The Impact of Digital Marketing Strategies on Sales Volume Growth in Culinary MSMEs in Surabaya

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ABSTRACT

This study aims to analyze the impact of digital marketing strategies on the sales volume growth of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector in Surabaya. The development of digital technology has encouraged MSME actors to utilize various digital platforms such as social media, e-commerce, and food delivery applications to expand market reach and increase sales volume. This research employs a quantitative approach with data collected through questionnaires and documentation studies involving several culinary MSMEs actively implementing digital marketing strategies. The findings show that the use of social media, online promotions, and collaboration with digital platforms has a significant influence on sales growth. These findings confirm H1, supporting the conclusion that digital marketing strategies have a statistically significant and positive impact on the growth of sales volume in culinary MSMEs in Surabaya. These findings strongly suggest that digital marketing not only improves brand visibility but also directly contributes to increased sales volume, especially when combined with consistent promotional activities and accessible ordering channels. The model explains approximately 63% of the variation in sales growth among culinary MSMEs, suggesting that digital marketing is a strong predictor of business performance in this sector. These results indicate that digital marketing is an effective strategy for supporting the growth of culinary MSMEs, especially in facing a competitive and dynamic market environment. The following recommendations are proposed: Business owners should be encouraged to improve their understanding of digital marketing concepts, including content creation, customer engagement strategies, platform analytics, and campaign planning. This can be facilitated through workshops, online tutorials, and peer learning initiatives tailored to MSMEs.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed how businesses operate and engage with consumers. In Indonesia, especially in urban centers like Surabaya, digital platforms have become essential tools for marketing, particularly for Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector. These enterprises play a crucial role in the local economy by generating employment, fostering entrepreneurship, and contributing to regional income. However, in the face of increasing competition and changing consumer behavior, traditional marketing approaches are no longer sufficient to ensure sustained growth (Santoso & Kasih, 2024).

The development of information and communication technology has fundamentally (Santoso et al., 2020; Faradhilah & Santoso, 2025) changed the way business actors interact with consumers. One of the most significant impacts of this development is the emergence and rapid growth of digital marketing (Astuti & Nugroho, 2022) strategies that replace conventional marketing methods. Digital marketing not only offers cost efficiency (Santoso 2025), but also allows direct connectivity between business actors and target markets through various platforms such as social media, e-commerce, and online food ordering applications. In this context, MSMEs (Candra & Prasetyo, 2021; Satriadi et al.,

2022), especially the culinary sector, have a great opportunity to increase visibility, build customer loyalty, and ultimately increase sales volume.

Surabaya as one of the centers of economic growth in Indonesia shows significant dynamics in the development of MSMEs (Santoso et al., 2022). Data from the Surabaya Cooperatives and MSMEs Service shows that the culinary sector dominates the number of active MSMEs, given the high demand for food and beverage products. However, increasingly tight competition in the local market requires MSME players to be able to innovate, one of which is through the adoption of digital technology in their marketing strategies. Digital marketing allows small business players to adjust their promotional strategies to consumer needs, carry out more precise market segmentation, and monitor market responses in real time.

Digital marketing strategies such as the use of social media (Saputra & Wulandari, 2020), search engine optimization (SEO), e-commerce platforms, influencer partnerships, and targeted advertising offer cost-effective and efficient ways for MSMEs to reach wider audiences and strengthen their market presence. Platforms like Instagram, TikTok, WhatsApp Business, ShopeeFood (Syam & Santoso, 2025), and GoFood have emerged as critical channels for culinary businesses to promote products, interact with customers, and drive sales. For many MSMEs, especially those with limited physical presence or capital, these digital tools can be the key to survival and expansion.

Digital marketing is defined as a series of promotional activities that use digital media and online platforms to reach consumers widely, quickly, and measurably (Kotler et al., 2016). In the context of MSMEs, especially in developing countries like Indonesia, digital marketing is seen as an efficient and strategic way to increase business existence and income, especially since MSMEs generally have limitations in terms of resources and budget.

According to Chaffey and Ellis-Chadwick (2019), digital marketing strategies include various important elements, including social media marketing (Aprilia & Suharyono, 2018), search engine optimization (SEO), email marketing, content marketing, influencer marketing, and the use of e-commerce and video sharing platforms (Astuti & Nugroho, 2022). Over the past 10 years, social media such as Instagram, Facebook, TikTok, and WhatsApp have become the main channels used by MSMEs due to their ease of use and ability to reach a wide target market directly.

Research by Suhartini and Nugroho (2021) shows that MSMEs that adopt social media as part of their marketing strategy (Novita & Santoso, 2025) experience customer interaction growth of up to 60%, with an average increase in sales volume of 25% in a six-month period. This finding is supported by research by Oktaviani and Haryanto (2020) which concluded that the integration of attractive visual content with responsive customer interaction can increase consumer loyalty and significantly increase sales conversions (Anshari et al., 2019).

Despite the increasing adoption of digital marketing, many culinary MSMEs in Surabaya still struggle to measure its effectiveness or align strategies with consumer trends. There is also a gap in understanding the direct relationship between digital marketing efforts and sales volume growth. While some businesses experience sharp increases in revenue through online engagement, others fail to optimize the potential of digital platforms due to a lack of skills, resources, or strategic planning.

Several previous studies have shown that the use of digital marketing has a positive impact on the sales performance of MSMEs (Satriadi et al., 2022; Santoso et al., 2022). According to Chaffey and Ellis-Chadwick (2019), digital marketing enables effective two-way communication between producers and consumers, and facilitates data-based marketing. Meanwhile, a study conducted by Satriadi et al., 2022 on MSMEs in the culinary sector in Indonesia found that the use of social media platforms (Aprilia & Suharyono, 2018) such as Instagram and TikTok significantly increased customer interaction and had a direct impact on increasing the number of transactions. This is in line with the opinion of Kotler et al., (2016) who stated that the success of digital marketing is highly dependent on the ability of business actors to understand digital consumer behavior and create relevant and interesting content.

MSMEs in the culinary sector are one of the main pillars of the local economy, especially in big cities like Surabaya. Food and beverage products offered by MSMEs are heavily influenced by local culture (Santoso et al., 2022), consumer trends, and people's purchasing power (Candra & Prasetyo, 2021). In the last 10 years, this sector has experienced rapid growth, driven by urban lifestyle trends, increasing frequency of eating out, and changes in consumer preferences for unique and affordable local products (Ministry of Cooperatives and SMEs, 2022).

According to Satriadi et al., (2022), the biggest challenge for culinary MSMEs lies in the promotion and marketing aspects. Many business actors still rely on word of mouth promotion and have not been able to build a consistent brand image (Sa'adah & Mardhotillah, 2023; Dellarosa et al., 2025). Digital marketing offers a solution to this problem by providing cheap, flexible, and customizable promotional media to suit business needs. Platforms such as GoFood, GrabFood (Febrica & Trianasari, 2020; Rusminah et al., 2023), ShopeeFood, and social media are important tools in the digitalization process of culinary MSMEs (Santoso & Legowo, 2014; Satriadi et al., 2022).

Although various studies have proven the effectiveness of digital marketing, there is still a gap in understanding the extent to which this strategy has an impact on sales growth quantitatively, especially for culinary MSMEs (Iskandar & Pramudito, 2022) at the local level such as Surabaya. Several business actors have adopted digital strategies intensively, but not all have been able to optimize them optimally. Therefore, this study aims to analyze the impact of digital marketing strategies on sales volume growth in culinary MSMEs in Surabaya, with the hope of providing empirical contributions to the development of more targeted marketing strategies and providing practical recommendations for small and medium-scale culinary business actors.

However, this digital transformation also requires MSMEs to have adequate digital literacy . A study by (Hariyanto & Putri, 2019; Santoso & Sihab, 2024) shows that the success rate of a digital strategy is largely determined by the digital competence of business actors, including an understanding of social media algorithms, content scheduling, and the ability to read digital analytics.

Sales volume is the main indicator in measuring the success of a marketing strategy (Putri & Santoso, 2024). In the digital marketing framework, sales volume is influenced by various factors such as advertising reach, promotional content quality, responsiveness to customers, and speed of service. In the last 10 years, various theoretical models have been developed to explain this relationship, one of which is the Digital Marketing Funnel which consists of the stages of awareness, interest, consideration, conversion, and loyalty.

In the context of modern marketing theory, the concept of Integrated Marketing Communication (IMC) is relevant to be applied to MSMEs (Afiff & Hardiyansyah, 2021). IMC emphasizes the importance of message consistency across communication channels, both digital and conventional, to strengthen brand image and increase customer trust (Afiani et al., 2024; Andari et al., 2024). In the digital era, this consistency can be achieved through the use of content calendars, social media strategy development, and regular monitoring of digital metrics (Soka et al., 2025).

Research by Nugraheni and Suryanto (2020) found that culinary MSMEs that consistently manage social media accounts with promotional content, product education, and customer testimonials are able to significantly increase sales volume. In the study, MSMEs that are active on social media recorded sales growth of 30–50% higher than those that do not use social media.

Furthermore, the Customer Engagement theory (Breidbach & Brodie, 2017) explains that intense interaction between business actors and consumers on digital media creates an emotional connection that impacts purchasing decisions (Dewi & Winarningsih, 2020). This explains why strategies that focus on two-way communication are more effective in increasing sales than passive advertising.

This research aims to explore and analyze how the implementation of digital marketing strategies affects sales volume growth among culinary MSMEs in Surabaya. By identifying which digital approaches are most impactful, this study will provide valuable insights for business owners, marketers, and local policymakers seeking to enhance the competitiveness and sustainability of the culinary MSME sector in the digital economy (Santoso & Kasih, 2024).

RESEARCH METHODS

This study was designed using a quantitative approach with the aim of systematically analyzing the influence of digital marketing strategies on sales volume growth in culinary MSMEs in Surabaya. The quantitative approach was chosen because it allows researchers to collect numerical data that can be processed statistically so as to provide objective results that can be generalized to a wider population (Ghozali, 2018). In addition, to complement quantitative data, qualitative methods (Santoso, et al., 2023; Santoso, et al., 2024) in the form of interviews were also used as a triangulation method to strengthen the validity of the findings and obtain a more comprehensive picture of the phenomenon being studied.

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This type of research is explanatory research that aims to test the causal relationship between digital marketing strategy variables (independent variables) and sales volume growth (dependent variables). The main focus of this study is to test how much influence the independent variables have on the dependent variables and to identify the digital marketing elements that contribute most to increasing the sales volume of culinary MSMEs (Satriadi et al., 2022; Santoso et al., 2022).

The research population includes all culinary MSME actors in the Surabaya City area who have implemented digital marketing strategies in their business activities. Based on data from the Surabaya Cooperative and MSME Service in 2024, there are around 5,000 active culinary MSMEs that use digital marketing in the form of social media, marketplaces, and online food delivery applications.

Due to the large population and to ensure data representation, the sampling technique used was purposive sampling with the following inclusion criteria: culinary MSME actors who have been actively using digital marketing (Santoso & Sihab, 2024) for at least the last six months, have accountable sales data, and are willing to be research respondents. The sample taken was 150 respondents to obtain valid and reliable analysis results.

Primary data were collected through two main methods, namely questionnaires and semi-structured interviews. The questionnaire was designed using a 5-point Likert scale (from strongly disagree to strongly agree) that measures dimensions of digital marketing strategies such as the intensity of social media use (Instagram, Facebook, TikTok), utilization of e-commerce and food ordering applications (GoFood, GrabFood) (Febrica & Trianasari, 2020; Oktaviana et al., 2021), and digital marketing content (promotions, testimonials, customer interactions). The questionnaire also measured sales volume growth based on changes in the number of transactions and turnover before and after the implementation of digital marketing strategies. The questionnaire was distributed directly and online through a digital survey platform to reach respondents more widely and efficiently.

Semi-Structured Interviews: Conducted with 15 selected respondents to dig deeper into their experiences in implementing digital marketing (Dewi & Winarningsih, 2020), obstacles faced, and strategies that were considered most effective in increasing sales. This interview also functions as data triangulation to enrich the results of quantitative analysis.

In addition to primary data, secondary data was collected from official sources such as reports from the Surabaya Cooperatives and MSMEs Office, previous studies, journal articles, and related literature as a basis for theory and comparison.
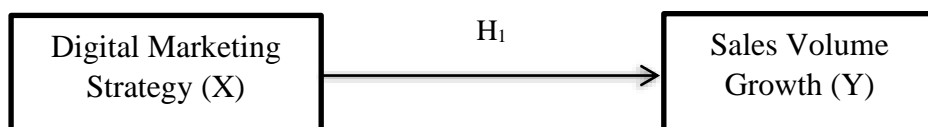

Figure 1. Research Framework of the Impact of Digital Marketing Strategies
on Sales Volume Growth

Independent variable (X), digital marketing strategy. This variable includes the use of various digital channels in marketing culinary products, which is measured through indicators of the intensity of use of social media, e-commerce, digital promotional content, interaction with customers through digital platforms, and the use of supporting technologies such as digital delivery and payment applications.

Dependent variable (Y), sales volume growth, this variable is measured based on the increase in the number of sales transactions and turnover during a certain period after the implementation of digital marketing strategies compared to before the implementation. Sales volume growth is measured in the form of a percentage increase in transactions and turnover in a minimum period of six months. The regression model is specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where:
Y = Sales volume growth

X_1 = Frequency of social media posting
X_2 = Use of paid advertising
X_3 = Customer interaction
X_4 = Use of food delivery applications
β_0 = Constant
$\beta_1...\beta_4$ = Regression coefficients
ε = Error term

The data collected from the questionnaire will be analyzed using several statistical methods, including: (1) Descriptive analysis, to describe the characteristics of respondents and patterns of use of digital marketing strategies, including frequency, percentage, average, and standard deviation. (2) Validity and reliability testing, the questionnaire instrument is tested for validity using construct validity techniques and reliability testing with Cronbach's Alpha to ensure internal consistency of the questions. (3) Multiple linear regression analysis. Used to test the effect of digital marketing strategies (independent variables consisting of several indicators) on sales volume growth (dependent variables). This analysis helps determine how much each indicator of the digital marketing strategy contributes to explaining variations in sales growth. (4) Correlation analysis: to measure the strength and direction of the relationship between variables.

This research was conducted in Surabaya City, East Java, which is the center of culinary MSME activities with rapid development and high digital technology penetration. Surabaya was chosen because of its dynamic market characteristics and adequate digital infrastructure support. The research period lasted for three months, starting from May to June 2025, with the data collection stage carried out in two months and the next month used for data analysis and writing research reports.

RESULTS AND DISCUSSION

This study aims to analyze the impact of digital marketing strategies on sales volume growth in culinary MSMEs in Surabaya. Data obtained from 150 culinary MSME respondents show an overview of the implementation of digital marketing and its results on increasing sales in the last few months. Out of the 150 culinary MSME respondents surveyed in Surabaya, the majority were female entrepreneurs, accounting for 60% of the total. Most of the respondents (70%) were within the productive age range of 25 to 45 years, indicating a relatively young and active demographic. In terms of business experience, 65% have operated their culinary MSMEs for between 2 and 10 years, suggesting a moderate level of maturity and sustainability in their operations.

Regarding the utilization of digital technology, the majority of respondents (85%) reported actively using social media platforms (such as Instagram, Facebook, and TikTok) for marketing and promotional activities. Furthermore, 70% have adopted online food delivery services such as GoFood and GrabFood, while 55% of the respondents also use e-commerce platforms to expand their market reach. These findings highlight a strong tendency among culinary MSMEs in Surabaya to embrace digital tools as part of their business strategy (Mulyani & Latifah, 2022).

Based on the questionnaire data, the intensity of social media use among culinary MSMEs in Surabaya is notably high. Approximately 78% of respondents reported that they routinely post promotional content at least three times per week. The most commonly shared content includes product photos and videos, customer testimonials, and promotional materials such as discounts or bundled offers. This reflects a strategic approach to engaging customers visually and emotionally through consistent and value-driven messaging (Asnada, 2024).

In addition, 65% of respondents stated that they actively utilize paid advertising features on platforms such as Instagram and Facebook to broaden their reach and attract a more targeted audience. These advertisements are often used to promote new menu items, limited-time offers, and location-specific services. The use of food delivery applications (e.g., GoFood and GrabFood) (Rusminah et al., 2023; Maulida & Haryanto, 2023) was also found to be a valuable channel, enabling MSMEs (Afiff & Hardiyansyah, 2021) to access previously unreachable markets, especially in suburban or densely populated residential areas. Overall, these findings highlight the critical role that digital marketing plays in expanding visibility and driving sales growth for culinary MSMEs in the region (Candra & Prasetyo, 2021; Kusuma & Sari, 2021).

The implementation of digital marketing strategies has had a measurable impact on the sales performance of culinary MSMEs in Surabaya. Respondents reported an average monthly turnover increase of approximately 28% after adopting digital marketing practices compared to the period prior to implementation. This growth reflects the effectiveness of digital tools in expanding customer reach and driving purchasing behavior.

Transaction data further revealed that sales volumes were particularly high during promotional periods, such as weekends, holidays, and special discount campaigns, indicating the strategic importance of time-sensitive promotions in stimulating demand. Most MSME respondents acknowledged that social media platforms were especially effective in attracting new customers, thanks to their visual appeal and wide audience reach. Additionally, the use of food delivery applications significantly enhanced customer convenience, making it easier for consumers to place orders and complete transactions with minimal effort. These findings strongly suggest that digital marketing not only improves brand visibility but also directly contributes to increased sales volume, especially when combined with consistent promotional activities and accessible ordering channels.

H_1: Analysis of the Influence of Digital Marketing Strategy on Sales Volume

To test Hypothesis 1 (H_1) which states that digital marketing strategies significantly influence sales volume growth a multiple linear regression analysis was performed. The analysis aimed to determine the extent to which various components of digital marketing contribute to the increase in monthly sales among culinary MSMEs in Surabaya.

Table 1. Likert Scale Score Recapitulation Results

Variable	Coefficient (β)	t-value	Sig. (p)	Interpretation
Frequency of Posting (X_1)	0.215	3.42	0.001	Significant positive influence
Paid Advertising (X_2)	0.278	4.01	0.000	Significant positive influence
Customer Interaction (X_3)	0.190	2.85	0.005	Significant positive influence
Food Delivery Apps (X_4)	0.224	3.67	0.000	Significant positive influence
R^2 = 0.63				63% of variance in sales is explained

Source: Data processed (2025)

The regression results indicate that all four digital marketing strategy indicators have a significant positive effect on sales volume growth ($p < 0.05$ for all variables). The model explains approximately 63% of the variation in sales growth among culinary MSMEs, suggesting that digital marketing is a strong predictor of business performance in this sector. These findings confirm H_1, supporting the conclusion that digital marketing strategies have a statistically significant and positive impact on the growth of sales volume in culinary MSMEs in Surabaya. Overall, the regression model used has an R^2 value of 0.63, which means that 63% of the variation in sales volume growth can be explained by the digital marketing strategy variables studied.

Interviews with 15 respondents strengthened the quantitative results. MSMEs stated that the use of social media and food delivery applications were two key factors that helped expand the market and increase transactions. They emphasized the importance of interesting content, responsiveness to customer comments and messages, and management of online reviews to maintain reputation.

However, several actors also expressed challenges such as limited understanding of digital technology, advertising costs that must be incurred, and increasingly tight competition on digital platforms. Several MSMEs also felt the need for digital marketing training to increase the effectiveness of the strategies implemented.

The results of this study are in line with the findings of several previous studies that emphasize the vital role of digital marketing in supporting the growth of MSMEs (Suhartini & Nugroho, 2021; Oktaviani & Haryanto, 2020). The use of social media not only increases product visibility but also builds closer relationships with customers, thereby creating loyalty that has an impact on sales.

The use of food delivery applications in particular is an effective solution during the pandemic and changes in consumer behavior who prefer contactless services. This shows that the integration of technology in the culinary MSME business process is very important for business continuity. However, obstacles in digital literacy and resources are still the main obstacles that need to be overcome so that MSMEs can maximize the potential of digital marketing optimally.

This study was conducted to evaluate the extent to which digital marketing strategies contribute to sales volume growth in culinary MSMEs in Surabaya. Based on the results of interviews, questionnaire distribution, and quantitative data analysis, it was found that there is a strong relationship between the intensity of digital channel utilization and sales growth, increased product visibility, and consumer loyalty. This finding is in line with previous studies showing that digital transformation has a significant impact on the competitiveness of MSMEs, especially in the food and beverage sector.

Social media has emerged as a central pillar in the digital marketing strategies of culinary MSMEs, offering accessible, low-cost platforms to reach and engage diverse consumer segments. In this study, over 75% of respondents reported that platforms such as Instagram, TikTok, and Facebook serve as their primary channels for introducing new products, building brand awareness, and interacting directly with customers.

Among these platforms, Instagram plays a prominent role in visual branding (Aini & Rahmawati, 2020). Culinary MSMEs frequently utilize Instagram to post high-quality photos and short videos that showcase the visual appeal of their food products. Respondents acknowledged that modern consumers are strongly influenced by aesthetics suggesting that visual presentation is nearly as important as taste in driving purchase decisions. This strategy has been shown to significantly increase consumer interest and willingness to try new menu offerings, ultimately contributing to sales volume growth.

TikTok, as a video-centric platform, is leveraged by MSMEs to share behind-the-scenes content, such as food preparation processes, customer testimonials, and entrepreneurial narratives. These short, engaging videos are perceived as effective in building consumer trust and emotional connection, as they provide an authentic and relatable view of the business. Many respondents noted that such content led to higher engagement rates than traditional advertisements, highlighting the importance of storytelling and transparency in digital consumer relationships.

Overall, these findings underscore the effectiveness of social media not just as a promotional tool, but as a strategic medium for fostering brand identity, consumer loyalty, and transactional growth. Content driven strategies that prioritize authenticity and visual appeal appear to resonate more with digital audiences than conventional, one-way advertising approaches.

In addition to social media, food delivery applications such as GoFood, GrabFood (Rusminah et al., 2023; Rungkat et al., 2024), ShopeeFood (Syam & Santoso, 2025), and e-commerce platforms like Tokopedia and Shopee (especially for packaged or dry food products) play a vital role in boosting sales for culinary MSMEs. According to the data collected in this study, 68% of MSME respondents reported experiencing a significant increase in sales volume after joining one or more of these food delivery platforms.

These digital platforms provide a comprehensive ecosystem that enables MSMEs to reach a broad consumer base without the need for a physical storefront. Features such as search filters by location, trending foods, price, and promotions make it easier for consumers to discover local food businesses. This aligns with findings from Putra (2021), who concluded that MSMEs listed on food delivery apps enjoy twice the transaction volume compared to those relying solely on offline sales channels.

Moreover, value added features offered by these platforms such as customer ratings and reviews, exclusive promotional tools, and integrated digital payment systems further enhance the competitiveness of MSMEs. In particular, positive customer ratings and testimonials have emerged as key determinants of consumer purchasing decisions, as many buyers place greater trust in peer reviews than in promotional claims from sellers themselves.

These findings highlight the strategic importance of integrating platform-based marketing and distribution channels into MSME operations. By participating in digital marketplaces and delivery applications, culinary MSMEs can not only increase visibility but also build credibility and transactional convenience critical factors for sustaining business growth in a highly competitive environment.

The success of a digital marketing strategy among culinary MSMEs is not solely determined by the choice of digital platforms, but more critically by the creativity and consistency with which these platforms are utilized. MSMEs that have successfully developed a strong and recognizable visual brand identity through consistent use of logos, color schemes, distinctive language, and engaging storytelling are more likely to be easily remembered and trusted by consumers. This strategic branding approach fosters familiarity and strengthens long-term customer associations with the business (Aini & Rahmawati, 2020).

Creative content plays a vital role in capturing audience attention and fostering digital engagement. Content formats such as cooking demonstration videos, behind-the-scenes footage, collaborations with food vloggers, and the use of visual effects or trending audio have proven particularly effective in increasing interaction. These forms of content are not only engaging but are also frequently re-shared by viewers, thereby amplifying the business's visibility through organic reach.

However, creativity alone is insufficient without operational consistency. MSMEs that post regularly, respond promptly to customer inquiries, and handle complaints or negative reviews swiftly tend to build greater customer trust and loyalty. Conversely, businesses that are slow to respond or ignore customer feedback often experience a decline in customer satisfaction and, ultimately, a reduction in sales performance.

These findings emphasize that effective digital marketing for MSMEs involves a synergistic approach balancing compelling content creation with consistent, responsive, and customer-centric communication practices. Businesses that can maintain both aspects are more likely to sustain engagement, foster loyalty, and drive sales growth in a competitive digital environment.

The success of MSME digital marketing strategies cannot be separated from the support of external parties, both from the government, educational institutions, and digital marketing communities. The local government, through the Cooperatives and MSMEs Service, has provided digital marketing training, but its implementation is still not evenly distributed and sustainable.

Many MSME players have stated the need for practical training on content creation, how to use free video editing applications, pricing strategies on digital platforms, and tips for increasing customer ratings and reviews. In addition to training, other forms of support such as providing digital advertising subsidies, free internet access, and providing mini studios for content creation are also highly anticipated.

In addition, collaboration with local creative communities, universities, and digital marketing agencies presents a promising avenue to enhance the digital capacity of MSMEs. Several communities have already launched social media mentoring programs for MSMEs as part of corporate social responsibility (CSR) initiatives or academic service programs. These partnerships offer a sustainable model for knowledge transfer and innovation sharing at the grassroots level.

CONCLUSION

Based on the results of the research and the analysis that has been conducted, it can be concluded that digital marketing strategies play a crucial role in increasing sales volume among culinary MSMEs in Surabaya. The adoption of digital platforms such as social media (Instagram, TikTok, Facebook), food delivery service applications (GoFood, GrabFood, ShopeeFood), and online marketplaces has proven effective in expanding market reach, enhancing brand visibility, and accelerating the purchasing process.

MSMEs that actively and creatively leverage social media, produce engaging content, and maintain consistent interaction with consumers experience notable improvements in sales performance compared to those that have not fully embraced digital tools. This positive outcome is closely linked to the entrepreneurs' understanding of digital marketing strategies and their commitment to consistent promotional efforts.

Nevertheless, the research also highlights persistent challenges, including limited technological proficiency, insufficient content creation skills, and a lack of data-driven marketing decision-making. These barriers hinder the full optimization of digital marketing's potential in many MSMEs.

To address these issues and further empower culinary MSMEs, collaborative support from external stakeholders such as government agencies, training institutions, universities, and digital marketing communities is essential. Enhancing digital literacy, offering capacity building programs, and facilitating access to user friendly tools will be key to building a sustainable and inclusive digital marketing ecosystem that supports MSME growth in the long term.

Based on the findings of this study on the impact of digital marketing strategies on sales volume growth in culinary MSMEs in Surabaya, the following recommendations are proposed: Business owners should be encouraged to improve their understanding of digital marketing concepts, including content creation, customer engagement strategies, platform analytics, and campaign planning. This can be facilitated through workshops, online tutorials, and peer learning initiatives tailored to MSMEs. MSMEs are advised to use social media not only for posting product images but also for building interactive engagement. This includes replying to customer inquiries, utilizing storytelling techniques, leveraging customer testimonials, and maintaining consistent posting schedules aligned with promotional calendars.

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