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Enhancing Competitiveness Through Innovation: A Basreng Snack MSME

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ABSTRACT

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The Micro, Small, and Medium Enterprise (MSME) "Basreng Snack Mak Ipok" is a fried meatball snack culinary business from Bogor, initiated by Mr. Apriansyah since 2020. Through direct interviews on July 12, 2025, this study aims to formulate comprehensive innovation strategies to enhance business competitiveness. Currently, the partner has secured legal compliance through a Business Identification Number (NIB) and Halal Certificate, along with initial innovations including packaging hygiene improvements and a brand transformation from "Warzhomet" to "Basreng Snack Mak Ipok". To expand market reach, five new innovation strategies are proposed: (1) utilizing WhatsApp Business for ordering efficiency; (2) optimizing creative content marketing via Instagram and TikTok; (3) implementing interactive promotions like the "Buy 10 Get 1" system; (4) diversifying digital payments based on QRIS and e-wallets ; and (5) expanding sales channels through marketplaces (Shopee) and online food delivery (GoFood/GrabFood). The implementation of these technology-driven strategies is expected to strengthen branding, increase customer loyalty, and ensure business sustainability in the snack market.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in sustaining the national economy in Indonesia. This sector not only serves as a social safety net through employment generation but also drives creativity based on local wisdom (Tambunan, 2012). One of the most dynamically growing MSME subsectors with a broad consumer base is the culinary industry, particularly the ready-to-eat snack category. According to data from the Ministry of Cooperatives and MSMEs of the Republic of Indonesia (2023), the contribution of the culinary micro-sector continues to increase due to the high public demand for practical, economical, and locally appealing snack alternatives, creating significant opportunities for home-based entrepreneurs to thrive. One of the most popular traditional snacks among the Indonesian society is *Basreng* (Fried Meatballs). This culinary product utilizes a meatball base sliced thinly, fried until crispy, and mixed with a blend of seasonings such as chili, garlic, salt, sugar, and lime leaves to create a savory, tender, and crispy texture. This substantial market potential inspired Mr. Apriansyah to initiate the home-based business "Basreng Snack Mak Ipok" in the Babakan Madang area, Bogor, in 2020. Rooted in the owner's personal hobby of snacking, this home industry maintains a strong commitment to producing high-quality *basreng* that is well-received by the community.

Although "Basreng Snack Mak Ipok" has shown positive growth evidenced by securing a Business Identification Number (NIB) in February 2023, obtaining a Halal Certificate, and initiating initial packaging and branding improvements the enterprise still faces major challenges in expanding its business scale. Currently, its marketing and sales methods remain highly conventional, primarily targeting the immediate neighborhood and workplace. As stated by Wardhana (2015), micro-entrepreneurs are often late in adopting digital technology due to technical operational constraints. The business owner has not yet optimized digital technology for managing customer communication, creating visual social media marketing, diversifying into cashless payment methods, or expanding distribution channels through e-commerce and online food delivery platforms. In the current era of digital transformation, adopting internet-based technology is key for MSMEs to enhance competitiveness, accelerate transactions, and reach a wider consumer base beyond geographical boundaries (Purnomo & Hermawan, 2021). Therefore, formulating an integrated business management and digital marketing innovation strategy is essential to elevate "Basreng Snack Mak Ipok" from a local micro-business into a highly competitive product in the broader snack market.

PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA UNTUK MENUNJANG KEGIATAN USAHA
SERTIFIKAT PEMENUHAN KOMITMEN PRODUKSI PANGAN OLAHAN
INDUSTRI RUMAH TANGGA
(SPP-IRT)
PB-UMKU: 27022300524940000001

Pemerintah Republik Indonesia menerbitkan Perizinan Berusaha Untuk Menunjang Kegiatan Usaha (PB-UMKU), yang merupakan Sertifikat Pemenuhan Komitmen Produksi Pangan Olahan Industri Rumah Tangga (SPP-IRT) kepada Pelaku Usaha berikut ini:

1. Nama Pelaku Usaha: APRIANSYAH
2. Nomor Induk Berusaha (NIB): 2702230052494
3. Alamat Kantor: Kp. Cijayanti II, Desa/Kelurahan Cijayanti, Kec. Babakan Madang, Kab. Bogor, Provinsi Jawa Barat
Kode Pos: 16810
4. Status Penanaman Modal: Penanaman Modal Dalam Negeri (PMDN)
5. Kode Klasifikasi Baku Lapangan Usaha: 10794 - Industri Kue-kue, Keripik, Peyek Dan Sejenisnya Indonesia (KBLI)
6. Lokasi Usaha: Kp. Cijayanti II Rt. 06/02, Desa/Kelurahan Cijayanti, Kec. Babakan Madang, Kab. Bogor, Provinsi Jawa Barat
Kode Pos: 16810

Tetap Memenuhi Kondisi/Perizinan:

1. Mengikuti Penyusunan Keamanan Pangan
2. Memenuhi persyaratan keamanan, mutu, label dan iklan pangan olahan

Lampiran Perizinan Berusaha Untuk Menunjang Kegiatan Usaha ini memuat data teknis yang merupakan bagian tidak terpisahkan dari dokumen ini. Pelaku Usaha tersebut di atas wajib menjalankan kegiatan usahanya sesuai dengan ketentuan peraturan-perundang-undangan yang berlaku.

Diterbitkan tanggal: 16 Juni 2024

a.n. Bupati Bogor
Kepala DPMPSTP Kabupaten Bogor

Ditandatangani secara elektronik

Ditetapkan tanggal: 28 Juni 2024

REPUBLIK INDONESIA
(REPUBLIC OF INDONESIA)
جمهورية إندونيسيا

LAMPIRAN SERTIFIKAT HALAL
(THE ATTACHMENT OF HALAL CERTIFICATE)

مرققة لشهادة الحلال

Nomor Sertifikat / Certificate Number: ID32110001817690323 رقم الشهادة

Nama Pelaku Usaha / Name of Company: APRIANSYAH اسم الشركة

Jenis Produk / Type of Product: Makanan ringan siap santap نوع المنتج

Daftar Gensi / Outlet	
No	Nama Gensi / Outlet
1	SNACK MAK IPOK

(Hal: 1 / Total Outlet: 1)

Diterbitkan di Jakarta pada / Issued in Jakarta on: 12 April 2023

أصدرت الشهادة بجاكرتا في: 12 أبريل 2023

KEPALA
BADAN PENYELENGGARA JAMINAN PRODUK HALAL
HEAD OF HALAL PRODUCT ASSURANCE BODY
رئيس وكالة ضمان المنتجات الحلال

Muhammad Aqil Irfham

Dokumen ini telah diterbitkan secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh Badan Sertifikasi Elektronik, BSEI.

Halal Certificate

Figure 1 . Activity Documentation

II. METHODS

This study utilizes a qualitative descriptive research design. A qualitative approach was selected to obtain an in-depth, contextual, and nuanced understanding of the internal operations, challenges, and digital transformation readiness of a micro-enterprise (Creswell & Poth, 2018). Rather than testing statistical hypotheses, this design focuses on exploring the real-world conditions of the subject and formulating actionable, technology-driven innovation strategies based on empirical field data. The subject of this study is Mr. Apriansyah, the founder and owner of the home-based snack business "Basreng Snack Mak Ipok". The object of the research is the operational management, branding, marketing, payment systems, and distribution channels of the fried meatball enterprise. The study was centered at the production site located at Kp. Cijayanti II, Cijayanti Village, Babakan Madang District, Bogor, West Java. The research was executed through a structured, four-stage procedure adapted from systematic workflow models (Miles et al., 2014) to ensure the study can be replicated by future researchers:

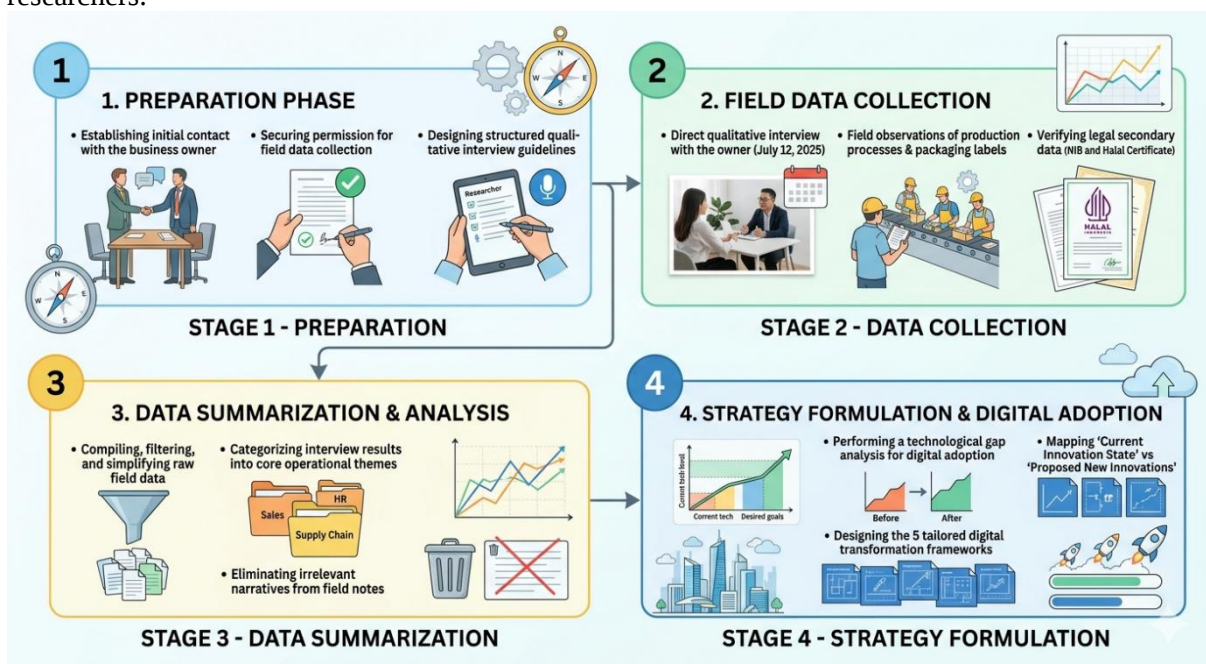


Figure 2. four-stage procedure adapted from systematic workflow models

To derive valid and meaningful insights, the collected qualitative data was analyzed using the interactive data analysis model by Miles and Huberman (Miles et al., 2014). The first step involved Data Condensation, sifting through interview responses and field observations to extract core facts regarding the business. Irrelevant narratives were removed, while critical milestones, such as the 2023 NIB registration and the transition from "WARZHOMET" to "BASRENG SNACK MAK IPOK," were prioritized. The second step was Data Display, organizing the condensed information into systematic descriptive text to compare "Current Innovation Activities" versus "Proposed New Innovation Strategies". The final step consisted of Conclusion Drawing and Verification, interpreting the data to evaluate how the integration of digital tools solves the localized market limitations based on the factual capabilities of the owner.

III. RESULTS AND DISCUSSION

The subject of this study is "Basreng Snack Mak Ipok," a home-based Micro, Small, and Medium Enterprise (MSME) operating in the culinary sector, specifically specializing in the production of *basreng* (fried meatballs). The business is located at Kp. Cijayanti II, Cijayanti Village, Babakan Madang District, Bogor, West Java. Founded in 2020 by Mr. Apriansyah, the initial idea for this business stemmed from the owner's personal hobby of snacking on ready-to-eat foods. Driven by this personal passion, the owner made a strong commitment to turn it into a productive and responsible micro-business venture (Suryana, 2014). In its production process, the *basreng* is made from high-quality selected ingredients, including meatball base, vegetable oil, chili, garlic, salt, sugar, and fresh lime leaves. All components are mixed with a precise formulation to produce fried meatballs that are tender, crispy, and infused with a distinct savory-spicy flavor profile. This consistent taste quality has enabled the product to be well-received by the general public, establishing a loyal customer base primarily within the owner's residential neighborhood and among his workplace colleagues.

Based on the in-depth interviews and field observations conducted on July 12, 2025, MSME "Basreng Snack Mak Ipok" has demonstrated high structural awareness regarding the importance of formal business legality and brand identity. The owner has successfully executed several crucial baseline innovations, which are highlighted by: (1). Formal Legal Compliance: The enterprise officially secured its Business Identification Number (*Nomor Induk Berusaha* or NIB) in February 2023 and has obtained a formal Halal Certificate. Registering these legal documents proves the owner's firm commitment to operating a legitimate, hygienic, and trusted business in the eyes of consumers and regulatory authorities. This legal framework also serves as a critical stepping stone for future expansion into modern retail networks (Tambunan, 2012). (2). Brand Transformation (Rebranding): The owner initiated a strategic identity innovation by transforming the brand name from its original name, "WARZHOMET," into "BASRENG SNACK MAK IPOK." This rebranding is highly strategic as it offers a more localized, familiar, and catchy tone, making it significantly easier to remember for target snack consumers in Indonesia (Tjiptono, 2019). (3). Packaging Enhancement: Inventions were also made on both the visual and functional aspects of the product packaging. The owner improved hygiene and packaging material standards to make the design more appealing, airtight, capable of maintaining the crispiness of the *basreng* longer, and effective in preventing oil leakage.

Figure 3. a five-pillar digital technology innovation framework



Although the product foundation and legal aspects are already robust, the empirical data revealed that Mr. Apriansyah's primary challenge lies in the marketing reach, which remains heavily restricted to conventional local channels, relying mostly on direct orders and word-of-mouth networks.

To overcome these geographical limitations, a five-pillar digital technology innovation framework (Kotler & Keller, 2016) is proposed and analyzed to systematically modernize the business infrastructure. The first pillar addresses communication management optimization through the implementation of WhatsApp Business. Previously, commercial communications with customers were mixed within the owner's personal WhatsApp account, causing considerable operational disorder where incoming orders were prone to being overlooked, thereby undermining professional standards. Integrating a dedicated WhatsApp Business account provides an immediate administrative solution to this bottleneck. As researched by Sari and Setiawan (2022), utilizing features such as automated greeting and away messages, quick replies, structured tracking labels (e.g., "Pending Payment," "Shipped"), and a built-in product catalog allows the owner to serve customers in a systematic, highly responsive, and professional manner.

The second pillar focuses on expanding brand awareness beyond the immediate Bogor area by leveraging creative content digital marketing across interactive social media ecosystems. The proposed strategy involves creating dynamic visual content specifically tailored for Instagram and TikTok. This promotional material can be produced through engaging short-form videos and reels that showcase the hygienic deep-frying processes, the vibrant tossing of aromatic chili powder with fresh lime leaves, and customer product reviews utilizing high-quality audio formats like ASMR and Mukbang trends (Kaplan & Haenlein, 2010). Furthermore, optimizing posting schedules to align directly with peak digital traffic hours, such as lunch breaks or evening rest periods, will organically maximize content exposure to a broader national audience (Assauri, 2018).

The third pillar introduces interactive promotion and customer loyalty programs designed to prevent consumer boredom and encourage repetitive purchasing behavior or repeat orders. To modernize the promotional strategy, implementing an interactive customer retention model, such as a "Buy 10 Get 1 Free" program monitored through physical or digital milestone tracking cards, is highly recommended. Additionally, providing small discount incentives for customers who are willing to review the product or share photos of their *basreng* on their personal Instagram and TikTok stories will successfully cultivate organic User-Generated Content (UGC), effectively turning everyday buyers into active digital promoters for the brand (Tjiptono, 2019). The fourth pillar outlines payment method diversification through financial technology and QRIS integration. In line with the macroeconomic shift toward a cashless society, a heavy reliance on physical cash transactions creates unnecessary friction for modern consumers (Bank Indonesia, 2020). Therefore, deploying a unified QRIS (Quick Response Code Indonesian Standard) code that seamlessly integrates multiple popular e-wallets, such as GoPay, OVO, and Dana, along with mobile banking platforms, is urgently required. This implementation not only offers seamless convenience to tech-savvy customers but also automates daily cash flow recording, which ensures clean bookkeeping and minimizes the inherent risks of physical money handling or manual accounting errors.

The fifth and final pillar drives distribution channel expansion by reinforcing existing physical distribution networks with online storefronts. To satisfy instant, hyper-local cravings within a 0–10 km radius, "Basreng Snack Mak Ipok" should be actively registered on Online Food Delivery (OFD) systems such as GoFood or GrabFood. Meanwhile, to capture nationwide demand across Indonesia, establishing official stores on prominent e-commerce marketplaces like Shopee and Tokopedia is highly recommended (Purnomo & Hermawan, 2021). Furthermore, physical packaging labels must be updated to include comprehensive contact information and active social media links, thereby creating an integrated omnichannel feedback loop that connects offline and online customers fluidly. By holistically implementing these five digital innovation strategies, "Basreng Snack Mak Ipok" successfully transcends relying solely on its established taste advantages and local compliance. The dynamic synergy between secured legal certifications (NIB & Halal), strong localized branding, enhanced packaging hygiene, and aggressive digital marketing is projected to significantly accelerate sales volume, expand consumer acquisition funnels, and guarantee long-term business sustainability in a highly competitive snack food market.



Figure 4. Production Process and one of the sales outlets

IV. CONCLUSION

Based on the findings and discussion, it can be concluded that MSME "Basreng Snack Mak Ipok" possesses a strong product foundation characterized by consistent taste quality, and has successfully established formal legal compliance (NIB and Halal Certificate) along with primary packaging upgrades since 2023. However, dependency on traditional marketing channels remains the core barrier to business scalability. The implementation of the proposed five-pillar digital innovation framework—comprising WhatsApp Business operations, creative content generation on Instagram/TikTok, interactive "Buy 10 Get 1" loyalty programs, unified QRIS payment systems, and online expansion via OFD services and e-commerce marketplaces—presents a highly practical solution. The integration of established legal standing with modern digital marketing workflows effectively eliminates geographical boundaries, optimizes daily revenue channels, increases customer retention, and enhances overall market competitiveness within a dense snack industry.

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