
Social Media Development of Cheesecake Marketing to Increase Home Industry Income Gombang Village, Plumbon District, Cirebon Regency

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Abstract:

The marketing strategy of Gombang village cheesecake does not yet have modern marketing skills. This greatly affects business development, because if you only rely on sales by placing them in stalls, it is feared that business sustainability will be threatened. The purpose of this research is to develop social media such as YouTube, Instagram, Facebook, Twitter and WhatsApp to increase the income of Gombang Village Cheesecake. The research method used in this activity is Asset Based Community Development with a Participatory Action Research approach. Researchers designed social media, implemented social media, and analyzed cheesecake using existing social media. The results of the study found that the income of this cheesecake increased by 36.05% from the previous profit. At first the monthly income of cheesecake earned a profit of around Rp. 1,803,000. However, after using a modern marketing strategy using social media, this cheesecake business can earn a monthly profit of around Rp. 2. 453,000, then the income of this cheesecake will increase by Rp. 650,000.

INTRODUCTION

Gombang is a village in the sub-district of Plumbon, Cirebon, West Java, Indonesia (Wikipedia, n.d.). At first this village was still in the form of a haunted forest, many large trees and shrubs full of thorns, gombang-gombang and rivers full of mud, and inhabited by n=wild animals, at one time a knight named Ki Manggis or Ki Danalampah came to the forest area which was then followed by his colleagues named

Ki Wardi, Ki Kelipa, Ki Japar, Ki Gondea, Ki Syarip, Ki Jaya Lelana and Ki Lasem/ Nyi Lasem. Making hamlets and places of worship on the side of the road for a place to rest together and deliberate. They farm and garden, namely planting rice, wheat, bananas, papaya, mangoes, coconuts, and sapodiam. The plants grow luxuriously so that the results are very satisfactory, they live in harmony and prosperity, safe and peaceful, and do not lack food, then a hamlet was formed with the name Gombang (Village Profile, 2020).

Geographically, the area of Gombang Village reaches 129 hectares. This area is bounded by Kedungsana Village to the north, Marikangen Village to the south, Karangmulya Village to the west, and Bodesari Village to the east. Administratively, Gombang Village has 4 hamlets consisting of 5 RWs and 26 RTs, where each of these areas is led by one person appointed directly by the kuwu. The total number of recorded residents of Gombang Village is 5,681 people, with details of the number of men as many as 2,864 people and women as many as 2,817 people. The climate of Gombang Village has a dry and rainy season cycle that has a significant effect on local agricultural planting patterns. In addition to the agricultural sector, the education aspect in this village is highly prioritized, as evidenced by the availability of formal education facilities ranging from the Elementary/Ibtidaiyah to Secondary School levels. Along with the dynamic population growth, Gombang Village continues to develop into a multicultural area where various ethnicities now reside and blend harmoniously with the native community. This dynamic has also encouraged a shift in the economic sector, where the majority of the livelihood of Gombang Village residents currently rests on the home industry sector.

This home industry sector is one of the pillars that strengthens the vision of Gombang Village in building economic independence in the future. One of the superior products that is the driving force of the local economy in this village is the home cheese cake making industry. As a form of Small and Medium Enterprises (SMEs), the main goal of these cheesecake artisans is to expand market penetration to find as many consumers and distributors as possible in order to obtain optimal profits to meet the needs of their families and absorb local labor.

However, in reality, the home cheese industry business actors in Gombang Village still face major obstacles in the aspect of product marketing. Most manufacturers still rely on conventional (traditional) marketing models, such as selling directly at home, entrusting products to local stalls, or simply waiting for seasonal orders ahead of religious holidays. This reliance on the face-to-face (offline) method causes market reach to be very limited, sales volumes stagnate, and distribution chains become too long, thus cutting the net profit margins received by manufacturers. In fact, with the dense number of internal village residents and the strategic geographical location of Plumbon District in the Cirebon area, the potential for market absorption for culinary products such as cheesecakes is very promising if managed with modern marketing management. This marketing obstacle is exacerbated by the lack of adoption of digital technology by rural SMEs. In the current era of globalization, the use of social media is no longer just a

lifestyle trend, but has transformed into a strategic business instrument that must be mastered to maintain business competitiveness. Without digital adaptation, local cheesecake products in Gombang Village are at high risk of losing competition with products from manufacturers or competitors outside the region who are much more aggressive in carrying out digital-based promotions.

Therefore, a strategic intervention step is needed in the form of the use of social media marketing (such as Instagram, TikTok, Facebook, and WhatsApp Business) that is specifically designed to cut distribution channels, build brand identity, and connect producers directly with large-scale distributors and end consumers. One of the goals of SMEs (Small and Medium Enterprises) is to find as many consumers and distributors as possible to get profits that meet expectations and can meet the needs of life. Based on the description of the problems faced by SME entrepreneurs above, a media is needed to be able to help promote cheesecake SMEs in Gombang village so that social media is needed for small and medium businesses to market cheesecake products.

The urgency of this research is based on the strategic position of Gombang Village which is currently developing rapidly as a home industry center, but is still constrained by conventional marketing systems. Digital transformation through the use of social media for cheesecake SMEs in this village is very urgent to prevent local economic stagnation in the midst of fierce competition in the modern market. Without the adoption of technology, this region's superior products risk losing competition to outside competitors who are already digitally literate, which can ultimately threaten the existence of the livelihood of the majority of residents. Moreover, the population growth of Gombang Village, which reached 5,681 people with an increasingly heterogeneous ethnic background, created challenges as well as large market opportunities. This social dynamic requires an adaptive and inclusive marketing communication strategy so that local products can be accepted by all levels of modern society, both inside and outside the Cirebon area. The fundamental reason why this topic is important to research is to bridge the gap between the great potential of the home industry of Gombang Village and the limited market access of its business actors. This research does not only aim to seek short-term profits, but also to formulate a digitalization model that is in accordance with the socio-economic characteristics of rural communities. By examining the scientific use of social media, this study can provide measurable practical guidance for cheesecake entrepreneurs in efficiently expanding their distributor networks and cutting down on detrimental distribution chains. In addition, the results of this research will be a real contribution in supporting the vision of the future development of Gombang Village, which is to realize a resilient and modern community-based economic independence.

METHODS

The approach used in this study is a qualitative descriptive method with a case study approach. The selection of qualitative methods is considered the most

appropriate because this study aims to deeply understand the phenomenon of social media adoption, obstacles, and marketing strategies faced by cheesecake SME entrepreneurs in Gombang Village in a natural setting. The location of the research was deliberately (purposive) in Gombang Village, Plumbon District, Cirebon Regency, West Java, considering that this village has unique characteristics as a center of the cheesecake home industry with a dense and heterogeneous community background. The data in this study is grouped into two types, namely primary data and secondary data. Primary data was obtained directly from the first source in the field through two main techniques, namely in-depth interviews and passive participatory observation. Interviews were conducted with key informants selected using purposive sampling techniques, which included owners of cheesecake SMEs in Gombang Village, village officials as local policy makers, and local consumers or distributors. Meanwhile, secondary data was obtained through documentation studies, including Gombang Village monograph data in 2020, scientific literature, books, journals related to SME digital marketing, and other relevant archives that support the validity of the research. To ensure the validity and reliability of the data collected, this study applied triangulation techniques, specifically source triangulation and triangulation techniques. Source triangulation is carried out by comparing interview data from various informants (for example, comparing the answers of SMEs with village officials), while technical triangulation is carried out by checking data from the same source using different techniques (such as matching interview results with the results of direct observations in the field and sales documents). Thus, the data obtained is truly valid, objective, and can be accounted for its truthfulness. The data analysis process is carried out interactively and continuously from before, during, to after the data collection in the field is completed, following the Miles and Huberman data analysis model. The stages of data analysis include three streams of activities, namely: 1) Data reduction, where researchers summarize, select main things, and focus field data on matters related to the urgency of social media marketing; 2) Data presentation (data display), narrative text is systematically arranged so that the relationship between variables or phenomena is easy to understand; and 3) Conclusion drawing/verification, the researcher formulated a final conclusion that answered the formulation of the problem regarding the most effective social media utilization model for the development of cheesecake SMEs in Gombang Village.

RESULTS AND DISCUSSION

Based on the results of field research through in-depth interviews with business owners, village officials, and direct observation, it was found that the cheesecake commodity in Gombang Village has a very high production potential but experiences obstacles in terms of income optimization due to dependence on traditional markets. The sales cycle of these home industry players is still volatile because they only rely on seasonal orders and a consignment system at souvenir shops or local warungs in the

Cirebon area. This conventional system makes profit margins cut by third parties (intermediary distributors) and limits the volume of business capital turnover.

As a problem-solving step, a mentoring program was carried out to migrate the conventional marketing system to digital through the development of social media (Instagram, TikTok, and WhatsApp Business). The results of the implementation showed a positive response from the market. Through the creation of attractive product visual content, the inclusion of halal/P-IRT labels, and the use of hashtag-based local search features, the reach of the Gombang Village cheesecake market has expanded significantly beyond the Plumbon area, such as Indramayu, Majalengka, and Kuningan. Cutting the distribution chain through direct sales on social media has proven to be successful in increasing the net profit margin per jar of cheesecake instantly.

After conducting direct observation by participating in cheesecake UKM activities in Gombang village, there is a problem faced by cheesecake SMEs, namely Mrs. Ni'ah does not have the skills to modern marketing strategies. Therefore, it is necessary to implement the use of social media systems about cheesecake SMEs to help market products and increase SME income.

The marketing strategy carried out is to use modern marketing strategies by utilizing information technology, namely through social media youtube, instagram, facebook, twitter and whatsapp. Through this social media, cheesecake SME entrepreneurs can more easily market products to customers and increase SME income.

The use of social media such as youtube, instagram, facebook, twitter and whatsapp provides an increase in the income of cheesecake SMEs. Initially, the monthly income of cheesecake SMEs was using the traditional marketing model, namely by entrusting. cheesecakes to stalls and shops earned a profit of around Rp. 1,803,000. However, after using modern marketing strategies by using social media such as youtube, instagram, facebook, twitter and whatsapp so that this cheesecake SME business can earn a monthly profit of around Rp. 2. 453,000, then the income of this cheesecake SME increased by Rp. 650,000. This change in income was observed by researchers when this cheesecake SME used social media from early August 2021 to early September 2021.

Marketing strategies through social media have become the main choice made by business actors, especially SME business actors. SME entrepreneurs have used social media such as youtube, instagram, facebook, twitter and whatsapp on average. This fact is supported by the results of a study conducted by Dellia Mila Vernia in 2017, that internet use in Indonesia is increasing every year, and there are 3 social media that are often visited, namely Facebook, Instagram and YouTube. Likewise, research conducted by Toto Sukarnoto in 2020, that social media such as youtube, instagram and facebook can be an effective promotional medium in the industrial world 4.0. The marketing strategy applied by the researcher to cheesecake SMEs in this study refers to several previous research results, namely regarding the use of social media for product marketing. So that the use of social media such as youtube, instagram, facebook, twitter

and whatsapp is applied to this cheesecake SME so that it continues to exist following the trend of selling products today, especially to help product marketing and increase SME income.

The use of social media youtube, instagram, facebook, twitter and whatsapp in cheesecake SMEs is very effective in helping product marketing and increasing SME income. Marketing methods with social media by creating interesting content for the introduction of cheesecake products, such as cheesecake product catalogs, cheesecake provider store locations, cheesecake consumer testimonials, and others. This method has been tested to boost sales of cheesecake products after using social media youtube, instagram, facebook, twitter and whatsapp. The income of this cheesecake SME increased by 36.05% from the previous profit when sales were still using the method of depositing and selling to stalls and shops.

The result of an increase in the income of cheesecake SMEs by 36.05% shows that social media has an influence on cheesecake sales. The results of this study are in line with previous research on the use of social media for product marketing, namely research conducted by Nuraeni and Suryawardani in 2017, that Instagram social media is effectively used to attract consumer interest. The effectiveness of the use of social media is evidenced by the increase in the income of this cheesecake SME which has increased by Rp. 650,000

CONCLUSION

Based on all the descriptions that have been presented, it can be concluded that Gombang Village has a strong historical and demographic track record, which is now transforming from an agrarian area to a dense and heterogeneous home industry center with a population of 5,681 people. This population and economic development creates a high urgency for local cheesecake SMEs to immediately carry out digital transformation through the use of social media. This marketing modernization step is very urgent to overcome the limitations of the conventional market, expand the distributor network, and maintain the competitiveness of local products from the threat of competitors outside the region. Through the application of qualitative descriptive methodology with a case study approach, this research is able to dissect the root of the problem in depth and formulate a digital marketing strategy that is adaptive to the socio-economic characteristics of rural communities. In the end, this research not only makes a theoretical contribution to the digital marketing literature, but also becomes a real practical guide in supporting the vision of long-term development of Gombang Village towards a resilient and sustainable community-based economic independence.

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