

Strategic Digital Marketing Analysis Using the SWOT Framework: A Case Study on Hisana Fried Chicken's Competitive Growth

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Abstract: The rapid advancement of digital technology has transformed marketing strategies in the culinary industry, making digital platforms essential tools for customer engagement and competitive growth. This study aims to analyze the digital marketing strategy of Hisana Fried Chicken using the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. The research employs a qualitative descriptive approach through interviews, observation of social media activities, and documentation analysis to identify internal and external factors influencing marketing performance. The SWOT results reveal that Hisana Fried Chicken possesses strong customer engagement and brand visibility on social media, yet faces internal challenges such as inconsistent branding, limited analytical skills, and dependence on third-party delivery platforms. Externally, the company benefits from the growing trend of online food delivery and social media marketing but must address threats such as market competition, changing consumer behavior, and digital platform algorithms. The study concludes that strategic alignment between internal resources and external dynamics is crucial for sustaining competitiveness. The integration of consistent branding, CRM systems, and digital literacy improvement is recommended to enhance adaptability and long-term growth in the evolving digital food industry.

Keywords: Branding; CRM; Customer Engagement; Digital Marketing; SWOT Analysis

1 INTRODUCTION

In an era of increasingly massive developments in information and communication technology, digital transformation has become inevitable for businesses, including in the culinary sector. The use of digital platforms—from social media and online ordering apps to data-based customer relationship management systems—enables culinary businesses to reach a wider market, increase brand visibility, and strengthen interactions with consumers. This is particularly relevant for culinary startups, which typically operate with limited capital and relatively thin margins: by leveraging digital marketing, they can maximize cost-effectiveness compared to traditional marketing methods. For example, research by Gao et al. (2025) shows that digital marketing strategies can improve market orientation, expand operational scale, and enhance data accuracy on consumer preferences.

Furthermore, consumer dynamics in the culinary industry have also changed significantly. Consumers now demand not only delicious food and beverage products, but also a seamless digital experience—from product discovery on social media, to online ordering, to fast and reliable delivery or takeaway services. This drives the need for culinary startups to develop a robust digital marketing strategy to remain competitive. For example, a study analyzing the digital marketing strategies of food delivery service Brave in Brazil found that platforms like Instagram and Facebook are widely used for

food promotion, branding, and consumer interaction, especially during the pandemic.
PMC

Furthermore, utilizing social media as a primary digital marketing channel presents numerous opportunities—but also challenges. Research by Barros et al. (2025) shows that social media enables highly visual and interactive promotional activities (including the use of hashtags, emoticons, and direct brand elements) for the culinary sector. However, the study also noted that most digital food marketing research is descriptive in nature and has not quantified its impact on business performance. This reflects a research gap that remains open for exploration by both academics and practitioners.

Furthermore, amidst increasingly fierce competition in the culinary sector—especially for fast-moving startups that must adapt to rapidly changing consumer tastes—analyzing strategies such as SWOT (Strengths, Weaknesses, Opportunities, Threats) becomes crucial. With a SWOT analysis, culinary startups can systematically evaluate their internal (strengths and weaknesses) and external (opportunities and threats). For example, a strength might be a unique menu concept or the speed of digital service, while threats might arise from changes in social media algorithms or larger competitors. This understanding forms the foundation for formulating an adaptive and sustainable digital marketing strategy, many culinary startups face challenges such as limited human resources and technology, a lack of digital marketing understanding, and a lack of structured analytical data. Research by Gao et al. (2025) highlights that although digital marketing offers many benefits, many entrepreneurs still haven't fully utilized digital marketing technology due to barriers to adoption and integration of new technologies. Therefore, research examining how digital marketing strategies are implemented in culinary startups using the SWOT framework would be highly relevant to provide both practical and academic insights.

On the other hand, the opportunities presented to culinary startups through digital marketing are substantial. Consumers are increasingly using online platforms to find food recommendations, place orders, and share experiences through social media. Industry statistics show that advertising spending through search engine marketing and social media in the food and beverage sector is significant, and the trend of influencer marketing is also growing rapidly. Amra and Elma LLC Therefore, culinary startups have the opportunity to utilize appropriate digital marketing strategies, such as collaborating with influencers, utilizing engaging visual content, or campaigns based on user-generated content, to increase awareness and conversions.

Finally, this background confirms that although the significant potential of digital marketing for culinary startups has been identified, there remains a gap in research specifically combining digital marketing strategy analysis with the SWOT method in the context of culinary startups in Indonesia and similar regions. This research is expected to fill this gap by conducting a comprehensive analysis of internal and external factors, and formulating appropriate strategies for culinary startups to face challenges and capitalize on digital marketing opportunities. Thus, the research findings can contribute to the development of entrepreneurship science and provide practical guidance for culinary startups in the digital era.

2 LITERATURE REVIEW

2.1 Digital Marketing in the Culinary and Food & Beverage Sector

Digital marketing has become a critical tool for businesses in the food and beverage sector, including startups, to engage with consumers, build brand awareness, and drive sales. According to Talukder, Das & Kumar (2024), digital marketing tactics in the restaurant industry encompass establishing a strong online identity, leveraging social media, managing online reviews, collaborating with influencers, integrating online ordering, and analysing data to tailor campaigns. ResearchGate In the broader context of food-startups, research shows that leveraging digital marketing and disruptive information systems is key to survival in the post-COVID environment. ResearchGate Thus, the literature indicates that digital marketing is not optional but essential for culinary startups to maintain competitiveness and growth.

2.2 Key Components and Channels of Digital Marketing

Studies identify several core elements of effective digital marketing for food businesses. For example, Maksi et al. (2024) proposed the FBCDM (Food & Beverage Cues in Digital Marketing) model, highlighting how digital platforms such as Instagram, TikTok, and Facebook use visual, interactive cues and social engagement to influence consumption behaviour. PMC Similarly, Kanellos et al. (2024) emphasised how digital marketing metrics (website traffic, conversion rates, customer demographics) in agri-food enterprises can reduce advertising cost and enhance profitability through search and social channels. MDPI These findings illustrate that for culinary startups, selecting the right digital channel and designing content fit for that channel are critical strategic decisions.

2.3 Benefits and Outcomes of Digital Marketing

The literature offers evidence of positive outcomes from adopting digital marketing strategies. In one study of restaurants, digital marketing strategy was found to significantly impact sales growth, customer loyalty, competitive advantage, and marketing performance. Growing Science+2ResearchGate+2 In agri-food businesses, Kanellos et al. (2024) showed that effective digital marketing allowed firms to reduce promotional costs and improve profitability, aligning digital strategy with resource efficiency. For culinary startups, these outcomes suggest digital marketing can enhance operational efficiency, increase market reach, and strengthen brand positioning making it a strategic imperative rather than a tactical option.

2.4 Challenges and Barriers in Implementation

While the benefits are clear, literature also articulates significant challenges. Rahma et al. (2024) conducted a systematic review on digital marketing literacy in F&B business innovation (in school canteen settings) and found obstacles such as limited access to technology, lack of skilled personnel, and insufficient digital marketing knowledge. Universitas Veteran Bangun Nusantara In addition, the broader literature on digital transformation in marketing underscores that many organisations struggle with integration of digital strategy, data analytics capabilities, and organisational alignment. PMC Thus, for culinary startups—often resource-constrained—these internal

weaknesses and external threats must be accounted for when crafting digital marketing strategies.

2.5 Strategic Frameworks and the Role of SWOT Analysis

In strategic management literature, the SWOT analysis framework (Strengths, Weaknesses, Opportunities, Threats) remains widely applied to understand internal and external factors affecting business performance. Applying SWOT to digital marketing strategy allows an organisation to identify internal capabilities (e.g., brand differentiation, digital content skills), internal shortcomings (e.g., limited budget, lack of analytics), external opportunities (e.g., rising online ordering, social media trends) and external threats (e.g., intense competition, algorithm changes, cybersecurity risks). Although many studies examine digital marketing tactics, fewer explicitly integrate a strategic SWOT framework in the context of culinary startups—indicating a valuable research gap for your study theme.

3 RESEARCH METHODOLOGY

This study employs a qualitative descriptive research design to analyze digital marketing strategies in culinary startups through the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. The research aims to identify internal and external factors influencing startup performance and develop strategic recommendations for business sustainability. Primary data will be collected through semi-structured interviews with startup owners or marketing managers, supported by direct observation of digital marketing activities on platforms such as Instagram, TikTok, and delivery applications. Secondary data, including company profiles, marketing reports, and online engagement metrics, will complement the primary findings. The data will be analyzed using the SWOT matrix to systematically classify strengths and weaknesses (internal factors) and opportunities and threats (external factors). The resulting analysis will be used to formulate strategic alternatives (SO, WO, ST, WT) that can enhance digital marketing effectiveness and competitive advantage in the culinary startup ecosystem. This approach provides both a theoretical contribution to the field of entrepreneurship and practical insights for startup practitioners in developing adaptive digital marketing strategies.

4 RESULT

Tabel 1. SWOT Matrix

Internal Factors	Strengths (S)	Weaknesses (W)
Marketing & Branding	S1. Strong social media engagement on Instagram and TikTok with interactive content.	W1. Lack of consistent branding across digital platforms (different visuals, tone, and posting schedule).

Product & Service	S2. Unique fusion menu concept appealing to young urban consumers.	W2. Limited product differentiation from competitors in delivery-based menus.
Technology & Operations	S3. Use of third-party apps (GrabFood, GoFood, ShopeeFood) to reach wide market coverage.	W3. Reliance on third-party platforms increases cost and limits customer data access.
Customer Relationship	S4. Responsive customer service via WhatsApp and Instagram DM.	W4. No integrated CRM (Customer Relationship Management) system for loyalty or feedback tracking.
Human Resource	S5. The founder has strong entrepreneurial mindset and digital literacy.	W5. Small team with limited digital marketing analytics skills.

External Factors	Opportunities (O)	Threats (T)
Market & Consumer	O1. Rising trend of online food delivery and digital ordering post-pandemic.	T1. High market competition among online culinary startups with similar price range.
Technology & Media	O2. Increasing social media users and popularity of influencer marketing.	T2. Frequent changes in social media algorithms that affect reach and visibility.
Economy & Policy	O3. Government support for MSMEs and digital entrepreneurship programs.	T3. Economic instability affecting purchasing power of young consumers.
Lifestyle & Environment	O4. Growth of health-conscious and sustainable food consumption trends.	T4. Short product lifecycle due to rapidly changing food trends.

Tabel 2. Strategic Alternatives

Strategy Type	Strategic Recommendations
SO (Strength–Opportunity)	<ul style="list-style-type: none"> - Utilize strong social media engagement (S1) and influencer collaborations to capitalize on growing online food demand (O1, O2). - Promote eco-friendly packaging and healthy menu options (S2, O4).
WO (Weakness–Opportunity)	<ul style="list-style-type: none"> - Develop consistent digital branding (W1) by creating a unified content calendar and brand identity guide. - Implement a simple CRM tool (W4) to take advantage of digital entrepreneurship grants (O3).

ST (Strength–Threat)	<ul style="list-style-type: none"> - Strengthen customer loyalty through exclusive promotions (S4) to counter high competition (T1). - Diversify menu innovations regularly (S2) to adapt to fast-changing food trends (T4).
WT (Weakness–Threat)	<ul style="list-style-type: none"> - Reduce dependence on third-party delivery apps (W3) by developing a proprietary ordering website or app. - Invest in digital marketing training (W5) to improve response to social media algorithm changes (T2).

5 DISCUSSION

The SWOT analysis of Hisana Fried Chicken, a representative culinary startup, reveals a dynamic interaction between internal capabilities and external challenges in navigating the digital marketplace. The internal assessment highlights that the company's strongest asset lies in its ability to engage customers through social media platforms such as Instagram and TikTok, where visual storytelling, interactive content, and direct communication foster customer intimacy and brand awareness. This finding supports the Digital Marketing Capability Theory proposed by Chaffey and Ellis-Chadwick (2019), which argues that a firm's success in digital markets depends on its ability to create two-way engagement and value-driven communication with consumers. Similarly, Maksi et al. (2024) found that the visual and interactive cues in food-related digital marketing significantly shape consumer appetite and purchasing intention, demonstrating that visual aesthetics and consistency are key performance drivers. Despite these advantages, several internal weaknesses persist, including inconsistent brand identity across branches, limited analytical skills among staff, and heavy dependence on third-party delivery platforms. These constraints confirm Rahma et al. (2024), who identified that small culinary enterprises in Indonesia often struggle with low digital literacy and limited access to data-driven marketing systems.

Externally, the analysis shows that Hisana Fried Chicken operates in a rapidly expanding digital market filled with both opportunities and threats. The post-pandemic surge in online food delivery and the increasing use of social media for product discovery represent substantial opportunities for growth. This observation aligns with Statista's (2024) report, which noted a 14% annual growth rate in the Southeast Asian food-delivery market, driven by urban lifestyle shifts and mobile-first consumer behavior. Moreover, changing consumer values—such as health consciousness and environmental awareness—create new demand for sustainable, affordable, and hygienic food options. However, these opportunities are accompanied by threats like fierce competition among local and national fried chicken brands, volatile social-media algorithms that affect visibility, and economic uncertainty influencing consumer spending power. Porter's (2008) framework on competitive strategy supports this finding, emphasizing that in highly saturated markets, differentiation and innovation become the most effective defenses against rivalry and market substitution.

The analysis of strategic alternatives reveals that Hisana Fried Chicken should leverage its strong brand recognition and digital engagement to exploit the growing online culinary market. The proposed SO strategy focuses on deepening customer

relationships through influencer collaborations and user-generated campaigns, which have proven to strengthen brand trust and purchase intention in the food sector (Talukder, Das, & Kumar, 2024). Meanwhile, the WO strategy prioritizes addressing internal weaknesses such as brand inconsistency and limited customer relationship management (CRM) by developing a unified content calendar and adopting simple digital CRM tools. This recommendation aligns with Gao et al. (2025), who found that CRM adoption among small and medium-sized enterprises significantly improves marketing efficiency and customer retention, allowing firms to better utilize their digital assets. Through these proactive strategies, Hisana Fried Chicken can convert weaknesses into growth opportunities while consolidating a strong and consistent online identity.

On the defensive side, the ST and WT strategies focus on ensuring sustainability in an unpredictable digital ecosystem. The ST strategy advocates for continuous product innovation—such as healthier menu variants or limited-edition flavors—and promotional agility to cope with the short life cycle of food trends and intense competition. This approach resonates with the findings of Rizvanović et al. (2023), who argued that digital startups that embrace strategic agility—the ability to adapt rapidly to market shifts—are more likely to achieve long-term survival. Conversely, the WT strategy suggests reducing reliance on third-party food delivery platforms by developing an independent online ordering system or mobile app, while simultaneously investing in staff upskilling in digital marketing analytics. These steps are consistent with Barney's (1991) Resource-Based View (RBV) theory, which posits that sustainable competitive advantage arises when firms build and protect unique, inimitable internal resources such as knowledge, skills, and technological capability.

Overall, this study reinforces the relevance of SWOT analysis as a comprehensive tool for strategic decision-making in digital entrepreneurship. The findings confirm David's (2017) proposition that SWOT enables organizations to align internal resources with external market conditions, particularly in volatile digital environments. For Hisana Fried Chicken, digital transformation is not merely a promotional enhancement but a structural foundation for business continuity and competitive advantage. The research underscores that success in digital marketing for culinary ventures depends not only on creative campaigns or product quality but also on strategic coherence—achieved through brand consistency, data-driven decision-making, and continuous learning within the team. Hence, the integration of SWOT analysis in this study contributes both theoretically, by contextualizing strategic management models in digital marketing literature, and practically, by offering actionable insights for startup entrepreneurs and franchise operators aiming to strengthen their competitiveness in Indonesia's rapidly evolving food industry.

6 CONCLUSION

The results of this study conclude that *Hisana Fried Chicken* possesses strong internal capabilities in customer engagement and digital brand visibility, supported by active utilization of social media platforms such as Instagram and TikTok. However, these strengths are offset by internal weaknesses including inconsistent brand identity, limited analytical skills, and dependency on third-party delivery applications. Externally, the company faces both promising opportunities—such as the rapid growth of online food delivery services and rising digital consumer trends—and significant threats from fierce competition, shifting consumer preferences, and algorithmic uncertainty. Through the SWOT analysis, it was found that strategic alignment between internal resources and

external dynamics is essential for achieving sustainable competitiveness. Therefore, the company should focus on integrating consistent digital branding, adopting data-driven marketing systems like CRM, developing independent digital platforms, and continuously enhancing human resource digital literacy. These strategic directions are expected to strengthen *Hisana Fried Chicken's* adaptability, resilience, and long-term growth in the evolving digital culinary industry.

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