

THE APPLICATION OF DIGITAL MARKETING AS A PRODUCT MARKETING STRATEGY UD. BINTANG ANTIK SEJAHTERA

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Abstract

Currently, internet technology is developing rapidly in society. Digital marketing strategies offer businesses an alternative method to quickly and widely reach consumers, promote their products online, and boost sales volume. To effectively reach a broader audience, digital marketing strategies utilize various media platforms, including websites, social media, databases, and digital audio and video. This study aimed to determine the application of digital marketing as a product marketing strategy for UD Bintang Antik Sejahtera, which can increase its sales turnover as measured using the SWOT matrix. We conducted this research using a descriptive qualitative approach, measuring strengths, weaknesses, opportunities, and threats using the IFAS Matrix, EFAS Matrix, and SWOT Matrix. The data was gathered from both primary and secondary sources. We collected the data using a combination of interviews and documentation techniques. The results of this study indicate that digital marketing strategies have been successfully implemented through websites and social media, as well as digital audio and video, so there has been an increase in turnover. The results of the IFAS matrix demonstrate its strength in identifying internal factors. Additionally, the EFAS matrix excels in responding to existing opportunities and avoiding potential threats from competitors.

Keywords: *Strategy, Marketing, Digital Marketing, SWOT*

1. Introduction

In the current era, humans can perform various tasks at home or in the office, eliminating the need to rush into other vehicles and cause traffic congestion. With internet technology, humans can do many things, such as socialize, obtain various information, and even shop online (Isro'iyah, 2021). Technological developments have changed how people interact in marketing communication from screen to face (internet marketing). This evolution has increased internet and social media users in Indonesia, increasing interest in online shopping. Digital marketing is an intermediary for marketing communication and is widely used on social media to introduce products or services; it utilizes media as a promotional tool in the modern world. Customer loyalty is crucial for a company's sustained operations. Marketers are required to innovate to attract new customers constantly, and they must also be creative to retain old customers who have repeatedly used the products or services offered by the company (Sartono, 2021).

The benefits of social media-based information technology significantly enhance a business's competitive advantage in the industrial era. 4.0. Mastering social media marketplaces and advertising tools can boost sales. Businesses view information as crucial and strategic. This concept pertains to the speed at which customers receive product information. One of the tools for delivering this information is using social media as a form of digital marketing (Prasetyo, 2022). Indonesia has widely embraced networking sites as a digital communication medium. This is especially true given that Indonesia ranks fourth in terms of the number of users of networking sites, following India, the USA, and Brazil. People no longer use social media as a tool for communication or interaction. Instead, it has become a powerful platform for brand promotion and consumer engagement. Businesses in Indonesia are increasingly leveraging these platforms to reach their target audiences more effectively, fostering a more interactive relationship with potential customers. Social networking has transformed into a digital marketing tool and digital selling (Sartono, 2024). Research has proven that using social networks as a sales promotion tool can boost sales and brand awareness. In addition to social media, marketplaces have become the most efficient and effective place to sell in the digital era.

UD Bintang Antik Sejahtera is an MSME engaged in Tulungagung marble handicrafts. UD Bintang Antik Sejahtera uses digital marketing to develop its business across almost all the digital platforms on the internet. UD Bintang Antik Sejahtera has employed various digital marketing strategies to expand its business, including dozens of websites with top-level domains, hundreds of free blogs, various social media platforms, and the use of marketplace platforms for joint accounts. The rapid development of technology has undoubtedly impacted the digital world and the internet, which has influenced the marketing world. Marketing trends in the world have shifted from conventional (offline) to digital (online). Digital marketing is more prospective because it allows potential customers to obtain information about products and online transactions. The author researches implementing digital marketing strategies for UD Bintang Antik Sejahtera products.

According to Philip Kotler, marketing is a social and managerial process carried out by an individual or a group to get their desires by creating a product and exchanging it for a particular value with other parties (Kotler & Armstrong, 1999). The core marketing concepts encompass needs, wants, demand, production, utility, value, satisfaction, exchange, transactions, and market relationships. The need is a state of perceived absence of certain basic satisfactions. Want is a strong desire to have specific, more profound needs met. Meanwhile, demand is the desire for a specific product supported by the ability and willingness to buy it.

The definition of an activity carried out by companies to promote a product or service they have. This marketing includes advertising, selling, and delivering products to consumers or other companies. In conducting promotions, they will target people suitable for the marketed products (Rahmawati, 2023). Usually, they also involve anyone popular to boost the product. In marketing, the section with this task will create attractive packaging or designs on advertisements so that many people will be interested.

Digital marketing is the act or practice of introducing something through digital distribution channels to get consumers' attention in a relevant way. Digital marketing is marketing a brand or product using digital media (Eldon, 2021). Digital media include television, radio, the internet, the net, cell phones, social media, and other digital media, where internet marketing techniques are categorized in the digital marketing category (McCarthy, 1993). A brand uses the concept and application of digital marketing to increase product sales. Digital marketing is a marketing activity or promotion of a brand or product using digital media or the internet.

The purpose of digital marketing is to attract customers and potential customers quickly. Digital marketing is a primary strategy for companies because society has widely embraced technology and the internet. Consequently, companies compete to produce captivating content for their cyberspace marketing (Subagyo, 2021). The marketing mix includes a set of variables that companies can control and use to influence consumer responses in their target markets. The organization must combine these variables effectively to carry out its marketing activities. The organization should aim for the best combination of activities and coordinate the various marketing mix variables to execute marketing programs more efficiently (Assauri, 2013: 198). Companies must create and maintain demand for their product through marketing. The promotion must align with the marketing plan and follow a well-planned, directed, and controlled process.

2. Method

This research was conducted at UD Bintang Antik Sejahtera, which is located at Jalan Kanigoro Gang 4 No. 35, Blumbang Hamlet, Campurdarat District, Tulungagung Regency, East Java, Postal Code 66272. This is a type of descriptive research with a qualitative approach. Descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables, without making comparisons or comparing one variable with another (Sugiyono, 2005, p. 11).

The data analytics technique used by researchers is SWOT analysis. Various industries use SWOT analysis to aid strategic planning in projects or companies. SWOT analysis is an analytical technique used to evaluate strengths, weaknesses, opportunities, and threats typically applied by an entire company or organization. Organizations can

also use SWOT analysis to evaluate the company's growth and set success benchmarks for specific projects. Projects can use SWOT analysis to determine their performance based on initial projections. Other scenarios where SWOT analysis is used include planning new features or products and formulating social media or online advertising strategies.

3. Results and Discussion

UD. Bintang Antik Sejahtera is a trading business engaged in the sale of marble in the form of marble crafts since 1999, but still in a small scope. In 2009, UD Bintang AIn line with technological advancements, Bintang Antik Sejahtera began to expand its business by marketing all types of marble handicraft products online. UD Bintang Antik Sejahtera has rapidly developed its services through Internet marketing. The business of UD Bintang Antik Sejahtera is expanding every year. These developments include website development, product expansion, managerial improvements, and fund allocation.

The researcher will describe the results of applying digital marketing as a product marketing strategy of UD Bintang Antik Sejahtera. Referring to the problem formulation explained earlier, the researcher describes the research results concerning the problem formulation that the researcher made. The results of the researcher's interview with the owner show that this digital marketing strategy is applied to be the key in his business, namely to increase his sales turnover and also in increasing the brand of this original Tulungagung marble product, which has been successful.

UD Bintang Antik Sejahtera serves both retail and wholesale purchases. Various products are produced, such as marble sinks, terrazzo bathtubs, marble-walled floors, sinks, table chairs, etc. The quality offered varies significantly, ranging from low grade to the highest grade available. This decision depends on the preferences of potential buyers. The following is a statement made by the owner, Mr. Imam. This marble product's fans are from the city, the island, and abroad. Compared to other similar materials, marble products offer numerous advantages. Marble is both high-quality and aesthetically pleasing. During the initial stages of his business development, the owner implemented a marketing strategy that leveraged digital media platforms such as WhatsApp, Facebook, and Instagram. The owner attempted to upload his products via WhatsApp, Facebook, and Instagram. The business is growing with time because of the implementation of digital marketing strategies in various marketplaces. As the internet progresses, digital media is not only a medium for learning, but also, in the current era, people shop for any need because it is more practical— no need to leave the house.

The research results involved internal factors in the company and were analyzed to prepare a product marketing strategy for UD Bintang Antik Sejahtera. This internal

analysis aims to determine the strengths and weaknesses of applying digital marketing as a product marketing strategy. Researchers have studied external factors that lead to opportunities and threats in strategy development. Opportunities can lead to business activities, while threats can hinder business activities. External strategic factors on existing conditions and trends often arise from researchers who have identified sevThere are various internal and external factors at UD Bintang Antik Sejahtera that have the potential to influence performance. Some important internal and external factors, IFAS (Internal Factor Analysis Strategy) and EFAS (External Factors Analysis Strategy) can be identified as follows:

No	Faktor-faktor Internal	Bobot	Rating	Skor
Kekuatan (Strengths)				
1	Memiliki supplier dengan ketersediaan bahan berbagai grade sehingga bisa menyesuaikan keinginan pembeli	0,17	3,3	0,6
2	Pemasaran secara online	0,17	3	0,66
3	Melayani custom produk	0,11	3	0,34
4	Layanan pengiriman ke seluruh wilayah Indonesia dengan garansi pengiriman aman sampai tujuan	0,11	4	0,46
Total Skor Kekuatan		0,57		3,26
Keklemahan (Weaknesses)				
1	Promosi belum dikelola secara optimal	0,17	2,8	0,48
2	Sarana dan prasarana yang kurang mendukung	0,06	1,5	0,09
3	Keterbatasan modal untuk produksi	0,09	2	0,17
4	Kualitas hasil produksi belum maksimal	0,11	2	0,23
Total Skor Keklemahan		0,43		0,97
Total		1,00		3,23

Tabel 1. Matriks IFAS (Internal Factors Analysis Strategy)

The IFAS analysis yielded a strength and weakness factor score of 3.23. SA score exceeding 2.5 indicates a strong internal position. We use the EFAS matrix to measure the influence of external factors. The EFAS matrix was created to identify external environmental conditions through opportunities and threats faced in digitally marketing UD Bintang Antik Sejahtera products. The results of the interviews identified four factors

that have a positive effect, specifically opportunities, and four factors that have an adverse effect, specifically threats. We use this EFAS (External Factors Analysis Strategy) matrix to assess our own external strategic factors.

No	Faktor-faktor Eksternal	Bobot	Rating	Skor
Peluang (Opportunity)				
1	Perkembangan teknologi internet yang semakin pesat	0,18	4	0,71
2	Peminat kerajinan manner tersebar secara global	0,15	3	0,44
3	Peningkatan ekonomi masyarakat	0,12	3	0,35
4	Peningkatan inovasi produk sesuai permintaan konsumen	0,08	3,5	0,31
Total Skor Peluang		0,53		1,81
Ancaman (Threats)				
1	Trend perkembangan pasar yang sering berubah-ubah	0,15	2,8	0,41
2	Banyak pesaing produk sejenis	0,12	2,5	0,29
3	Pernyataan harga tidak sehat di marketplace	0,08	2	0,16
4	Biaya ongkir relatif tinggi karena manner merupakan jenis bahan yang berat	0,12	1,5	0,18
Total Skor Kelemahan		0,47		1,06
Total		1,00		2,87

Table 2. Matriks EFAS (External Factors Analysis Strategy)

The EFAS analysis yielded an opportunity and threat factor score of 2.87. A score exceeding 1.0 indicates a successful response to existing opportunities and avoiding potential threats from competitors. The total score value obtained from IFAS and EFAS is further detailed, namely strengths of 2.26, weaknesses (weakness) of 0.97, opportunities (opportunity) of 1.81, and threats (threats) of 1.06. So, the score difference between strength and weakness factors is 1.29, while the score difference between opportunities and threats is 0.75.

The SWOT matrix can clearly illustrate how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses of UD Bintang Antik Sejahtera. This analysis uses data generated from UD Bintang Antik Sejahtera's

IFAS and EFAS tables. With this data, various possible alternative strategies (SO, ST, WO, and WT) can be arranged as follows:

1. SO strategy: This strategy is based on the company's thinking: to use all strengths to seize and take advantage of the most significant opportunities.
 - a) Trying to maintain the quality of marble products.
 - b) When promoting products, increase your use of digital marketing by installing them on social media platforms.
 - c) Please increase the number of innovative products and their numerous variations.
2. The WO strategy implements existing opportunities by minimising their weaknesses.
 - a) Use social media as a tool for digital marketing.
 - b) Enhance the promotion strategy by increasing the daily promotion routine.
 - c) Updating the skills of artisans to produce crafts that are in demand by many people.
3. The ST strategy involves leveraging the company's strengths to counteract potential threats.
 - a) Enhance the quality of products to stay competitive with other companies.
 - b) Creating innovations in unique products in order to have different product characteristics
 - c) Offer a guarantee in the event of product damage to boost consumer confidence.
4. A WT strategy based on defensive activities and trying to minimise existing weaknesses and avoid threats.
 - a) Maintain product quality by not changing raw materials to avoid decreasing product quality.
 - b) Create appealing promotions to generate significant interest from consumers.

4. Conclusion and Suggestions

In the study entitled Implementation of Digital Marketing as a Product Marketing Strategy for UD Bintang Antik Sejahtera, it can be concluded that UD. Bintang Antik

Sejahtera has implemented digital marketing as a product marketing strategy well. By using social media, marketplaces, and websites, they can attract consumer interest and build consumer trust in the brands they create. The results of the IFAS Matrix produced a score difference of 1.29, which means that they can identify influential internal factors; the results of the EFAS Matrix produced a score difference of 0.75, which means that they have responded well to existing opportunities and avoided threats from competitors and the results of the SWOT Matrix found strategies in taking opportunities with internal factors, strategies in dealing with threats with internal factors. The strategy used by UD Bintang Antik Sejahtera is a SWOT analysis. With sufficient capital, it can expand the market network and maximize promotions, considering the sophistication of technology. With this analysis, the owner of UD Bintang Antik Sejahtera can consider every decision made to ensure the success of his business.

Based on the conclusions of the research analysis, the researcher can provide helpful suggestions for the parties involved in this study. The suggestions are given; although UD Bintang Antik Sejahtera is already well-known outside the island, knowledge of this brand is still minimal in the local community of Tulungagung. It would be better if UD Bintang Antik Sejahtera also intensified offline promotions to potential local buyers so that they can indirectly recommend products to their relations. Further, the skills of artisans should be improved so that they can follow the rapidly developing model trends and create new model crafts that can attract the attention of all buyers. For further research, they can add other strategies to develop the business.

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