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Innovative Marketing Strategy Implementation and Digitalization in Traditional Culinary MSMEs: A Case Study of Nasi Kuning Bangka in the Sustainability Era

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ABSTRACT

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Nasi Kuning Bangka is a culinary Micro, Small, and Medium Enterprise (MSME) established on August 26, 2022, in the strategic area of Mampang Prapatan, South Jakarta. This study aims to analyze the transformation of innovative marketing strategies that merge traditional values with adaptive modern approaches amidst post-pandemic economic challenges. A qualitative descriptive approach was utilized, incorporating field observations and a 7P marketing mix analysis. Key innovations include the development of Baked Yellow Rice (Nasi Kuning Panggang), the customized flavor intensity system "Rempah Racik," and the utilization of eco-friendly bamboo woven baskets (besek) integrated with QR Code technology for Indonesian cultural education. The findings indicate that digitalization via social media and online food delivery platforms, combined with a reinforced cultural identity and Environmental, Social, and Governance (ESG) principles, significantly enhances market reach and competitive advantage. This strategy positions Nasi Kuning Bangka as a business model that balances profitability with the preservation of Indonesian culinary heritage within the creative industry era.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia serve as vital pillars of national economic stability, particularly through job creation and contributions to the Gross Domestic Product (GDP). However, the contemporary business landscape has undergone a fundamental transformation driven by digital technology advancements, requiring MSMEs to adapt rapidly to maintain relevance in an increasingly competitive market. As stated by Astuty, Sudirman, and Aryanto (2024), "sustainable resilience is the key for MSMEs to leverage digitalization potential in facing economic uncertainties." This concept underscores the necessity for continuous innovation and technological adaptation to unlock the full potential of micro-enterprises during a dual transition era: digitalization and sustainability.

Traditional Indonesian culinary arts, such as yellow rice (*nasi kuning*), are not merely food commodities but representations of a rich cultural heritage dating back to the Majapahit Kingdom. Philosophically, *nasi kuning* symbolizes wealth, prosperity, and gratitude, traditionally served during customary ceremonies and religious celebrations. Nevertheless, given the penetration of global fast food and changing urban lifestyles, the survival of archipelago culinary traditions faces challenges in attracting younger generations. The economic crisis triggered by the COVID-19 pandemic further exacerbated this situation, forcing many micro-enterprises to manage declining consumer purchasing power alongside rising operational costs.

In this context, Nasi Kuning Bangka emerged as a business entity striving to bridge the gap between tradition and modernity. Located at Jalan Bangka IB No. 11, Mampang Prapatan, South Jakarta, this business was founded out of concern over the erosion of local culinary values and the economic needs of a family during pandemic uncertainties. Digital transformation was adopted as a strategic instrument to enhance brand visibility and consumer interaction, primarily through social media platforms and online delivery ecosystems. As emphasized by Purnomo, Nurmalitasari, and Nurchim (2024), digitalization offers MSMEs opportunities to expand market reach, improve operational efficiency, and optimize business decision-making.

II. METHODS

This community outreach and strategic analysis study was conducted through an active partnership with the MSME Nasi Kuning Bangka, located in the strategic area of Mampang Prapatan, South Jakarta. This location was selected because Mampang serves as a dense business and culinary hub, providing a highly relevant competitive context for ready-to-eat food products. The initiative involved a team of students and lecturers from Perbanas Institute as part of a marketing planning and control program.

The execution methodology relied on a qualitative descriptive approach comprising several main stages:

- **Field Observation:**
Conducted to gain a deep understanding of the operational flow, spanning local raw material procurement, hygienic kitchen production processes, packaging, and distribution mechanisms. This observation verified alignment between strategic plans and field implementation, particularly regarding quality and cleanliness standards.
- **In-Depth Interviews:**
Conducted with the founder and primary manager of Nasi Kuning Bangka to gather insights regarding the background of the business, financial challenges during the pandemic, and long-term

visions. The information mapped internal strengths and market opportunities using a SWOT analysis framework (Strengths, Weaknesses, Opportunities, Threats) while assessing the managers' digital literacy and technology readiness.

- **7P Marketing Mix Analysis:**
Applied to evaluate the effectiveness of current strategies. Consumer behavior data was gathered by reviewing digital platform feedback and social media interactions.
- **Digital Assistance:**
The outreach team assisted in developing digital promotional content, activating Google My Business, and optimizing culinary marketplace platform usage to generate applicable and measurable recommendations for enhancing digital-era competitiveness.

III. RESULTS AND DISCUSSION

3.1 Business Profile and Historical Context

Nasi Kuning Bangka officially commenced operations on August 26, 2022, marking a public transition period from pandemic restrictions to the new normal. The name "Bangka" is derived from its geographic location on Jalan Bangka Raya, a prominent culinary artery in South Jakarta, thereby facilitating brand recognition among local communities. The business originated from the survival efforts of a family impacted by the economic crisis, evolving into a mission to preserve the culinary culture of the Indonesian archipelago.

The growth of this business reflects the typical trajectory of Indonesian MSMEs: starting as a home-based pre-order venture relying on word-of-mouth marketing, eventually transitioning into an established brick-and-mortar culinary tenant. The physical location in Mampang Prapatan is highly strategic, surrounded by office complexes, dense residential zones, and youth activity hubs, representing a viable market segment seeking practical, nutritious, and authentic meals.



Figure 1. Storefront and Management of Nasi Kuning Bangka



Figure 2. Nasi Kuning Bangka Product Offerings

3.2 Product Innovation as a Differentiation Strategy

Amidst a saturation of conventional yellow rice vendors, Nasi Kuning Bangka adopted a differentiation strategy through product innovations affecting texture, flavor, and sensory experience. The primary innovation driving their competitive edge is the Baked Yellow Rice (*Nasi Kuning Panggang* / Bangka Grilled Rice). Unlike traditional methods that rely solely on steaming, this yellow rice is compressed and grilled over a teflon pan or charcoal until the exterior turns crispy while the interior remains soft. This process enhances spice caramelization and infuses a smokey aroma, an innovation rarely seen in similar culinary markets.

Tabel 1. Matriks Inovasi Produk Nasi Kuning Bangka

Innovation Type	Mechanism Description	Consumer Value Proposition
Nasi Kuning Panggang	Rice compression followed by grilling until the outer texture is crispy.	Unique textural sensation and intensified spice aromas.
Varian Mozzarella	Addition of melted mozzarella cheese on top of hot grilled rice.	Fusion approach matching traditional tastes with modern flavor trends.
Varian Manado Spicy	Integration of bird's eye chili and authentic North Sulawesi spices.	Caters to market demand for extreme spicy food lovers.
Rempah Racik	Personalized system for spice thickness and heat level.	Provides full control and an interactive experience for buyers.

Source: Processed Data, 2025

The "*Rempah Racik*" innovation is another breakthrough providing personalized experiences. Consumers can select from Level 1 (Mild), highlighting fresh coconut milk richness, up to Level 4 (Extra Spicy), utilizing premium bird's eye chilies. This customization system effectively builds customer engagement, as buyers receive a product tailored specifically to their taste preferences.

3.3 Implementation of the 7P Marketing Mix

The success of Nasi Kuning Bangka is tied to the consistent and integrated execution of the 7P marketing mix framework, managed professionally to build a superior brand image.

A. Product

The core focus is on raw material quality and flavor authenticity. Nasi Kuning Bangka utilizes premium rice and fresh spices sourced directly from local farmers to support the grassroots economy. Beyond the grilled rice variants, the business offers derivative products like bottled sambal and instant yellow spice paste as revenue diversification (monetization) strategies. Strict hygiene standards are maintained across production lines.

B. Price

Pricing follows a value-based method, determined by consumer perceptions of quality and experience. With a price range of Rp18,000 to Rp35,000 per portion, Nasi Kuning Bangka targets the mid-market segment that values ingredient quality and cleanliness. This pricing remains competitive against mid-tier traditional restaurants while delivering higher value than mobile street vendors.

C. Place

Distribution channels encompass a physical presence at the strategic Mampang outlet alongside a massive digital footprint. The clean, accessible physical location appeals to dine-in consumers, while digital distribution via GrabFood, ShopeeFood, and GoFood enables the brand to serve consumers across a broader geographic radius.

D. Promotion

Promotional strategies blend conventional techniques, like flyer distribution in schools and offices, with aggressive digital marketing. Instagram Reels and TikTok serve as primary tools to build brand awareness through engaging visual content and behind-the-scenes storytelling. Geo-targeted paid advertisements are deployed to reach potential consumers within a 5-10 km radius of the outlet.

E. People

Human resource management emphasizes hospitality and professionalism. The production team consists of skilled staff, while the front lines are managed by communicative personnel. Empowering local housewives as production partners reflects the business's noble purpose of local job creation. Routine service excellence training is conducted to sustain customer satisfaction.

F. Process

Business operations are digitized for enhanced efficiency. Ordering via the WhatsApp Business API and payments integrated with QRIS streamline transactions for digitally-savvy consumers. Production steps adhere to Standard Operating Procedures (SOPs) to guarantee consistent flavor across all portions served.

G. Physical Evidence

Physical evidence includes aesthetic outlet design, clean cooking utensils, and premium packaging design. The packaging acts as a brand identity statement that is modern yet respectful of traditional heritage.

3.4 Eco-Friendly Packaging Innovation and Cultural Education

In alignment with corporate sustainability and ESG principles, Nasi Kuning Bangka transitioned from plastic and styrofoam packaging to organic materials. Utilizing *besek* (woven bamboo) and banana leaves elevates aesthetic values, preserves freshness, and adds a distinct aroma to the yellow rice. As researched by Pondaag, Octavia, and Theresia (2023), sustainable packaging innovations are critical for MSMEs to enhance competitiveness in global markets that are increasingly sensitive to environmental issues.

Tabel 2. Analisis Perbandingan Kemasan Nasi Kuning Bangka

Parameter	Conventional Packaging (Plastic/Styrofoam)	Nasi Kuning Bangka Packaging (Besek/Banana Leaf)
Sustainability	Non-biodegradable, causes environmental pollution.	Biodegradable and environmentally friendly.
Sensory Experience	Neutral or plastic-scented when exposed to heat.	Banana leaf aroma enhances appetite.
Cultural Value	Low (mass-produced and generic).	High (traditional Indonesian elements).
Digital Interactivity	None.	Integrated QR Code (Cultural Education).
Price Perception	Cheap and mundane.	Premium, suitable for gifts or souvenirs.

Source: Processed Data, 2025

The integration of QR Code technology on the *besek* packaging is a pioneer step linking culinary arts with cultural education. Consumers scanning the code are directed to a short animated video depicting the history of yellow rice since the Majapahit era and its significance in Indonesian *tumpengan* traditions. This strategy transforms food products into interactive learning media, creating an added value that distinguishes Nasi Kuning Bangka from regional competitors in Mampang.

3.5 Competitor Analysis and Market Position

Within the Mampang Prapatan area, Nasi Kuning Bangka competes with established players such as Rumah Rawon and Nasi Goreng Bangka 2. Rumah Rawon possesses strengths in authentic flavors but lacks menu variety for non-beef consumers. Meanwhile, Nasi Goreng Bangka 2 relies on low pricing but lacks a robust digital brand identity.

Nasi Kuning Bangka positions itself as "The Only Cultural Dining Experience" in the area. This strategy avoids price wars, focusing instead on product uniqueness and service quality. By offering Baked Yellow Rice and educational packaging, the venture targets a broader market segment, including culinary tourists and corporate clients requiring culturally touched event catering.

3.6 Digital Transformation and Social Media Marketing

For culinary MSMEs, digital transformation is no longer optional but a necessity to survive market disruption. Nasi Kuning Bangka adopts integrated digital marketing strategies to optimize revenue, particularly during seasonal campaigns like New Year or Ramadhan. Creative video content on TikTok and Instagram highlighting food plating aesthetics has significantly boosted consumer engagement.

Relationship marketing is maintained via dedicated WhatsApp groups for loyal customers to share exclusive promos and new menus. As explained by Moniaga and Laksamana (2025), social media marketing and brand image have a direct impact on purchase intentions, with customer engagement acting as a crucial intervening variable. Nasi Kuning Bangka leverages user-generated content by reposting customer testimonials to foster trust and credibility among prospective buyers.

3.7 Financial Analysis and Monetization

Financially, Nasi Kuning Bangka demonstrates solid performance, showing a 20-30% annual turnover increase post-digital strategy implementation. The initial capital structure, combining personal savings with soft loans via the government's People's Business Credit (KUR) program, indicates effective utilization of formal financial access for business expansion.

Tabel 3. Monetization Channels

Revenue Channel	Sales Mechanism	Estimated Contribution
Direct Sales (Offline)	Daily walk-in transactions at the physical outlet.	40%
Online Delivery	Orders via GoFood, GrabFood, and ShopeeFood apps.	35%
Catering & Special Orders	Rice boxes or <i>tumpeng</i> orders for corporate events.	20%
Derivative Products	Retail sales of bottled sambal and instant spices.	5%

Source: Processed Data, 2025

Disciplined financial management—including separating fixed and variable costs and regular monitoring of the Cost of Goods Sold (COGS)—ensures healthy profit margins despite fluctuations in raw spice commodity prices. Furthermore, operational efficiency is bolstered by digital payment solutions that mitigate manual bookkeeping errors.

3.8 Social Impact and Sustainability (ESG)

Implementing ESG principles at the MSME scale strengthens corporate image and long-term business resilience. Nasi Kuning Bangka provides a tangible social impact by empowering neighborhood housewives within the production loop, aligning with local women-empowerment and unemployment-reduction programs frequently targeted by community outreach initiatives.

On the environmental front, reducing single-use plastics and transitioning to organic packaging supports a circular economy. Additionally, converting kitchen waste into organic fertilizer indicates an environmental awareness that surpasses conventional micro-business standards. These initiatives preserve nature while generating long-term cost efficiencies.

3.9 Challenges and Mitigation Strategies

Despite a positive growth trajectory, Nasi Kuning Bangka faces external headwinds. Price volatility of primary ingredients, such as chilies and premium rice, threatens margin stability. The mitigation strategy involves establishing direct partnerships with agricultural collectives to secure stable pricing and supply guarantees.

Another challenge is intense competition on online delivery platforms that charge high commission fees. To counter this, Nasi Kuning Bangka strengthens its short-radius in-house delivery services and increases social media promotional frequencies to drive direct foot traffic to the outlet. Continuous digital literacy training is also provided internally to ensure the team remains competitive in capturing dynamic digital audiences.

IV. CONCLUSION

The implementation of innovative marketing strategies and digital transformation at the MSME Nasi Kuning Bangka demonstrates that traditional culinary businesses hold substantial potential to remain relevant and competitive in the modern era. Through the introduction of Baked Yellow Rice and the customized "*Rempah Racik*" system, the venture has established unique value propositions differentiating it from conventional competitors. Merging eco-friendly *besek* packaging with QR Code educational technology supports cultural and environmental preservation while elevating the product's commercial value among sustainability-conscious consumers.

Digitalization via social media and online delivery networks has accelerated revenue growth and expanded market reach. This success is supported by a robust 7P marketing mix execution and a commitment to local economic empowerment. Anchored by innovation, digitalization, and social responsibility, Nasi Kuning Bangka serves as an adaptive, sustainable business model for other Indonesian traditional culinary MSMEs aiming for global competitiveness without losing local wisdom roots. Continuous multi-stakeholder support remains imperative to ensure that such digital transformations proceed inclusively, yielding broader economic impacts for the advancement of Indonesia's creative industries.

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