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Online Marketing and Its Impact on the Profitability of Student-Owned Snack Businesses in Kendari City (A Case Study of *KUKITO*)

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Abstract

This research is motivated by the evolution and transformation in technology, which has also influenced the economic sector. Online marketing is one form of community adaptation in the era of digital transformation, creating both opportunities and new challenges for business actors in maximizing profits. KUKITO, or Kukis Kabuto, is an innovative product developed by students of Halu Oleo University during their participation in the Student Entrepreneurship Development Program (P2MW) in 2024. Online marketing was applied as one of the strategies to optimize profits, and eventually, KUKITO achieved third runner-up in the food and beverage category (early stage) at the 13th KMI EXPO in 2024. The effectiveness of online marketing in increasing profits remains a subject requiring further analysis, especially in the context of student snack businesses such as KUKITO. The purpose of this study is to describe the application of marketing strategies and analyze the impact of online marketing on KUKITO's profitability. The research location was determined purposively, with the subject being the owner of KUKITO. To describe the marketing application, the researcher used qualitative descriptive analysis tools with variables including marketing strategy and marketing mix. Meanwhile, to analyze the impact of online marketing on KUKITO's profit, a paired t-test was used to compare two related samples—profits gained from online and offline marketing over 28 weeks (June–December 2024). The research findings show that the implementation of online and offline marketing at KUKITO differed by 60% in terms of the marketing concept variables and 75% in terms of the marketing mix. Overall, there is a significant difference between KUKITO's online and offline marketing strategies. This is evident in the sales

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results: offline marketing resulted in 2,208 products sold, averaging 78 products per week, which is higher than online marketing with 1,446 products sold, averaging 51 products per week. However, based on the results of the t-test, the significance value (two-tailed) was 0.249 (> 0.05), so it can be concluded that there is no significant difference between the profits of online marketing and offline marketing in the KUKITO business during the research period.

Keywords: Online Marketing, Profit, t-test, MSMEs

INTRODUCTION

Entering the 21st century, digital transformation has become increasingly widespread and accelerated change towards digitization in various aspects of society. The increase in the number of internet users in Indonesia reflects the successful adoption of digital technology in various activities of society. This trend not only shows the development of technological infrastructure but also the readiness of the community to support digital transformation. Based on data from the Indonesian Internet Service Providers Association (APJII, 2024), the number of internet users in Indonesia has continued to increase from 171.17 million in 2018 to 221.56 million in 2024. This increase was accompanied by a rise in internet penetration from 64.80% in 2018 to 79.50% in 2024, in line with the increase in total population from 264.16 million to 282.48 million.

This significant increase in internet penetration opens up huge opportunities for businesses, especially Micro, Small, and Medium Enterprises (MSMEs), to create value and build relationships with customers. The presence of the internet has transformed consumers' perceptions regarding convenience, speed, pricing, and access to product and service information. According to Kotler et al. (2009), nearly all companies now adopt online platforms as part of their marketing strategies to compete in the market.

Conventional (offline) marketing in Indonesia has long been used through traditional techniques such as direct distribution, brochure distribution, print media advertising, and face-to-face meetings (Hakim, et al., 2025), but it has limitations in terms of limited market reach and relatively high costs (Malihah & Sari, 2024). In contrast, online marketing can reach a wider, more efficient, and interactive market by utilizing the internet as the primary medium for promoting products or services, enabling consumers to search for, compare, and purchase products conveniently (Febrianti & Handaruwati, 2020; Albi, 2020). These findings align with the research conducted by Kuweruza and Michael (2022) in Blantyre, Malawi, which evaluated the impact of digital marketing on the growth of small businesses online and highlighted the use of digital platforms such as websites, Facebook, and Instagram to expand customer reach, strengthen

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branding, and increase profitability, which proved highly effective in helping small businesses compete with larger companies through affordable and targeted approaches.

The combination of offline and online marketing can be the key to the success of MSMEs in increasingly fierce competition. MSMEs play an important role in the Indonesian economy, not only as contributors to regional income but also as drivers of national development through employment (Sufaidah, et al., 2022). In Kendari City, the DPMPTSP recorded the issuance of 7,800 Business Identification Numbers (NIB) for SMEs by April 2024 (ANTARA, 2024), making it the region with the highest number of SMEs in Southeast Sulawesi (Isalman, et al., 2022).

In the world of education, entrepreneurship has become an important strategy for developing students' soft skills and hard skills. Creativity and the willingness to take risks are key characteristics of entrepreneurs (Rianse et al., 2011). One example is KUKITO (Kukis Kabuto), a student-run snack business in Kendari City that offers unique and high-quality products. However, amid intense competition, marketing strategies are a key factor in the sustainability of the business.

Online marketing is increasingly being adopted by student SMEs because it can reach a wider market at a lower cost. Social media, marketplaces, and websites are the main channels, but their effectiveness in increasing profits, especially for student snack businesses such as KUKITO, still requires further study. Therefore, this study aims to analyze the application of marketing in KUKITO and examine the effect of online marketing on business profits.

METHOD

This study was conducted purposively at the KUKITO production house, BTN Kendari Indah Complex No. D/4, Bonggoeya Village, Wua-Wua District, Kendari City, Southeast Sulawesi, from March to May 2025. The research subjects in this study were the owners of KUKITO, who are the sole managers of the business and have direct knowledge of marketing strategies as well as profit reports from both *online* and *offline* marketing.

Data collection techniques in this study include: (1) interviews using a questionnaire (Appendix 2) with respondents' answers recorded via mobile phone and noted; (2) direct observation of the implementation of online marketing by the KUKITO team; and (3) documentation in the form of collecting relevant archives, such as KUKITO's financial reports.

The data analysis methods to be used in this study are as follows:

1. The implementation of KUKITO marketing was analyzed using qualitative descriptive analysis. Qualitative descriptive analysis is a method that analyzes, describes, and summarizes various conditions and situations from data collected through interviews and

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observations regarding the issues studied in the field (Winartha, 2006). The use of this analysis method aims to understand how marketing is implemented by KUKITO owners, both *online* and *offline* marketing. The variables used to reveal the marketing methods implemented are derived from marketing concept theory and marketing mix. The data obtained are primary data from interviews conducted by the author with KUKITO owners.

2. The impact of *online* marketing on KUKITO's profits is analyzed using a *paired* t-test, also known as a paired t-test. This test is used to compare two related samples, namely the profits obtained from *online* marketing and *offline* marketing each week during the period from June to December 2024.

RESULTS AND DISCUSSION

Implementation of KUKITO Marketing

Based on the results of the researcher's interviews with KUKITO owners, several differences were identified between *online* and *offline* marketing methods.

Table 1. Similarities and Differences in *Online* and *Offline* Marketing Concepts

Variable	Sub-Variable	Type of Marketing		Different/Same
		Online	***Offline***	
Segmentation	Geographic	All of Indonesia	Southeast Sulawesi	Different
	Demographic	5–60 years	5–60 years	Same
	Psychographic	KUKITO *followers* on Instagram	Consumers through *resellers* or business partners.	Different
Targeting	Single market concentration	Healthy snacks	Healthy snacks	Same
Positioning	Manufacturer	Available on the Instagram app	Available at Athifah Oleh-Oleh store, Bank Indonesia Regional Office Gallery in Southeast Sulawesi Province, and *resellers* in Muna Barat, Buton Tengah,	Different

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			and Konawe Selatan districts.	

Table 2. Similarities and Differences between *Online* and *Offline* Marketing Mix

Variable	Type of Marketing		Different/Same
	Online	***Offline***	
Product	Three flavor variants	Three flavor variants	Same
Price	IDR 15,000/70g	Special price for partners and *resellers:* Rp14,000/70g	Different
Distribution	Throughout Indonesia via KUKITO's social media accounts	South Sulawesi via *reseller* and partner distribution	Different
Promotion	Engaging visual content, such as product photos, video reels, customer testimonials, and information about product flavors and benefits	*Events* or bazaars also as part of joint promotional activities with Bank Indonesia	Different

Based on the variables in the marketing concept, there are several variables that indicate differences in the marketing methods applied by KUKITO in *online* and *offline* marketing. When calculated as a percentage, the *online* and *offline* marketing applied by KUKITO differ by 60% or 3 out of 5 variables in the *online* and *offline* marketing concepts applied. Meanwhile, in the marketing mix, approximately 75% or 3 out of 4 variables in the marketing mix applied by KUKITO differ between *online* and *offline* marketing.

This indicates that the majority of marketing activities conducted by KUKITO in *online* and *offline* marketing have significant differences. While there are similarities in demographics, *targeting*, and products, when viewed more broadly, the differences are not too significant. However, the approaches taken by KUKITO in conducting *online* and *offline* marketing are different, resulting in distinct outcomes from the two marketing strategies implemented.

The Impact of *Online* Marketing on KUKITO's Profits

One of the biggest challenges for businesses today is not only creating unique products but also ensuring those products are recognized and sought after by the market. In the midst of

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the overwhelming flow of information in the digital age, effective marketing strategies have become the primary tool for winning competition. This is no exception for KUKITO, a student-based snack food business in Kendari City, which must compete with various local and national brands. In this context, the implementation of online marketing becomes an interesting topic to examine, particularly in assessing how effective such strategies can drive business profit growth.

Table 3. KUKITO's Fixed Costs

No.	Type of Cost	Cost	
		(IDR/Week)	(IDR/28 Weeks)
1	Depreciation expense for fixed assets	12,748	356,934
Total			1,231,934

Fixed costs include expenses that remain unchanged regardless of changes in production volume. Based on Table 3, the largest expense comes from depreciation expense, where the oven is the equipment with the highest depreciation cost of Rp5,312 with an economic life of 260 weeks. In production cost theory, fixed costs are costs that remain unchanged regardless of whether production or sales increase or decrease (Mulyadi, 2005). This is reflected in KUKITO's operations, where depreciation costs for equipment such as ovens, *mixers,* and basins are charged weekly, regardless of fluctuations in production and sales volume, whether *online* or *offline.*

Table 4. Variable Costs of KUKITO

No.	Type of Cost	Cost per 28 Weeks (IDR)		Total (Rp/28 Weeks)
		Online Marketing	*Offline* Marketing	
1	Raw Material Costs	586.216	895.135	1.481.351
2	Supporting material costs	11.656.012	17.789.392	29.454.404
3.	Marketing costs	600.000	746.000	1.346.000
4.	Other expenses	351.600	351.590	703.190
5.	Electricity costs	314.360	480.019	794.379
6	Labor costs	1.874.000	2.511.000	4.385.000
Total		15,382,188	15.382.188	22.773.136

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Based on Table 4, the total variable costs incurred by KUKITO during 28 weeks of production reached Rp38,164,324, with the largest contribution coming from supporting material costs of Rp29,454,404, with the largest expenditure being packaging because it is only used once. Labor costs were the second-largest variable expense, paid periodically to three production/sales workers, with amounts varying according to sales performance. According to cost management theory, variable costs are costs that change directly in proportion to production volume (Mulyadi, 2005). These costs increase as the number of products produced and marketed increases.

Table 5. Total Costs of KUKITO (June–December 2024)

No.	Cost Type	Cost (Rp/28 Weeks)
1	Fixed Costs	1.231.934
2	Variable Costs	38.164.324
	Total	35.011.258

Table 5 shows that variable costs dominate with a proportion of around 96% of total costs, while fixed costs only contribute around 4%. This indicates that most of the cost burden in KUKITO's business is fluctuating, depending on the amount of production and marketing activities each week. The average weekly total cost of KUKITO is around Rp1,250,000 per week, with an average weekly fixed cost of around Rp44,000 and variable costs of Rp1,206,000. This pattern reflects the flexible nature of small businesses, where most expenditures are proportional to production levels.

Table 6. KUKITO's Revenue Over 28 Weeks (June – December 2024) Through *Online* and Offline Marketing

Month	Week	Online Marketing			Offline Marketing		
		Price (IDR/70g)	Number Sold (Products)	Revenue (IDR/week)	Price (IDR/70g)	Quantity Sold (Products)	Revenue (Rp/week)
June	1	15,000	53	795,000	14,000	25	350,000
	2	15,000	67	1,005,000	14,000	36	504,000
	3	15,000	84	1,260,000	14,000	44	616,000
	4	15,000	103	1,545,000	14,000	55	770,000
July	5	15,000	118	1,770,000	14,000	62	868,000
	6	15,000	138	2,070,000	14,000	87	1,218,000

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	7	15,000	154	2,310,000	14,000	95	1,330,000
	8	15,000	165	2,475,000	14,000	102	1,428,000
August	9	15,000	87	1,305,000	14,000	73	1,022,000
	10	15,000	47	705,000	14,000	92	1,288,000
	11	15,000	28	420,000	14,000	103	1,442,000
	12	15,000	19	285,000	14,000	111	1,554,000
September	13	15,000	37	555,000	14,000	115	1,610,000
	14	15,000	35	525,000	14,000	123	1,722,000
	15	15,000	34	510,000	14,000	135	1,890,000
	16	15,000	45	675,000	14,000	196	2,744,000
October	17	15,000	28	420,000	14,000	60	840,000
	18	15,000	30	450,000	14,000	76	1,064,000
	19	15,000	20	300,000	14,000	65	910,000
	20	15,000	35	525,000	14,000	176	2,464,000
November	21	15,000	28	420,000	14,000	37	518,000
	22	15,000	16	240,000	14,000	42	588,000
	23	15,000	7	105,000	14,000	49	686,000
	24	15,000	9	135,000	14,000	62	868,000
December	25	15,000	25	375,000	14,000	29	406,000
	26	15,000	10	150,000	14,000	37	518,000
	27	15,000	15	225,000	14,000	50	700,000
	28	15,000	9	135,000	14,000	60	840,000
Total (IDR)				21,690,000			30,758,000

Based on Table 6, KUKITO's revenue from online marketing over 28 weeks reached Rp21,690,000, generated through sales on Instagram and WhatsApp. The average weekly revenue was Rp774,643, with the highest value of Rp2,475,000 in week 8 and the lowest of Rp105,000 in week 23. These fluctuations indicate the dynamic market response to the digital promotions implemented, with peak revenue occurring in July–August during intensive promotions, while the decline in November–December suggests the need for strategy evaluation. In line with Krisnaningsih's (2022) findings, online marketing offers significant opportunities for SMEs to enhance their competitiveness, though in KUKITO's case, its effectiveness may be hindered by limitations in paid promotions and content consistency.

Meanwhile, KUKITO's offline marketing, conducted through direct promotions, SME

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events, and collaborations with souvenir shops, generated total revenue of Rp30,758,000 during the same period, with an average of Rp1,098,500 per week. The peak revenue was recorded at Rp2,744,000 in week 16, likely due to an event or large orders from partners. Although higher than online marketing, this method requires higher costs and more manpower. Therefore, a combination of online and offline strategies could be the optimal choice for the sustainability of KUKITO's business, combining the efficiency of digital reach with the strength of direct interaction.

Table 7. Differences in *Online* and *Offline* Marketing Profits

Week	Online Marketing			Offline Marketing		
	Revenue (IDR/week)	Total Costs (IDR/week)	Profit (IDR/week)	Revenue (IDR/week)	Total Cost (IDR/week)	Profit (IDR/week)
1	795,000	687,361	107,639	350,000	475,745	28,255
2	1,005,000	684,527	320,473	504,000	405,345	98,655
3	1,260,000	856,039	403,961	616,000	463,708	152,292
4	1,545,000	1,056,621	488,379	770,000	579,824	190,176
5	1,770,000	1,287,870	482,130	868,000	731,607	136,393
6	2,070,000	1,379,035	690,965	1,218,000	906,189	311,811
7	2,310,000	1,533,968	776,032	1,330,000	1,031,655	298,345
8	2,475,000	1,672,984	802,016	1,428,000	1,035,938	392,062
9	1,305,000	987,689	317,311	1,022,000	841,123	180,877
10	705,000	498,858	206,142	1,288,000	964,605	323,395
11	420,000	317,876	102,124	1,442,000	1,029,121	412,879
12	285,000	223,226	61,774	1,554,000	1,112,087	441,913
13	555,000	494,525	60,475	1,610,000	1,251,820	358,180
14	525,000	349,658	175,342	1,722,000	1,248,786	473,214
15	510,000	339,975	170,025	1,890,000	1,336,986	553,014
16	675,000	501,891	173,109	2,744,000	1,939,065	804,935
17	420,000	390,376	29,624	840,000	688,240	151,760
18	450,000	336,242	113,758	1,064,000	810,673	253,327
19	300,000	218,409	81,591	910,000	669,157	240,843
20	525,000	370,058	154,942	2,464,000	1,744,400	719,600
21	420,000	345,376	74,624	518,000	423,525	94,475
22	240,000	183,676	56,324	588,000	439,441	148,559
23	105,000	90,527	14,473	686,000	515,224	170,776

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24	135,000	102,893	32,107	868,000	628,107	239,893
25	375,000	304,326	70,674	406,000	339,059	66,941
26	150,000	249,577	-99,577	518,000	394,025	123,975
27	225,000	174,993	50,007	700,000	523,908	176,092
28	135,000	99,893	35,107	840,000	608,740	231,260
Total	21,690,000	15,738,450	5,951,550	30,912,000	23,138,102	7,773,898

Based on Table 7, it is known that the total profit obtained through *online* marketing during 28 weeks was Rp5,951,550. This profit was obtained from the difference between total revenue of Rp21,690,000 and total costs of Rp15,738,450. Meanwhile, the total profit obtained through *offline* marketing over 28 weeks was Rp7,773,898. Therefore, it can be concluded that during the 28-week period, *offline* marketing provided greater profits than *online* marketing. The effectiveness of each marketing method also needs to be examined from the perspectives of time efficiency, operational costs, and target market characteristics. Therefore, a balanced integration of *online* and *offline* marketing can be an optimal strategy to enhance profits and the sustainability of KUKITO's business in the future.

A t-test was conducted to determine whether there was a significant difference between the profits obtained by KUKITO through *online* marketing and *offline* marketing. The results of the hypothesis test using a comparative test (*paired t-test*) for two paired samples are presented in Table 8.

Tabel 8. results of *the Paired Samples Test online* marketing and *offline*

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	*Online - Offline*	-65.083,78571	292.172.69590	55.215,36825	-178.376,36330	48.208,79184	-1,179	27	0,249

Based on Table 8, the results of *the Paired Samples Test* show a significance value (2-tailed) of 0.249 (>0.05), which means that H_1 is rejected and H_0 is accepted. Based on the established hypothesis, if $H_{(0)}$ is accepted, it can be concluded that there is no significant difference between *online* marketing and *offline* marketing in KUKITO businesses during the research period.

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Based on the results of the descriptive qualitative analysis comparing the implementation of KUKITO marketing *online* and *offline* using the variables of marketing concept and marketing mix, there are significant differences, where in the marketing concept variable the difference is 60% (3 out of 5 variables) and in the marketing mix variable the difference is 75% (3 out of 4 variables). This is evidenced by the sales results from *offline* marketing at , which sold 2,208 products with an average of 78 products per week, more than the sales results from *online* marketing, which sold 1,446 products with an average of 51 products per week. However, based on the results of the t-test, the significance level (*2-tailed)* was 0.249 (> 0.05), indicating no significant difference between the two marketing methods. This could be attributed to several factors, such as weekly demand fluctuations, market conditions, promotional limitations, or varying costs across each marketing method. Additionally, the type of product and consumer habits of KUKITO may also influence the effectiveness of marketing methods.

Previous studies have shown that online marketing does not always have a significant impact on SME performance. A study by Rusdi et al. (2023) on weaving SMEs in Central Lombok found that the use of social media, e-commerce, and websites had a low influence on business performance (R^2 ~18.9%), with most performance variations explained by factors outside the digital channel. Similar results were found by Hasan (2023), who concluded that digital marketing capabilities are influential, but the mere presence of digital marketing assets (accounts or content) does not guarantee improved outcomes; the ability to manage and integrate marketing strategies is far more decisive.

In the context of KUKITO, although online marketing benefits are lower than offline marketing, this strategy has successfully built a strong brand image through Instagram. Participation in the 2024 Student Entrepreneurship Development Program (P2MW) encouraged KUKITO to formalize its product legalities and actively promote its products digitally. Consistent posting of promotional content such as product photos, video reels, customer testimonials, and business activities created a professional and hygienic image, leading KUKITO to be recognized as a healthy snack made from kabuto, a traditional ingredient from Muna Island. This strong digital branding has opened opportunities for partnerships with Athifah Oleh-Oleh Store in Kendari and the UMKM Gallery of Bank Indonesia Southeast Sulawesi, even making KUKITO products the official souvenir for Bank Indonesia events, affirming the crucial role of online marketing as the foundation for long-term growth.

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CONCLUSION

Based on the research findings, it can be concluded that the student snack business 'KUKITO' in Kendari City implements *online* and *offline* marketing. There are several differences in the implementation of marketing strategies and marketing mix between *online* and *offline* marketing, namely in geographical segmentation, psychographic segmentation, *product positioning,* pricing, distribution, and promotion. *Online* marketing does not have a significant impact on the profits of the student-run snack business 'KUKITO' in Kendari City.

The recommendations of this study are: (1) for student entrepreneurs, particularly KUKITO owners, to optimize online marketing strategies through consistent creative content on social media, follow trends, and utilize Instagram ads to expand reach; (2) for the government, particularly institutions supporting SMEs such as the Cooperative and SME Agency or Bank Indonesia, to strengthen support through intensive training on online marketing, business management, and product innovation based on local wisdom; and (3) for future researchers, to expand the scope of research in terms of respondents, types of businesses, and regions, as well as consider using more complex quantitative approaches to identify factors influencing the effectiveness of online marketing in student-based SMEs.

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