
Business Communication Strategy of Egg White MSMEs in Building Consumer Trust and Attractiveness

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Abstract

The development of MSMEs in the health-based processed food sector, such as egg white products, continues to grow alongside the trend of healthy lifestyles. However, these products are often perceived as simple commodities lacking market differentiation. This study aims to analyze integrated business communication strategies implemented by egg white MSMEs to enhance consumer trust and product appeal. A qualitative descriptive approach was employed. Data were gathered through in-depth interviews with 3 egg white MSME owners and 15 regular consumers, field observations of marketing channels, and structural documentation. Data analysis followed the Miles and Huberman framework, comprising data reduction, data display, and conclusion drawing. The conceptual and empirical findings indicate that an Integrated Marketing Communication (IMC) strategy combining clear nutritional education, service excellence, operational transparency, and clean visual branding significantly shapes positive consumer perceptions. Transparent and honest communication reduces perceived risk and establishes consumer trust, while aesthetic packaging design acts as a primary stimulus driving emotional attachment and purchase intention.

Keywords– Business Communication, MSMEs, Egg White, Consumer Trust, Attractiveness.



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1. Introduction

The growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia has expanded rapidly over recent years, positioning them not only as economic drivers but also as primary catalysts for employment and local product innovation. Within the processed food sector, the demand for egg white products has surged. Egg whites are widely recognized for their high protein content and low-calorie profile, making them highly attractive to health-conscious consumers and individuals adopting clean lifestyles.

Operating in a highly saturated food and beverage market presents critical challenges. Modern consumers have become increasingly discerning; their purchasing decisions depend on factors beyond physical product quality, including brand trustworthiness, corporate image, service responsiveness, and visual presentation. Consequently, business communication plays a pivotal role in linking manufacturers with their market segments. Business communication extends far beyond basic advertising or promotion; it encompasses the entirety of a firm's interactions with its clientele. This includes how product attributes are articulated, how customer service is managed, the transparency of manufacturing pipelines, and the visual aesthetics of packaging. Collectively, these contact points dictate consumer perceptions, trust, and attraction.

Egg white MSMEs face unique marketing constraints. The core product is intrinsically homogenous, simple, and historically stigmatized as a secondary byproduct or "baking leftover". To overcome this commodity trap, a strategic business communication framework is required to reposition egg whites as premium, hygienic, and value-added dietary products. This study addresses this imperative by investigating how integrated business communication strategies can systematically build consumer trust and corporate attractiveness within the health-food MSME ecosystem.

To evaluate the communication dynamics of egg white MSMEs, this study integrates three foundational frameworks: Integrated Marketing Communication (IMC) by Kotler & Keller (2016), The Commitment-Trust Theory by Morgan & Hunt (1994), and Consumer Behavior Theory by Schiffman & Kanuk (2010).

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The IMC framework optimizes how small businesses harmonize diverse communication channels to deliver a singular, cohesive message. Because egg whites are fundamentally homogenous, consistent and strategic communication must be deployed to differentiate the brand. Educational messaging alters baseline product perceptions, while visual branding and structural packaging design provide a modern physical identity that elevates consumer evaluation. Finally, customer service serves as the active bridge for real-time relational engagement.

Operational message variables—specifically manufacturing transparency and service quality—are evaluated using the criteria established by Morgan & Hunt (1994). This theory asserts that brand trust originates from consumer perceptions of corporate honesty and reliability. When an MSME communicates openly about hygienic processing, chemical-free preservation, and raw material sourcing, the consumer's perceived risk drops significantly, facilitating the establishment of sustainable brand trust.

The aesthetic and psychological dimensions of business communication are examined through the lens of consumer behavior models by Schiffman & Kanuk (2010). Attractiveness is generated when a product's visual identity or marketing narrative effectively captures market attention and aligns with the emotional needs of the target audience, such as the personal desire for physical fitness, health, and longevity.

2. Method

This study applied an empirical, qualitative descriptive design to systematically examine real-world business communication practices within their natural, operational settings. Rather than treating methodology as a collection of abstract theories, this research targeted the active, day-to-day communication dynamics established between producers and consumers within the rapidly expanding health-food sector. To ensure high data validity and rich contextual insights, a purposive sampling strategy was employed to carefully select

informants based on explicit operational criteria. The primary data source comprised two distinct groups: three Micro, Small, and Medium Enterprise (MSME) owners specializing in liquid and processed egg white production who were chosen due to their active deployment of both digital and physical marketing channels, and fifteen regular consumers who had purchased these specific products at least three times, thereby guaranteeing they possessed direct exposure to the full range of the firms' multi-channel communication touchpoints.

Data were gathered using a comprehensive, triangulated approach consisting of three primary field techniques designed to capture both the strategic intent of the businesses and the experiential realities of the marketplace. First, semi-structured, in-depth interviews were conducted with the MSME owners to uncover their underlying business communication strategies, internal brand positionings, and marketing challenges, while matching interviews were held with the consumer cohort to map their perceived trust, brand evaluation, and cognitive responses to marketing stimuli. Second, rigorous field observations were executed to monitor active marketing operations, tracing digital content delivery pipelines across social media platforms such as Instagram and WhatsApp, alongside physical interactions at local retail stalls. Third, a systematic documentation process was integrated, wherein digital artifacts, corporate logo variants, social media promotional copy, and physical packaging structures were meticulously cataloged, cross-referenced, and structuralized to serve as objective evidence reinforcing the verbal testimonies of the participants.

Following the fieldwork phase, the raw qualitative data were analyzed systematically using the rigorous interactive framework developed by Miles, Huberman, and Saldaña, ensuring that the transition from raw text to verified findings was transparent and structurally sound. The analytical process began with data reduction, a stage where raw interview transcripts, detailed observational field notes, and digital documentation records were rigorously filtered, broken down into thematic codes, and organized into specific analytical categories tied directly to the core dimensions of Integrated Marketing Communication (IMC), Trust building, and Consumer Attractiveness. Next, the

data display phase condensed these complex, fragmented qualitative insights into structured matrices, descriptive text blocks, and conceptual tables designed to visibly trace the causal patterns connecting distinct communication inputs to empirical consumer behavioral responses. Finally, the conclusion drawing and verification stage was completed by continuously cross-referencing these newly discovered patterns against the established theoretical frameworks of relationship marketing and consumer behavior, ultimately validating the structural conclusions regarding the effectiveness of the MSMEs' communication choices.

3. Result and Discussion

The empirical findings demonstrate that successful business communication for egg white MSMEs must be fully integrated rather than fragmented. The inherent commodity nature of raw egg whites forces businesses to reconstruct their messaging to generate measurable added value.

Dimensions of the Business Communication Strategy

The operational communication strategy applied by successful enterprises divides into three core operational pillars:

- **Informative and Educational Messaging:** Sellers step out of traditional transactional roles to act as health educators. Communication focuses on nutritional matrices, amino acid structures, low-calorie benefits, and clinical advantages for fitness enthusiasts or individuals undergoing medical dietary regimens.
- **Visual Branding and Aesthetic Packaging:** Physical packaging operates as the primary silent communicator. MSMEs transform the negative perception of "baking scraps" into a "premium health supplement" by utilizing clean, professional logos, hygienic food-grade bottling, and explicit, transparent nutritional panels.
- **Service Excellence:** Real-time interactive communication is sustained through rapid response times on digital platforms (WhatsApp and Instagram) and supportive customer care regarding product shelf-life and storage guidelines.

Building Trust Through Openness and Reliability

- Consumer confidence in processed agricultural foods depends heavily on perceived safety and hygiene. In alignment with Commitment-Trust Theory, trust is built through two primary pathways:
- Information Transparency (Openness): Producers share operational insights, showing how eggs are sorted and separated under clean conditions. This is communicated directly through "behind-the-scenes" video content on social media.
- Consistency of Service and Truthfulness: When businesses are completely honest about product realities—such as the limited shelf life of items free from chemical preservatives—consumers feel secure. This upfront honesty reduces the customer's perceived risk, building long-term brand reliability.

Creating Consumer Attractiveness

Because egg white products are physically homogenous, outward attraction must be driven by creative, strategic messaging.

Table 1. Dimensions of the Business Communication Strategy

Communication Dimension	MSME Application DOCX	Impact on Attractiveness DOCX
Emotional Appeal	Marketing narratives focus on healthy lifestyle goals, physical fitness, and long-term health investments.	Consumers experience a strong sense of personal and lifestyle alignment with the product.
Visual Appeal	Modern, functional packaging (e.g., clear food-grade bottles featuring milliliter measurements).	Removes the unappealing image of bulk byproduct, elevating the product's premium appeal.
Experiential Value	Showcasing user testimonials, verified ratings, and frictionless digital ordering setups.	Generates social proof that encourages new customer acquisition.

4. Conclusion

This study highlights the strategic importance of integrated business communication for niche health-food products. Because egg whites are structurally simple and highly perishable, an operational IMC strategy is essential to reshape consumer perceptions. It successfully transforms an unrefined commodity into a premium dietary option. Theoretically, transparency and high-

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quality service lower perceived risk to establish brand trust, while targeted educational narratives and clean visual aesthetics capture attention and drive purchase intent. Empirically, using a qualitative descriptive framework allows researchers to capture these direct, authentic interactions between businesses and their customers, providing a practical blueprint for small enterprises navigating competitive niche markets.

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