double compared to Meta Ads Campaign 1.

Meta Ads shows superiority significant in efficiency cost with CPM Rp1, 435. 89—56% more low compared to TikTok Ads (Rp2, 610). This means that for For every Rp. 1, 000 invested, Meta Ads generates more views many. The advantages of Meta Ads are increasing seen in the website visit campaign, where this platform capable generated 667 visits targeted with cost per visit only Rp. 690— results that show Meta's ability in push audiences at the consideration and conversion stages in the marketing funnel.

External factors that need to be considered considered is existence restrictions access the TikTok platform during the period certain, which impacts the continuity of the TikTok Ads strategy. With consider efficiency Meta Ads costs and capabilities in push action specific, and uncertainty TikTok accessibility, long-term digital marketing strategies short more focused on Meta Ads as channel main, with TikTok Ads as complement For reach and awareness campaigns.

Impact on Sales Performance

Evaluation impact campaign to performance sale done through two approaches: analysis transaction new post-campaign and sales data comparison monthly. In period quick after first Meta Ads campaign running (8–12 March 2026), 13 new reseller accounts were recorded as carrying out registration and ordering first on the website store. pizzagaza. com. All transaction happen without activity other significant promotions during the period said, so that can indicated existence connection with exposure from campaign advertisement.

Table 8. Data on New Resellers Registered Post- Campaign (March 2026)

No.	Reseller Name	Date Registration	Date Booking
1	Primadina Sardjono	March 9, 2026	March 9, 2026
2	Fendi Rayyan	March 13, 2026	March 13, 2026
3	Lina Martina	March 13, 2026	March 13, 2026
4	Anindya Dian Asri	March 14, 2026	March 14, 2026
5	Suzi Sulistio	March 14, 2026	March 14, 2026
6	Bhismaya	March 15, 2026	March 15, 2026
7	Ery Zulfiantini	March 16, 2026	March 16, 2026
8	Qonitah QA	March 16, 2026	March 16, 2026
9	Gwenny Filya	March 23, 2026	March 23, 2026
10	Frisilia Rahmawati	March 24, 2026	March 24, 2026
11	Fathurrahman	March 24, 2026	March 24, 2026
12	Popi Sinsustra	March 25, 2026	March 25, 2026
13	Septi Silawati	March 26, 2026	March 26, 2026

Source: Gaza Pizza Internal Data (2026)

A comparison of sales data between February (4–28 February 2026, pre-campaign period) and March 2026 (post-campaign period) shows consistent improvement across various product categories.

Table 8. Comparison Sales Per Product Variant (February – March 2026)

Product Variants	February 2026 (unit)	March 2026 (unit)	Change
Medium	15,554	16,224	+670 units (+4.3%)
Small	2,557	3,964	+1,407 units (+55.0%)
Large, Square, Pide	More volume low	Ascension seen	Positive

Source: Gaza Pizza Internal Data (2026)

The most significant improvement occurred in the small variant which increased by 55%, indicating expansion segment consumers — possibility individual consumers or family small responding digital content. Medium variants as product The top picks also increased by 4.3%. Although improvement This No can fully attributed in a way exclusive to campaign advertising — remembering other factors such as season and reseller activity also role — pattern the increase that occurred appropriate after campaign give strong indication about contribution positive digital marketing towards performance sale.

Effectiveness of Paid Social Media Advertising for MSMEs

These research results strengthen Ji et al.'s (2021) findings that content relevance in social media advertising significantly influences audience interaction levels. Product highlight content targeting culinary audiences—on both Meta and TikTok—consistently produces higher performance compared to social issue content in terms of reach and clicks. This indicates that although the brand's social mission is a strong differentiator, content that explicitly displays the product has greater direct pulling power in paid advertising contexts.

This finding is also relevant to Wardhana's (2022) argument that brand awareness built through digital marketing impacts purchase decisions. The presence of 13 new resellers and increased sales volume post-campaign indicates that increased brand awareness through paid advertising can be translated into tangible business results within a relatively short timeframe. This is particularly significant for MSMEs with budget limitations that need measurable results within a short time horizon.

From a platform comparison perspective, this research adds important nuances to social media marketing literature, which generally focuses on a single platform. The fact that Meta Ads generates more efficient CPMs (Rp1,435.89 vs. Rp2,610) while TikTok Ads generates more interactions (274 vs. 102 link clicks) reflects differences in algorithmic characteristics and user behavior on both platforms. TikTok, with its immersive short-form video content format and high engagement rates, tends to be more effective for awareness and engagement objectives. Meta, with its more extensive user ecosystem and mature targeting features, is more effective for targeted conversion objectives.

Relevance of Business Coaching as an Intervention Method for MSMEs

Implementation of business coaching as a working framework in this study has proven to deliver significantly marked increases compared to conventional consultation approaches. By involving the business owner at every stage—from problem identification through results evaluation—this approach builds Pizza Gaza's internal capacity to understand and independently utilize digital marketing tools. This aligns with the principle-based approach of

purposeful business coaching, which develops the competence of the coachee rather than merely resolving an immediate problem.

The multi-level analytical framework employed (BMC → VPC → PESTEL → VRIO → SWOT → Gap Analysis → Pareto) allows for systematic, evidence-based problem identification. The use of Pareto analysis prioritizes interventions in marketing aspects, which account for 75% of the problem, ensuring that limited resources are allocated to areas that provide the greatest impact. This approach can be used as an intervention model for other MSMEs facing similar challenges in digital marketing transformation.

Managerial Implications

Based on findings research, some implications managerial can identified. First, MSMEs that have limitations budget marketing should prioritize Meta Ads as the main platform Because efficiency higher costs okay, while using TikTok Ads effectively selective For awareness campaign when budget allows. This dual-platform approach maximize range at a time optimize conversion.

Second, the structure content that divides between content mark social and content product proven relevant However need adjustment allocation budget. Based on performance data, allocation more budget big on recommended product highlight content For sales - oriented campaigns directly, while content mark social more effective as complementary term brand building long.

Third, utilization figure relevant public with the target audience — as applied in website visit campaign— proven effective in increase credibility message and encourage audience For take action continued. For MSMEs with budget limited, collaboration with micro-influencers who have proximity authentic with the target audience can become a cost-effective alternative to macro-influencers.

Fourth, the system more tracking structured — including UTM parameters, Facebook Pixel, and sales data integration — is necessary implemented For allows more attribution accurate between activity digital marketing and performance sales. Limitations in attribution be one of challenge main issues faced in study this and the one that needs it the most attention in development capability Gaza Pizza digital marketing to front.

Limitations Study

This study acknowledges a number of necessary limitations. First, establishing direct attribution between advertising campaigns and sales improvements presents a major methodological challenge. Although sales improvements occurred after the campaign period, it cannot be ruled out that other factors such as seasonal trends, reseller activities, or external momentum not measured in this study may have contributed. More rigorous tracking implementation in future research—such as A/B testing with control groups or integrated UTM tracking linked with sales systems—is required to overcome these limitations.

Second, the relatively short research period (one campaign season) limits the ability to capture medium- and long-term impacts of digital marketing on brand awareness, customer loyalty, and sustainable sales growth. Third, restrictions on access to the TikTok platform during certain periods influenced campaign continuity and may have affected cross-platform performance comparison factors.

CONCLUSION

This study successfully implemented a structured digital marketing strategy for Pizza Gaza, an MSME, through a business coaching approach. The implementation of digital marketing based on paid social media advertising proved effective in increasing brand visibility measurably: Meta Ads campaigns reached over 180,000 users, while TikTok Ads reached more than 188,000 users within a short campaign period with a limited budget. TikTok Ads outperformed Meta Ads in terms of absolute reach and engagement (274 link clicks vs. 102), whereas Meta Ads proved more cost-efficient with a CPM of Rp1,435.89 (56% lower than TikTok Ads). The Meta Ads campaign for website visits generated 667 visits with a CPR of Rp690, demonstrating the platform's capability to drive audiences to the conversion stage. There is evidence of positive campaign contribution to sales, demonstrated by 13 new resellers registering and placing orders shortly after the campaign, accompanied by consistent monthly sales growth—the small variant increased by 55% and the medium variant by 4.3% from February to March 2026. Furthermore, the business coaching approach proved effective as an intervention method that resulted in real implementation and measurable impact, rather than merely conceptual recommendations. The integration of analytical frameworks (BMC, VRIO, PESTEL, SWOT, gap analysis, and Pareto analysis) provided a comprehensive strategic foundation for designing a targeted digital marketing plan. It is recommended that Pizza Gaza continue allocating its marketing budget with a focus on Meta Ads for conversion-driven campaigns due to its cost-efficiency, while using TikTok Ads selectively for brand awareness and engagement objectives. Future research should extend the campaign period to assess long-term impact, implement more robust attribution tracking (e.g., UTM parameters and pixel integration), and apply the same business coaching framework to other MSMEs in different sectors to validate its generalizability.

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