



IMPLEMENTATION OF DIGITAL MARKETING AS A STRATEGY TO INCREASE MR BUTIK STORE SALES

Muhammad Ramdhan¹
ramdhan@stieganessa.ac.id
Suharni Rahayu
dosen00964@unpam.ac.id

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ABSTRACT

This study aims to analyze the implementation of digital marketing in an effort to increase sales in a store. The type of research used is qualitative research with a case study approach. The main informants in this study were the store owner and employees, while the supporting informant was a customer. Data collection was carried out through three techniques, namely interviews, observations, and literature studies. This research was conducted at MR Butik Store. The results of the study indicate that the MR Butik Store has consistently implemented a digital marketing strategy. This allows for increased interactivity, better information provision, service personalization, and inclusion of market trends. The implementation of digital marketing contributes to increased accuracy in determining selling prices, cost efficiency, and increased demand and sales volume.

Keywords: *Digital marketing, increasing sales, marketing strategy*

I. INTRODUCTION

The development of information technology has changed the scope of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world (Syukron et al., 2022). Marketing activities that utilize sophisticated digital technology are often referred to as digital marketing. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries and potential consumers (Isalman & Isnawaty, 2024). The digital marketing system or better known as digital marketing is no longer foreign to business people. In recent years, digital marketing has become the choice of many business people in marketing their products.

Digital marketing is an activity of promoting and searching for markets through digital media online by utilizing various means such as social networks. Other media that are also often used in digital marketing are social media, one of which is Instagram. Instagram has a Business Account feature that makes it easy for business people to create a business profile on Instagram and optimize business activities by utilizing this social media. With this feature, companies of all sizes can

introduce their business profiles, gain insight into followers and posts, and promote posts to drive business goals. The strategic role of digital marketing is something important to attract consumers and direct them to communicate electronically and conventionally (Putri et al., 2022). Digital marketing strategies using social media are very important because they can provide knowledge to business actors on how to expand networks through the use of social media to increase competitive advantages for business actors. Sales growth is a measure of a company's ability to determine the increase or growth of sales from year to year. Sales growth is characterized by an increase in market share which will have an impact on increasing sales and the company's profitability will increase. Sales are the main goal of carrying out company activities. Companies, in producing goods or services, have the ultimate goal of selling these goods/services to the public.

As happened to the MR Butik Store, which once underwent traditional marketing that did not use digital media as a marketing tool. At the beginning of its establishment, the MR Butik Store still used traditional marketing but the MR Butik Store switched to modern marketing (digital). MR Butik Store utilise digital marketing because it can save on promotional costs. Promotion strategies using internet media are indeed much cheaper when compared to using conventional methods such as distributing brochures, billboards, or making advertisements on radio and television. Therefore, this MR Butik store tries to use or take advantage of digital media to promote the store and also the goods it sells, at least for people to know the store first.

Digital marketing makes it easier for MR Butik Store to monitor and provide all the needs and desires of potential customers, on the other hand, potential customers can also search and get the desired product information by simply browsing the virtual world so as to facilitate the search process without leaving the house. Digital marketing is able to reach all people wherever they are without being hindered by any restrictions. By implementing this online sales system, the MR Butik Store experienced a very rapid increase in sales. In fact, they were able to add an employee to help run this business. The owner of the MR Butik Store could add more employees, but he is a typical person who is difficult to trust and not easy to bring outsiders into the business that has been run. In some cases, promotion through digital content has changed how consumers make purchasing decisions. Through the experience gained from shared videos/images, consumers can have a more real and personalised view of the product or service. This allows them to experience the product more closely without having to visit MR Butik Store or touch the product directly. Therefore, the impact of content on digital media on purchasing decisions can be very significant.

II. LITERATURE REVIEW

A. Digital Marketing

Digital marketing involves establishing correspondence and collaboration between the buyer and the organization so that the shopper is involved in the purchasing behavior to assist the brand directly on the web with strategies from traditional media and to further the brand in a roundabout way

(Keke, 2022). Digital marketing is all efforts made in terms of marketing using internet-connected devices with various strategies and digital media, the aim of which is to communicate with potential consumers through online communication channels (Chakti, 2019).

According to Zebua et al., (2022) digital marketing is an effort to advance a brand that involves sophisticated media that can reach buyers in a comfortable, individual, and important way. Digital marketing has become a mandatory action that must be carried out by all money managers, in addition to getting maximum results from the use of advanced marketing, they do not take the time to use some specialist digital marketing cooperatives.

Digital Marketing is producing and distributing value-added content, whether done through digital direct marketing or targeted social media marketing. Digital marketing reaches a worldwide audience that is highly targeted, creates brand awareness, and delivers on its objectives. Digital marketing is reached either through SEO, email, social media, or other digital outreach to build brand awareness, brand loyalty, inbound traffic, and revenue. And as a consequence of the rapid development of the Internet will increase the use of digital marketing which is considered a strategic goal of any company. Digital Marketing covers all stages from determining a plan, concept, pricing, promotion, distribution of ideas, goods, and services that provide satisfaction to a particular audience. In other words, marketing is how to position a product or service in the market to get buyers and generate profit. The main components of digital marketing include:

- a. Search Engine Optimization (SEO): SEO is a series of techniques used to improve a website's ranking in search engines like Google.
- b. Search Engine Marketing (SEM): SEM is a form of marketing that involves paid advertising on search engines.
- c. Content Marketing: Content marketing focuses on creating and distributing relevant and valuable content to attract, engage, and retain an audience. This can be in the form of blog articles, videos, infographics, e-books, and other content.
- d. Email Marketing: Email marketing is a marketing technique that sends commercial messages or product information via email to customers or potential customers.
- e. Social Media Marketing: Marketing through social media using platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to interact with audiences, build brands, and promote products or services.
- f. Affiliate Marketing: Affiliate marketing is the process by which companies pay commissions to individuals or other companies that promote their products and generate sales or conversions.
- g. Influencer Marketing: Influencer marketing involves collaborating with individuals who have large followings on social media or other online platforms to promote products or services.

- h. Pay-Per-Click (PPC) Advertising: PPC is an advertising model where advertisers pay each time their ad is clicked.
- i. Online Public Relations (PR): Online PR includes activities that focus on building and maintaining a company's brand image in the digital world.
- j. Video Marketing: Video marketing uses video to promote and market products, services, or brands.

Digital marketing encompasses a variety of channels and techniques that can reach a wider audience through the internet and digital devices. Digital marketing offers a number of advantages, including: ease of measuring campaign effectiveness, more direct interaction with consumers, and the ability to reach a global audience at a lower cost than traditional marketing. Digital marketing has become a key element in the success of modern businesses, considering the number of people connected to the digital world every day. With the right strategy, digital marketing can bring significant results in terms of brand awareness, sales, and customer loyalty.

B. Increase Sales

Sales is a human activity that is directed at fulfilling or satisfying the needs and desires of both parties through the process of exchange activities (Saputra et al., 2023). Sales increase is a condition where sales generated by a company experience an increase in rupiah units during a certain time period (Yuliana & Ardansyah, 2022).

According to Tjiptono (2008) Sales are the transfer or transfer of ownership rights to goods or services from one party to another accompanied by the submission of compensation from the recipient of the goods or services in return for the delivery. Sales are an integrated effort to develop strategic plans that are directed at efforts to satisfy the needs and desires of buyers, in order to obtain sales that generate profits. Sales are the lifeblood of a company, because from sales profits can be obtained and an effort to attract consumers who are attempted to find out their appeal so that they can find out the results of the products produced. Increased sales are the final results achieved by the company from the sales of products produced by the company. Increased sales do not separate cash or credit but are calculated as a whole from the total achieved. Sales volume is a factor that influences the amount of working capital and working capital components. Sales volume is also interpreted as the amount (quantity) of the company's production products consumed by consumers.

Strategies that can be used to increase sales include; 1) Segmentation, Targeting, and Positioning (STP), 2) Increasing Online Visibility, 3) Focusing on Cross-Selling and Up-Selling, 4) Influencer Marketing, 5) Maintaining Relationships with Customers (Customer Retention), 6) Offering Warranties and Guarantees

So, it can be concluded that increasing sales is the main goal in every business strategy, which focuses on efforts to increase the volume of transactions made by customers, increase the number of new customers, and strengthen relationships with existing customers. Increasing sales is not only

related to increasing the number of products sold, but also to increasing operational efficiency, optimizing marketing strategies, and customer experience.

C. Marketing Strategy

According to DNS Rambe marketing is one of the main activities that must be carried out by goods and service companies to maintain the continuity of their business. This is because marketing is one of the company's activities that is directly related to consumers.

Marketing strategy is an approach planned and implemented by companies to achieve their marketing objectives, this involves identifying target markets, developing action plans, and allocating appropriate resources to achieve competitive advantage and achieve set goals (Darsana et al., 2023). Marketing strategy is the marketing logic by which a business unit hopes to create value and gain profit from its relationships with consumers. Marketing strategy is used to achieve marketing objectives that include detailed strategies regarding target markets, positioning, marketing mix, and marketing budget (Khairunnisa, 2022).

A marketing strategy is a long-term plan designed to achieve a company or organization's marketing objectives. It includes a series of actions chosen to reach target markets, build brands, increase sales, and maintain customer loyalty. In designing a marketing strategy, companies usually consider several external and internal factors, including market analysis, audience segmentation, and competitor strengths and weaknesses.

A well-thought-out marketing strategy provides many short-term and long-term benefits for a company. It not only helps in increasing sales, but also creates stronger relationships with customers, strengthens brand positioning, and keeps the company competitive in a dynamic market. Overall, marketing strategy is the foundation for a company's growth and success. By designing and implementing the right strategy, companies can more easily overcome market challenges and achieve sustainable profits.

III. RESEARCH METHODOLOGY

This type of research uses qualitative techniques. According to Ramdhan (2021), in qualitative research, the process and meaning are more emphasized in this type of research with a theoretical basis that is used as a guide so that the focus of the research is in accordance with the facts in the field. This study uses a descriptive approach, namely a study that aims to describe systematically, factually and accurately the facts and nature of the research object. The data collection method uses interviews and observations. The informants in this study were the owner or owner of the MR Butik Shop and one employee as a key informant, and one customer as a supporting informant.

The application of digital marketing is quite complex, so in this study the analysis is focused on the convenience offered in the application of digital marketing which includes ease of interactivity, informative, personalization, and

ease of observing product trends. While the increase in sales is observed systematically starting from the level of accuracy of determining the selling price, increasing cost efficiency, to increasing demand.

IV. RESEARCH RESULT

A. Digital Marketing as a Marketing Communication Media at MR Butik

1. Interactivity

The results of the study show that interactivity in marketing a product is very much needed, especially for business actors who use digital marketing media as one of the means in the sales process. Because, with interactivity, it is easier for customers and sellers to communicate about what product needs they want and sellers can more easily access information that is currently needed by prospective customers. This can be proven by looking at the Instagram account of the arshop store, where there are many interactions between prospective customers and business actors which proves that in its application using digital marketing with Instagram features builds good and effective interactivity.

2. Informativeness

The results of the study show that informative is very much needed in the product sales process, especially using digital marketing as one of the means of selling products. With informative, business actors can provide information and explain a product that is marketed so that the recipient of the information can better understand what is conveyed.

3. Personalization

The results of the study show that with personalization in a business, it shows that efforts to deliver relevant experiences to individuals based on characteristics and behavior. The use of personalization when the seller gives initials to the product. For example, giving a logo to the shopping bag. Through digital marketing, customer data can be collected in more detail and accurately, to enable the implementation of more targeted personalization.

4. Trendiness

The results of the study show that trends in the business world, especially in the fashion sector, are very important for business people. In this case, everything will often be discussed, liked or even used, therefore it is very important to know what trends are happening now. With digital marketing, it is very easy for business people to see the trends that occur because accessing digital media is very easy, fast and precise. This can be proven by looking at the Instagram account at the arshop store, where the products sold or offered are very much in line with today's fashion trends.

B. Increased Sales at MR Butik Stores

1. Selling Price

The results of the study show that the selling price of a product can change depending on the situation that occurs during business management. Moreover, the MR Butik Store uses digital media as a means

in the product sales process where the use of digital media uses various features to manage it so that this factor can change the selling price of the product. This can be seen from the price sold on products from the Arshop store, where the cost will be raised slightly higher than making a direct purchase at the MR Butik store.

2. Demand

The results of the study show that the use of digital media can affect the demand for a product. Where demand usually occurs when customers have a need for the item and also have the purchasing power to get the product. Usually increased demand occurs during Eid al-Fitr or other big days.

3. Cost

Based on the research results, it can be said that the demand for costs from the use of goods and services in order to obtain income in a period for the future. Costs have a major impact on income and also expenses for business actors, therefore, in issuing and entering costs, it is necessary to check repeatedly so as not to be mistaken in determining costs.

C. Implementation of Digital Marketing to Increase Sales

Interactivity can affect the existence of demand and costs, both from the perspective of business actors to customers and from customers to business actors. Interactivity can be seen from the interaction between sellers and customers in sharing and asking about anything related to the products sold. There is interaction between prospective customers and business actors related to product demand which proves that in its implementation using digital marketing with features that build good and effective interactivity.

Customers also show interaction between business actors regarding demand and costs which is sufficient to show the feedback obtained. Using digital marketing as a means of sales can help business actors in providing information to customers and make it easier for prospective buyers to access information related to the goods sold. Where this affects demand and costs to business actors and customers. The informative relationship to demand and costs is certainly due to the provision of good information to customers, both through Instagram posts and uploading photos or videos along with information related to the product itself.

All types of information related to products and stores have been listed on the personal Instagram page of the store so that customers do not need to bother looking for this information. Business actors must have the ability to meet customer needs personally by utilizing digital marketing. In this case, personalization is related to the selling price of the product because if we already know which market is targeted, we can determine the selling price of the product according to the market. And personalization is also related to demand and costs because by using the internet to social media, customer data/information can be obtained in detail and accurately which allows the application of personalization to selling prices, demand and costs that are more

targeted. Business actors must be more active in displaying the latest products and following current trends.

By offering the latest products and fashion models that follow trends, of course related to the demand for a product from customers using digital marketing, it is very easy for business actors to see current trends and can monitor the little and much demand for products through the media. The more business actors offer or display their latest products, the more demand for the product will increase.

V. CLOSURE

Based on the research that has been conducted at the MR Butik Store, it can be concluded that the use of digital marketing as a marketing communication media for the MR Butik Store using digital marketing can help increase sales. In promotional activities and market searches through digital media online by utilizing various means such as social media. The results of the study show that interactivity in marketing a product is very much needed, especially for business actors who use digital marketing media as a means in the sales process. Because, with interactivity, it makes it easier for customers and sellers to communicate about what product needs they want and sellers can more easily access information that is currently needed by prospective customers.

Results of the study shows that informative is very much needed in the product sales process, especially using digital marketing as a means of selling products. With informative, business actors can provide information and explain a product being marketed so that recipients of information can better understand what is being conveyed. The results of the study show that personalization in a business shows that efforts to deliver relevant experiences to individuals based on characteristics and behavior. The use of personalization when the seller gives initials to the product. The results of the study show that trends in the business world, especially in the fashion sector, are very important for business actors. In this case, everything will often be talked about, liked or even used, therefore it is very important to know what trends are happening today.

The results of the study show that setting a selling price for a product can maximize profits for business actors, especially for MR Butik Store. Therefore, in determining the selling price of a product, business actors must be more careful in considering everything before determining the price. The results of the study show that the use of digital media can affect demand for a product. Where demand usually occurs when customers have a need for the item and also have the purchasing power to get the product. Based on the results of the study, it can be said that demand for the cost of using goods and services in order to obtain income in a period for the future.

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