



Analysis of Whatsapp Business as a Digital Marketing Media for Fried Rice Lestari Tasikmalaya

Intan Candrawati^{1*}, Arip Budiman²

Politeknik LP3I Tasikmalaya

Corresponding Author: Intan Candrawati intancw25@gmail.com

ARTICLE INFO

Keywords: Digital Marketing, Whatsapp Business, Marketing Strategy, SMEs

Received : 3 January

Revised : 20 February

Accepted: 20 March

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ABSTRACT

This study aims to analyze the utilization of WhatsApp Business as a digital marketing tool at Nasi Goreng Lestari Tasikmalaya. The research adopts a qualitative method with a descriptive approach. Data were collected through observations, interviews, and documentation. The results show that WhatsApp Business plays a significant role in supporting marketing activities, particularly in facilitating communication, promotional efforts, and customer service. Features such as direct messaging, WhatsApp status, automated messages, and quick replies enable businesses to deliver information more effectively and respond to customers in a timely manner. The implemented marketing strategies include sharing product information, promoting through status updates, engaging in personalized communication, and simplifying the ordering process. However, several challenges remain, including limited marketing reach due to reliance on saved contacts and the suboptimal use of available features. Therefore, more innovative and targeted strategies are needed to optimize the use of WhatsApp Business and improve sales performance

INTRODUCTION

The advancement of information and communication technology has brought significant changes in the world of marketing. Today, business actors no longer rely solely on conventional methods, but have begun to utilize digital platforms to reach consumers more broadly and efficiently. Digital marketing has become a primary strategy because it is able to enhance relationships with consumers while expanding market reach without spatial and temporal limits (Susanti & Rosanti, 2023).

Along with this development, business actors have begun to adopt digital technology to support promotional activities and communication with customers (Anwar et al., 2023). Digital marketing is a promotional activity that utilizes the internet and digital technology in offering products or services to consumers. With this strategy, business actors can deliver information quickly, build relationships with customers, and increase the likelihood of transactions (Wati & Widodo, 2023). In addition, the use of digital technology also plays a role in enhancing the competitiveness of MSMEs amid increasingly competitive business competition (Awa et al., 2024).

One of the media widely used in digital marketing is instant messaging applications, such as WhatsApp Business. This application is designed to support business activities with various features, such as product catalogs, automated messages, and quick replies, making it easier for business actors to manage communication with consumers (Ferdian et al., 2023). Through these features, WhatsApp Business is not only used as a communication tool but also as an effective marketing medium to introduce products, convey promotions, and improve service quality to customers (Asmayanti et al., 2022).

In addition, the high use of WhatsApp among the public makes this application a very potential communication medium for marketing activities (Aliya et al., 2024). This condition provides opportunities for business actors to carry out direct marketing to consumers. Marketing strategies through WhatsApp allow for more personal communication between sellers and customers, thereby increasing consumer trust and loyalty to the products offered (Anjari et al., 2025).

In the culinary business, the use of digital media becomes very important considering the increasing level of competition. Many culinary business actors utilize social media as well as instant messaging applications for promotional activities (Wadly et al., 2025). The use of WhatsApp Business in the culinary business can help business actors in conveying menu information, receiving orders, providing promotions, and maintaining relationships with customers more effectively (Welkom et al., 2025).

However, the use of WhatsApp Business as a digital marketing medium is not yet fully optimal without the right strategy. Therefore, an analysis is needed regarding the use of WhatsApp Business in supporting promotion and marketing communication at Nasi Goreng Lestari in Tasikmalaya. Based on this description, this study aims to analyze the utilization of WhatsApp Business as a digital marketing medium at Nasi Goreng Lestari Tasikmalaya, so that its role

and effectiveness in supporting culinary business marketing activities can be known.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a promotional activity that utilizes the internet and digital-based media to introduce products or services to the public. This strategy is considered effective because it can expand market reach while accelerating the delivery of information to customers (Anwar et al., 2023).

The development of information technology has driven changes from traditional marketing towards more modern, interactive, and digital-based marketing. Digital marketing offers various advantages, such as more cost efficiency, a wider market reach, as well as opportunities to interact directly with consumers (Wati & Widodo, 2023). In addition, business actors can also utilize digital marketing to monitor and analyze consumer behavior more deeply so that the strategies applied become more aligned with market needs (Awa et al., 2024). Therefore, digital marketing has a role

WhatsApp Business

The use of WhatsApp Business is considered very effective because most people have used WhatsApp as the main communication medium in daily life. This situation provides a great opportunity for business actors to carry out promotional activities directly to consumers (Ferdian et al., 2023).

In addition, communication through WhatsApp Business is more personal, thus it can increase customer trust and build long-term relationships (Susanti & Rosanti, 2023). Therefore, WhatsApp Business is not only used as a means of communication, but also serves as a digital marketing medium that can enhance the effectiveness of promotions and the quality of service to consumers.

Marketing Strategy

A marketing strategy is a series of planned steps designed by business actors to achieve marketing goals, such as increasing sales volume and expanding market reach. This strategy includes activities such as determining the target market, setting appropriate prices, and selecting promotional media that align with consumer characteristics (Asmayanti et al., 2022).

In the current digital era, marketing strategies need to adapt to technological developments and the dynamic changes in consumer behavior. Utilizing WhatsApp Business as a digital marketing medium requires careful planning, for example through the preparation of clear product information, quick customer responses, and optimization of various features available in the application (Aliya et al., 2024). In addition, promotional activities through WhatsApp status updates, broadcast messages, and direct communication with consumers can be an effective means of attracting customer interest.

The success of marketing strategies is greatly influenced by the ability of business actors to understand consumer needs and behavior. The implementation of the right strategy can increase customer satisfaction and loyalty, thereby contributing to sustainable sales growth (Welkom et al., 2025).

METHODOLOGY

This research uses a qualitative approach with the aim of obtaining a factual overview of the utilization of WhatsApp Business as a digital marketing medium for Nasi Goreng Lestari business in Tasikmalaya City. This approach was chosen because it is able to explain marketing phenomena more deeply based on the conditions that occur directly in the field.

The research object focuses on the use of WhatsApp Business as a means of promotion and communication with customers, while the research subject is the owner of Nasi Goreng Lestari Tasikmalaya as the party conducting marketing activities. This study emphasizes the implementation of marketing strategies through WhatsApp Business and its role in supporting the effectiveness of business promotion activities.

Data collection techniques were carried out through direct observation of marketing activities conducted using WhatsApp Business, interviews with business owners to obtain detailed information about the strategies used, as well as the collection of supporting documents in the form of product catalogs, archives of communication with customers, and promotional materials shared through the application.

The data that has been obtained is then analyzed gradually through the process of sorting relevant information, arranging the data in a descriptive form, and drawing conclusions based on research findings. This analysis stage is carried out to produce a systematic overview of the effectiveness of using WhatsApp Business as a marketing medium for Nasi Goreng Lestari Tasikmalaya business.

RESULTS AND DISCUSSION

The Nasi Goreng Lestari Tasikmalaya business utilizes WhatsApp Business as the main tool in implementing its digital marketing strategy. Based on interviews with the business owner, the use of this application is considered capable of increasing sales while also facilitating interaction with customers. The high level of WhatsApp usage in the community is the main reason for choosing this platform, as it allows business actors to reach consumers more directly and efficiently.

This finding is in line with the opinion of Anwar et al. (2023) who stated that digital marketing plays a role in enhancing communication effectiveness and expanding market reach. WhatsApp Business is considered appropriate to use because it is practical, easy to operate, and accessible to various groups.

In its implementation, the main features utilized include direct communication through chat, WhatsApp status updates, and the dissemination of promotional information. The status feature is used to share information related to menus, promotions, and customer testimonials, allowing consumers to obtain information quickly without having to contact the seller first. Documentation of the use of these features is shown in Figure 1.



Figure 1. Promotion through WhatsApp Status
Source: Research Documentation (2026)

In addition, the presence of automatic messaging and quick response features on WhatsApp Business provides convenience for business actors in responding to customers more efficiently. Research by Anjari et al. (2025) also shows that the utilization of these features contributes to the improvement of marketing communication effectiveness. Quick responses not only accelerate the service process but also create a better experience for customers, thereby positively impacting their satisfaction levels.

The marketing strategy implemented by Nasi Goreng Lestari Tasikmalaya includes several important aspects. One of them is presenting product information through a WhatsApp catalog feature that is designed to be simple and informative, making it easier for customers to choose their menu options. An example of the catalog or menu list display is shown in Figure 2.

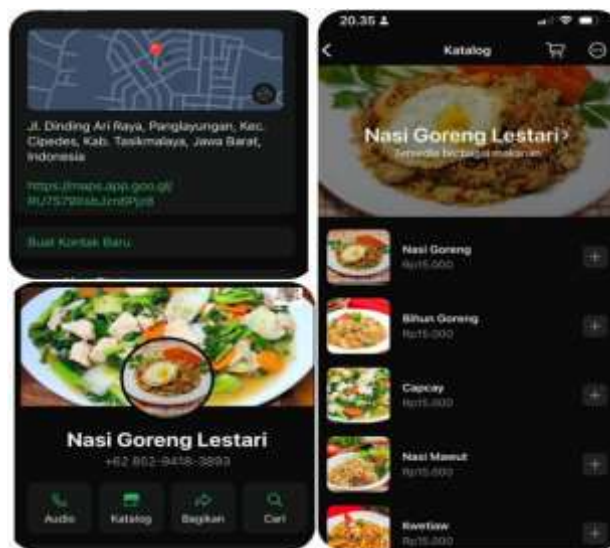


Figure 2. Menu Shared via Whatsapp
Source: Research Documentation (2026)

Second, promotional activities are carried out periodically through the WhatsApp status feature, such as delivering information about discounts, value packages, and introducing new menus. Through this method, customers can easily obtain the latest information related to the products offered. Third, personal interactions are conducted through direct communication via private chat, which can strengthen the relationship between the seller and the customer. This form of communication can be seen in Figure 3.

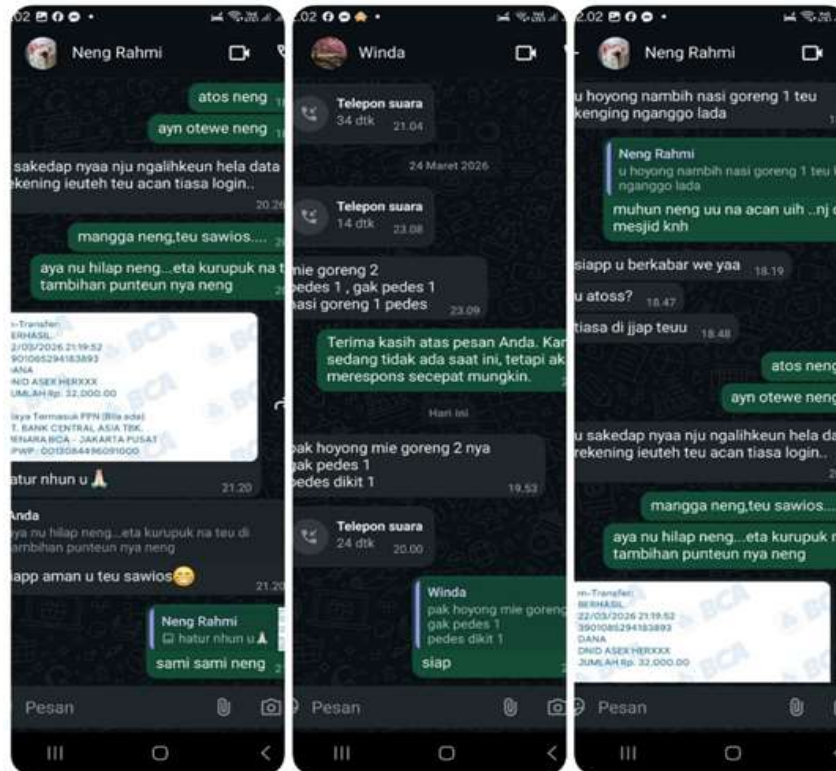


Figure 3. Conversation Between Seller and Customer
Source: Research Documentation (2026)

Fourth, the ordering process becomes easier because customers can order directly through WhatsApp without needing another app, making transactions more practical and efficient. The effectiveness of this marketing strategy is seen from the increasing number of orders as well as customers making repeat purchases. This indicates that effective communication can enhance customer loyalty. This finding aligns with the opinion of (Sustani & Rosanti, 2023) which states that personal communication through instant messaging apps can strengthen trust and build long-term relationships with consumers. In addition to interview and observation results, this study is also supported by documentation data.

The collected documentation includes screenshots of conversations between the seller and customers, menu catalogs shared via WhatsApp, as well as WhatsApp status displays containing product promotions. From this documentation, it is evident that product information is presented in a simple yet clear manner, and communication with customers is active and responsive. This

documentation evidence shows that the WhatsApp Business feature is truly utilized to support marketing and customer service.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that the use of WhatsApp Business as a digital marketing medium at Nasi Goreng Lestari Tasikmalaya has proven effective in supporting promotion and communication with customers. Features such as direct chat, WhatsApp status, automatic messages, and quick replies have facilitated information delivery and improved service quality for customers. Marketing strategies carried out through WhatsApp Business, such as promotions on status, personal communication, and ease of ordering process, contribute positively to increasing purchasing interest and customer loyalty. In addition, ease of access and the high popularity of WhatsApp in the community are key supporting factors for the success of the carried-out digital marketing. However, there are several obstacles such as the still limited marketing reach and the utilization of features that are not yet optimal. Therefore, it is necessary to develop a more innovative strategy so that WhatsApp Business can deliver maximum results in increasing sales.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of Analysis of Whatsapp Business as a Digital Marketing Media to perfect this research and increase insight for readers and writers.

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