



Transformation Of Conventional To Digital Marketing: A Study On Increasing Sales Through Digital Marketing

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How to Cite :

Saputri, A, n., Handayani, T. (2024). Transformation Of Conventional To Digital Marketing: A Study On Increasing Sales Through Digital Marketing. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(4). doi: <https://doi.org/10.37676/ekombis.v12i4>

ARTICLE HISTORY

Received [7 Agustus 2024]

Revised [11 September 2024]

Accepted [10 Oktober 2024]

KEYWORDS

Marketing Strategy, Digital Marketing, MSMEs

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ABSTRACT

The development of digital technology continues to grow along with the times. Access to the internet is another development that affects people's lives. Similarly, internet access in economic activities also contributes to the development of small and medium enterprises. Micro, Small and Medium Enterprises (MSMEs) utilize information technology in running their business. This study aims to determine the right marketing strategy at Rene Café, the ultimate goal to be achieved is to significantly increase sales and present a good company brand image to consumers. The research method used by researchers in this study is a qualitative method. This type of research is descriptive qualitative, using the methods of observation, interview, and documentation. The results showed that Rene Café has not fully optimized using all social media, but the success of Rene Café in digital marketing through social media is working with influencers or content creators and consumer reviews. By collecting data and information related to marketing through social media and the influence of an influencer in providing information about products. This shows that reviews and influencers play an important role.

INTRODUCTION

Over time, the development of information technology can make it easier for people to do activities, access information, and search for various information spread on the Internet. The rapid development of information technology can change almost everything in life. Internet media is nothing new in today's life. The existence of the Internet seems to eliminate distance and time limits in accessing information. In addition, anyone can call other people anytime, anywhere. Technically, the Internet is a combination of computers, communications, and media in digital form. Technological developments affect many aspects of life, including the business world. This impact can also include free trade, as if business is not limited by time and space. This leads to intense competition faced by all parties, especially in terms of products (Rizky & Dewi Setiawati, 2020).

The tight competition faced by many companies requires adaptability to the ever-changing business environment. To face this competition, entrepreneurs need a good strategy in order to recognize the impact of these factors and remain competitive (Musyawarah & Idayanti, 2022). Marketing strategy generally refers to a complete, planned and integrated marketing plan that provides guidelines for actions to be taken to achieve the company's objectives. In simple terms, marketing strategy can be defined as a list of goals or objectives, policies and management that simultaneously control the production of various product categories and the allocation of resources, especially in response to environmental changes (Mustikasari et al, 2024).

Technology also affects human behavior. Therefore, in recent years, many innovations have been introduced and used by most people. For example, Febriyanto & Arisandi's research in the research (Khamidah et al, 2023) mentioned that many people use social media or social media for various purposes.

According to Government Regulation No. 80/2019 on Trading Through Electronic Systems (PP PMSE), which was enacted on November 24, 2019, PMSE is trade conducted through a series of electronic devices and procedures, or better known as "e-commerce" (Aptika.kominfo, 2020).

According to data from the Central Statistics Agency (BPS) in 2021, a total of 62.10% of Indonesians used the internet. Companies must pay attention to threats and opportunities in the digital market and adapt to new market mechanisms. The current laws and regulations must take into account all aspects and strategic elements that support the functioning of the digital market (Rohmat, 2022).

Table 1 Data On The Number Of MSMEs That Have Gone Digital In Pondok Ranggon Village, Cipayang District, East Jakarta In 2021-2024

NO	TAHUN	JUMLAH UMKM
1	2021	41
2	2022	45
3	2023	64
4	2024	3
TOTAL		153

(Source : jakpreneur.jakarta.go.id, 2024)

According to data as of April 17, 2024, in the observed period from 2021 to 2024, there have been significant fluctuations in the number of MSMEs that have transitioned to digital platforms in Kelurahan Pondok Ranggon. In 2021, the number of MSMEs using digital technology was 41, increasing to 45 in 2022. The slight but continuous increase shows a positive trend in the use of digital technology by MSMEs in the region. However, in 2023, there was a considerable spike with the number of MSMEs going digital increasing to 64, indicating a substantial growth in the penetration of digital technology among MSMEs. Factors such as increased awareness of the benefits of digitization, incentives from the government, and improved accessibility to technology may have played a role in this increase. However, by 2024, there was a drastic decline, with only 3 MSMEs recorded as having transitioned to digital platforms. This sharp decline may be due to several factors, such as policy changes, technical challenges, or even a decline in interest on the part of the MSMEs themselves. Further analysis is required to understand the cause of this significant decline. Overall, this data reflects the complex dynamics of digital technology adoption among MSMEs in Kelurahan Pondok Ranggon. While there was a significant increase in 2023, the sharp decline in 2024 suggests that challenges in encouraging MSMEs to transition to digital platforms remain and need to be addressed holistically.

The development of information technology is growing rapidly. Many micro, small, and medium enterprises (MSMEs) utilize technology in running their businesses. When there are more and more competitors, entrepreneurs must innovate to gain a competitive advantage.

Effective marketing communication methods are used to achieve market differentiation and sales increase targets (Hasanah et al, 2021). Therefore, digital marketing can also make it easier for marketers to track and serve the diverse needs of consumers, as consumers can easily find information about products by simply using the Internet to process products. Therefore, today's potential buyers or consumers are getting smarter in making purchasing decisions by looking at products on the internet (Nufus & Handayani, 2022).

Coffee shops are one of the businesses that use social media marketing technology to promote their products. Digital marketing is a way of promoting a brand through digital media; through online advertising for example using Facebook, Instagram, YouTube or other social media (Adhiesa & Pratama Putra, 2023). Visual content presented in a compelling way, such as infographics or videos, is often more engaging and provides a better and lasting competitive advantage. This can motivate consumers in making purchasing decisions (Maulani & Wahyuningsih, 2021).

In this study, researchers focused on the problem, namely the Digital Marketing Strategy in Increasing Sales of Coffee Products at Rene Café in Pondok Ranggon, the sub-focus of this research is as follows (Syafii & Budiyanto, 2022) : Social media, Website, and Social Networking. The purpose of this study was to determine social media in marketing strategies at the café, to determine the website in maintaining the brand of coffee products at the café, and to determine social networking to purchase coffee products at the café.

LITERATURE REVIEW

Previous research on digital marketing. The first previous research in Dr. Madhu Bala's research (Bala & Verma, 2018) with the title "A Critical Review of Digital Marketing". This research aims to create new opportunities for digital marketers to attract customers through online marketing. Based on this research, it can be said that social media used by the company's target market is an important factor that ensures market success. In accordance with the results of the study that digital marketing techniques with social media are the key to success in increasing sales.

Next, Yogesh K. Dwivedi, et (Dwivedi et al., 2021) with the title "Setting the future of digital and social media marketing research: Perspectives and research propositions". This research aims to bring together knowledge from many leading experts on topics related to digital media marketing. Because of this research, it provides important and timely contributions to researchers in the form of problems and opportunities where it highlights limitations in current research, points out gaps in research and develops questions and ideas that can help advance knowledge in research.

Then, Sandy Adithia and Mega Puspita Perwira Jaya (Adithia & Jaya, 2021) with the title "Digital Marketing Strategy for Coffee Beverage Products during the Pandemic". This study aims to determine the right marketing strategy in the promotion of Morphee Coffee during the Covid-19 pandemic. The findings show that although Morfee Coffee has not implemented an effective digital marketing strategy, Morfee Coffee can have a sustainable business model during a pandemic if Morfee Coffee changes its digital marketing strategy.

Furthermore, Steven Frans, Vonny Tiara Narundana (Frans & Tiara Narundana, 2022) with the title "Marketing Strategy for Robusta Coffee Bunga in an Effort to Increase Sales during the Covid-19 Pandemic". Based on SWOT analysis, this study aims to determine how to overcome these problems and identify appropriate and appropriate marketing strategies to increase the sales force of Robusta Coffee Bunga during the COVID-19 pandemic. The results of this study, the results of the IE matrix calculation show that Robusta Bunga Coffee is in the second cell, namely in growth and position creation which aims to achieve growth in profits, assets, turnover or a combination of the three. of three. Typically, a static strategy (new product development

strategy, market penetration, market development) or a dynamic strategy (new product development strategy, market penetration strategy, market development strategy) is used.

Digital Marketing

Digital marketing is the overall marketing effort using internet-connected tools and various digital strategies and media to communicate with consumers who can use online communication channels. There are various digital marketing methods that can be tried so that consumers can find what is offered: Website, Blog, Social Media (Instagram, WhatsApp, Online and AudioVideo (Youtube, Video) (Chakti, 2019). Digital marketing is the process of promoting products, services and brands through various channels such as the internet, social media, search engines, email, websites and mobile applications. It involves the use of digital technology and social media to reach target audiences, build customer relationships, and promote products (Iqbal Ramadhani Mukhlis, 2023). Digital marketing uses internet technologies such as the internet, social media, and mobile devices to market products or services and reach more consumers (Sari, 2023). Digital marketing is the promotion of products using electronic media/digital media with the ability to reach consumers in a timely, personalized, and relevant manner (Kartika Dewi, 2022).

Digital marketing is a new form of marketing and not just traditional marketing supported by digital content, digital marketing has its own characteristics and effects that need to be studied and understood in depth to use digital marketing media effectively, both from marketing tactics or strategies (Hasanah et al, 2021). Digital marketing or digital marketing according to Chaffey & Mayer in the book (Juliana, 2020) is marketing that has a broader scope as it refers to digital media such as the web, e-mail and wireless media, but also includes digital customer data management, and also how the internet can be used in conjunction with traditional media to acquire and deliver services to customers. Digital marketing according to Heidrick & Struggless in the book (Rauf et al., 2021) is the development of digital marketing through the web, mobile phones and gaming devices, offering new access to unheralded and highly influential advertising.

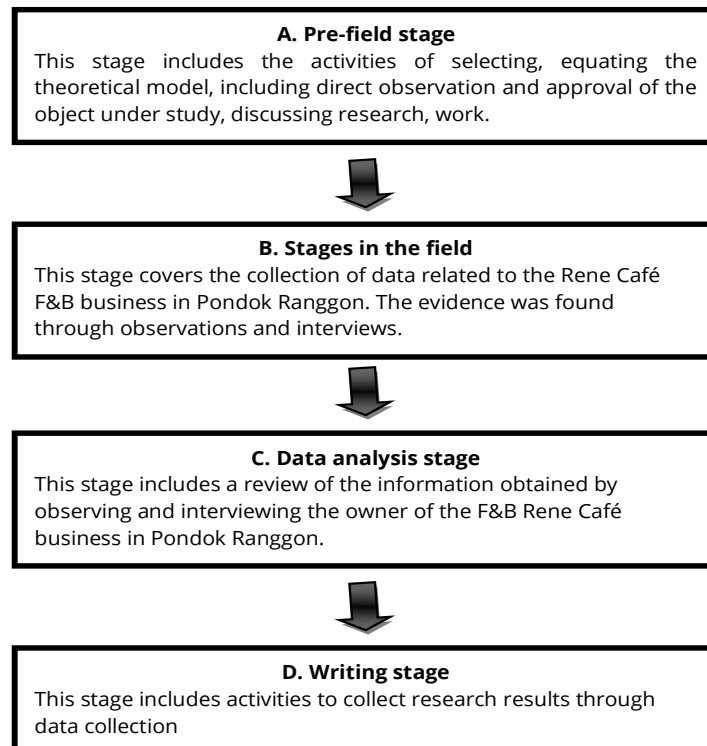
Based on the definitions that have been expressed by experts, it can be concluded that digital marketing or digital marketing is marketing with a broader scope because it refers to digital media such as websites, email, and wireless media, also includes digital customer data management, and also how the internet can be used. With all the efforts made in terms of marketing using devices connected to the internet with various digital strategies and media, with the aim of being able to communicate with potential customers through online communication channels.

METHODS

The form of research conducted is descriptive qualitative research. According to Moleong in research (Yuliana & Ardansyah, 2022) Descriptive research is a way of researching, aims to describe and describe events that occur, can be natural or engineered events. The purpose of descriptive research is to make factual forecasts and marketing strategies that are systematic, factual, and accurate to encourage increased sales of Café Rene coffee drinks.

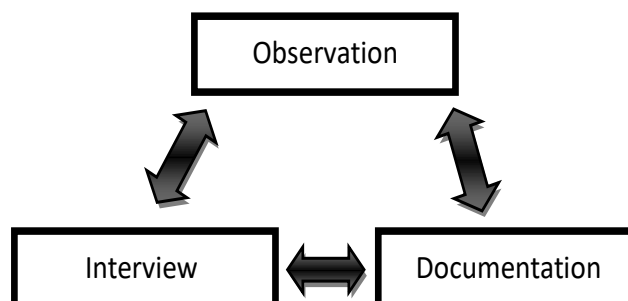
The research that the researchers conducted is a type of descriptive qualitative research. In the view of qualitative research, this problem is holistic (whole / whole), so that qualified researchers will base their research not only on the research variables, but on the entire social environment under study which includes aspects of place, actors, and activities by interacting properly. In the research activities carried out as a whole include four stages, namely :

Figure 1 Stages of Research



According to Denzin in Meleong, there are four different types of triangulation. Each type of triangulation refers to the way researchers use their sources, methods, and theories. In other words, with triangulation, researchers can revise the results of their research by comparing them with different sources, methods, or theories. To achieve this, researchers can do so by using a variety of questions, checking them with data sources, and using various techniques to check the trustworthiness of the data (Pahleviannur et al., 2022).

Figure 2 Triangulation Of Data Collection Technique



According to (Sugiyono, 2017) Qualitative analysis proposed by Miles and Huberman can be done through data reduction, data display, and verification. Meanwhile, according to Spradley, it is carried out sequentially through the process of analyzing domains, taxonomies, categories, and cultural themes in sequence. The sampling technique used in this research is purposive sampling. In this study, researchers selected several sources of informants to obtain information based on their needs (Missy, 2020).

RESULTS

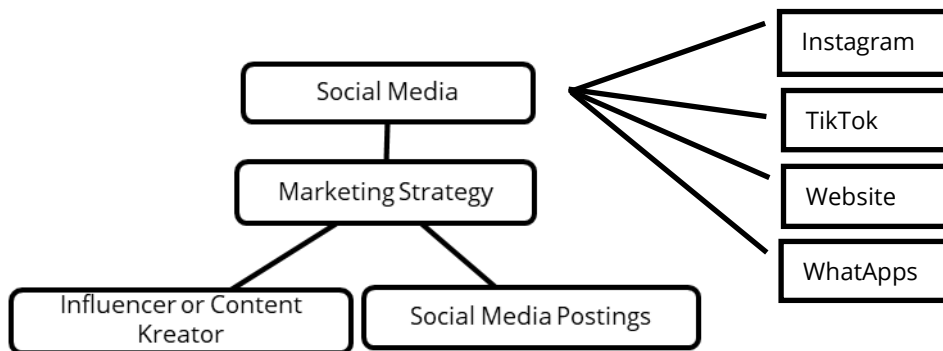
Social Media

The use of social media is not only seen as a means of promotion but can also develop in the business world, one of which is that social media can be a marketing tool and can also be used as a means to get ideas or information about a product / service that will or is being marketed (sold) so that it can attract interest and response from customers when making decisions to make purchase transactions.

Social media can help introduce places and products to the public. Moreover, those targeted range from young people to parents. Rene café has social media in the form of Instagram, TikTok, and Website, but focuses more on Instagram. Marketing carried out by Rene Café through influencers / content creators, there are even food vloggers who come directly to review the place and menu without any coercion from the café.

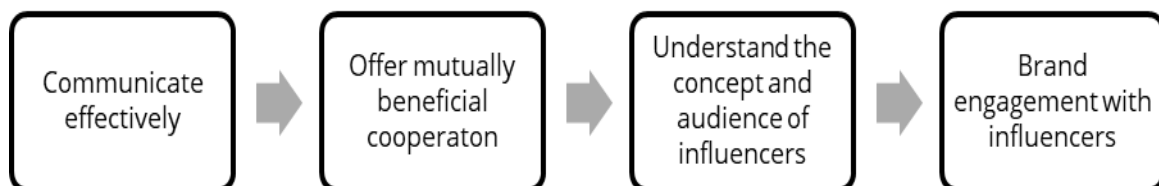
Influencers or content creators are one of the best strategies to attract consumers during marketing using social media by utilizing the media owned by influencers, an influencer can create a good product brand image. An influencer to market a product is usually chosen based on their ability, expertise, level of popularity, and reputation. By using this method, a company is expected to be more loyal to influencers by building deeper relationships and not only explaining about the product but also providing information and special facilities obtained for new products and behind-the-scenes processes of the brand to be promoted.

Figure 3 Visualisation of Digital Marketing at Rene Café



This means that Rene Cafe implements digital marketing at some level through social media. Social media is a marketing activity that aims to innovate and encourage businesses to focus on ideas that can be interpreted and lead to the creation of new products, products or processes (Rahmanisa, 2023).

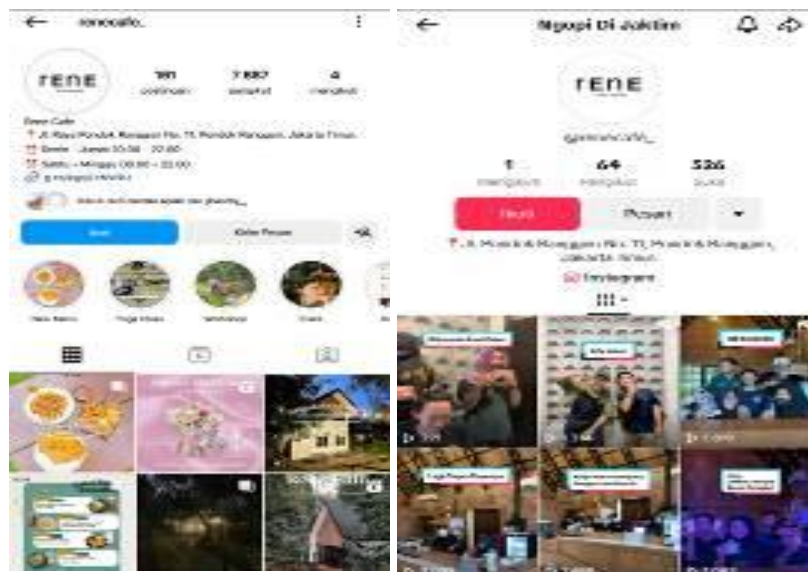
Figure 4 Building Relationships With Influencers



Building partnerships with influencers on social media can be challenging, but developing café brands and café products through good influencer marketing can increase profits and conversions substantially. Studies have also shown the importance of influencer marketing on

social media in boosting sales and increasing awareness in reach on social media platforms. It can be concluded that building strong relationships with influencers on social media is one of the most important factors for successful marketing.

Figure 5 Social Media Instagram And Tiktok



Data Reduction, Data Display, Conclusion On Social Media

a. Data Reduction

Based on the research findings, this digital marketing strategy is very effective in sales because every update of information is very fast to reach other consumers, but this is supported by the feel of a soothing place, the quality possessed by Rene Café, both the quality of the menu and the quality of the price and also supported by the good service provided by Rene Café, because services that provide comfort make customers / consumers both in terms of facilities and also the friendly nature of the seller to consumers so that consumers can later provide good / positive reviews to tell other consumers, so that consumers will return to visit Rene Café and also consumers who are recommended will also visit Rene Café.

b. Data Display

Rene Café uses social media in the form of TikTok and Instagram, but focuses more on Instagram. In its marketing, it invites influencers or content creators, besides the videos/photos made by influencers have their own aesthetics/characteristics. Another thing that makes consumers interested in Rene Café is the cool environment, the quality of the affordable food and beverage menu, and the quality of service that is quite good, aesthetic facilities and places so that consumers have an interest in continuing to visit Rene Café and also recommending it to their closest people.

c. Conclusion

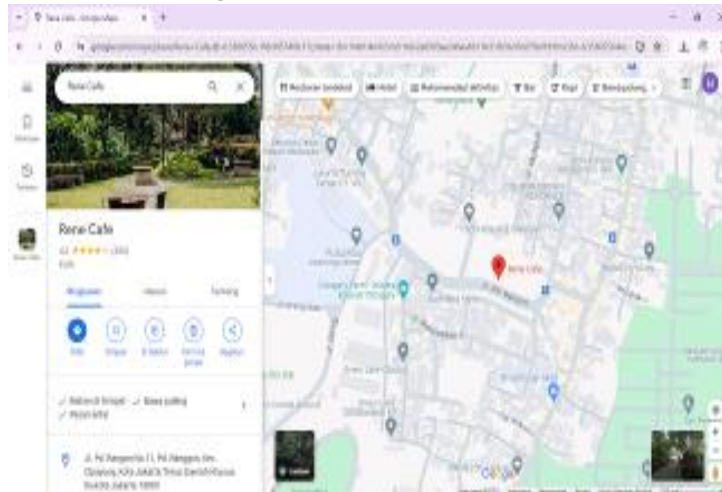
The conclusion that researchers can get is that with a good marketing strategy by inviting influencers or content creators can attract consumers, good service is a supporting factor in digital marketing strategies. Because that way consumers can recommend Rene Café by themselves without having to be asked by Rene Café.

Website

Based on the results of the research, the website at Rene Café is very influential in one of the digital marketing strategies. Which is where this website can make it easier for consumers and can be more efficient. On this website there is also the location, condition of the place, and

the Rene Cafe product menu. Things that affect marketing on the website are through consumer reviews or reviews.

Figure 6 Website Rene Café



Data Reduction, Data Display, Conclusion On Website

a. Data Reduction

Based on the findings of the researchers, the website also has an effect on digital marketing strategies. The website is also an influence as an attraction to consumers, from the website it can be seen from reviews / reviews and stars rated by consumers, but on this website it is not yet focused. The website can make it easier for consumers to find out the location, condition of the place, product menu, and can be easier or more efficient.

b. Data Display

Rene Café has a website, which makes it easier for consumers to find out the location and place of Rene Café. The website has not been focused further. The website has a positive influence if the reviews are good. Photos of the product menu made by Rene Café are also available on the website, and for details, you can come directly to the place.

c. Conclusion

The conclusion that researchers can get is that the website can also be one of the digital marketing strategies, through the website consumers can easily find Rene Café. There are reviews on the website so that consumers can be more interested in coming directly to the place. Photos of Rene's condition or Rene's product menu are available on the website.

Social Networking

Based on the research results, social networking is needed in marketing. Good relationships can also attract consumers to visit Rene Café. This social networking can also attract consumers through word of mouth starting from relatives or family with existing social media.

Data Reduction, Data Display, Conclusion On Social Networking

a. Data Reduction

Based on the findings of researchers, social networking also affects digital marketing strategies. Communication through social networking is an influence as an attraction to consumers, there are many forms and types of social networking communication, it can start from word of mouth, close friends or family, social media such as WhatsApps and others.

Spreading information through social networking can also attract consumers, besides that the availability of promos can also attract consumers to visit Rene Café.

b. Data Display

Rene Café has a relationship with good communication. The existence of many events held at Rene Café can make strategic social networking. Through social networking, it can also be informed from various social media. The existence of promos given at Rene café can attract consumer attention to Rene Café.

c. Conclusion

The conclusion that researchers can get is that social networking is not only about marketing done by word of mouth, but to achieve this, one of them needs support, namely through social media information. Social networking can also attract consumers through promos provided by Rene Café. This is part of the factors in social networking marketing.

DISCUSSION

Based on the results of research that has been conducted, digital marketing can attract consumers through social media platforms or the internet. This is in line with research (Rosyadah & Wikartika, 2023) said that there must be innovation to reach a wider market, technology and production that attracts the attention of users. We cannot deny that when doing digital marketing, your content must be market-appropriate and relevant. audience's emotions. Moreover, the presence of social media, Google Maps, and websites shows the expertise of entrepreneurs in carrying out marketing activities, so that consumers increasingly believe in the products offered. Furthermore, the results of research on social media, through influencers, also affect consumer interest in Rene Café. This is comparable to research (Hariyanti & Wirapraja, 2018) said that the position of popularity of social media also affects the level of popularity of an influencer and increasing the number of influencers will indirectly reach a wider level of consumers who adjust to social media.

Then, the influence of digital marketing on Instagram can attract consumers to come to Rene Café and buy the products sold, this is significant with the results of the research (Rizky & Dewi Setiawati, 2020) marketing needs at Haloa Cafe which still relies on Instagram as the main promotional tool, because the average Instagram user is young people in accordance with the current target target of Haloa Cafe. The influence of the use of digital marketing on increasing the volume of sales is also indicated by (Sarifiyono & Lesmana, 2023) which in the results of his research stated that many MSME players were considered effective for marketing products from MSMEs using social media.

So that researchers are interested in conducting research related to whether there is an influence and how much influence the use of digital marketing has on sales volume at UMKM Rene Café in Pondok Ranggong, East Jakarta.

CONCLUSION

Based on the results of research and discussion, it can be concluded that marketing strategies through online media play a very important role. The right marketing strategy must be applied to Rene Café to increase sales. Rene Café offers affordable prices by prioritizing product quality, friendly and polite service, providing attractive promotions or discounts, and promoting them through social media that can be seen by the public. Digital marketing strategy is very important, so efforts need to be made to retain consumers, increase the number of consumers, attract consumers, and increase sales.

Marketing opportunities in the modern era are dominated by social media marketing done through personal devices, influencers or content creators. This is one of the marketing strategies

utilizing social media. Using influencer marketing can estimate the costs incurred for promotion. The use of Influencers in marketing is very effective in an effort to increase consumers and brand image.

On websites that are very influential in marketing, namely reviews or reviews. With social networking, you can introduce Rene Café through word of mouth or social media. The more relationships, the easier it will be to attract consumer interest and get market targets.

SUGGESTION

Based on the analysis of marketing strategies used by cafe shop businesses to increase product sales through digital marketing, it is recommended to continue developing all social media. First, targeting posts or content and scheduling cooperation with influencers, thus allowing businesses to increase sales, there will be more opportunities for consumers to come back.

In addition, leveraging digital marketing platforms and social media channels can increase visibility and reach new customer segments beyond the local market, as well as investing in training programs and capacity building of entrepreneurs in improving the quality and efficiency of the coffee production process, so as to increase product competitiveness in the market. Finally, creating collaborative or creative activities to overcome digital challenges can further optimize efficiency and ensure product quality, which in turn can increase sales to the maximum.

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