



DIGITAL MARKETING COMMUNICATION STRATEGIES TO INCREASE SALES THROUGH THE SHOPEEFOOD PLATFORM: A STUDY OF JUICE SELLERS IN SUKARAME, BANDAR LAMPUNG

Intan Suri Mahardika Pertiwi^{1*}, Maela Elga Fadilah²

intansuri@radenintan.ac.id*

Universitas Islam Negeri Raden Intan Lampung, Indonesia^{1,2}

Accepted: May 21, 2026	Reviewed: June 3, 2026	Published: June 30, 2026
---------------------------	---------------------------	-----------------------------

Abstract

This study aims to examine digital marketing communication strategies for increasing sales through the ShopeeFood platform among juice sellers in Sukarame, Bandar Lampung. The rapid development of digital platforms has encouraged MSMEs to utilize online media as a means of business communication and product marketing. This study employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation involving juice sellers and consumers who use ShopeeFood services as informants. The findings reveal that the digital marketing communication strategies implemented include optimizing product visuals, offering digital promotions such as discounts and free shipping, providing responsive customer service, and actively engaging with customers through application features. The implementation of these strategies has been effective in increasing consumer purchase intention and sales volume. In addition, the use of ShopeeFood enables businesses to reach a wider market while strengthening customer loyalty. However, business owners continue to face challenges, including price competition, dependence on platform-based promotions, and limited digital technology skills. This study emphasizes that digital marketing communication strategies through ShopeeFood play an important role in increasing sales among culinary MSMEs in the digital economy. The findings highlight the importance of combining attractive product presentation, promotional strategies, responsive customer service, and active digital interaction to support business growth and maintain customer relationships.

Keywords: Digital business communication; ShopeeFood; sales; MSMEs; communication strategy; digital marketing



By Authors

This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

1. Introduction

The development of digital technology has transformed marketing communication patterns and consumer behavior in the digital economy. The internet, social media, and marketplace platforms now function not only as transaction channels but also as marketing communication media between businesses and consumers (Ramadhani et al., 2025). In the culinary business sector, the emergence of app-based food delivery services such as ShopeeFood has created opportunities for Micro, Small, and Medium Enterprises (MSMEs) to expand their market reach and increase sales (Prasetya et al., 2023). The platform provides consumers with convenient and practical access to food and beverage orders, supported by various attractive digital promotional programs (Marseleno et al., 2025).

Amid increasingly competitive beverage businesses, business owners are required to implement effective digital marketing communication strategies to maintain business sustainability. Digital marketing communication strategies involve not only delivering product information to consumers but also building customer relationships through promotional activities, digital service quality, product presentation, consumer interaction, and the optimization of features available on digital platforms (Hartono et al., n.d.). The appropriate implementation of marketing communication strategies is expected to increase consumer purchase intention and contribute to the growth of sales volume in digitally based culinary businesses.

Several previous studies have shown that digital marketing communication contributes significantly to increasing MSME sales, particularly among businesses that utilize digital channels consistently and strategically (Sutarto & Hwihanus, 2025). In the post-pandemic context, the use of ShopeeFood has helped MSMEs maintain business continuity while expanding their market reach through convenient ordering, digital promotions, and efficient payment systems (Azzama et al., 2022). Previous research has also confirmed that ShopeeFood has a positive impact on sales through promotional strategies, transaction convenience, and integrated digital services (Marseleno et al., 2025). In addition, research on digital marketing communication through online platforms emphasizes that digital interaction and the use of online media play an important role in shaping and influencing consumer behavior (Alghizzawi, 2019).

Nevertheless, most previous studies have focused on digital marketing strategies in general, the effect of digital promotions on purchasing decisions, or the utilization of ShopeeFood by larger-scale culinary businesses such as restaurants and coffee shops. Research specifically examining digital marketing communication strategies among micro-scale beverage businesses, particularly juice sellers in local areas such as Sukarame, Bandar Lampung, remains limited. Juice businesses, as micro-scale MSMEs,

face particular challenges in implementing digital marketing communication, including limited human and financial resources, price competition, and the need to adapt to developments in digital technology.

Based on these conditions, this study offers a scientific contribution by examining the digital marketing communication strategies implemented by juice sellers through the ShopeeFood platform to increase sales in the context of local MSMEs in Sukaramé, Bandar Lampung. The study does not focus solely on digital promotion but also analyzes the forms of business communication used by business owners to attract consumers, maintain customer relationships, and strengthen customer loyalty through digital platforms. Conceptually, this study contributes to the understanding of digital business communication among micro-scale MSMEs by highlighting that sales performance in small home-based businesses such as juice sellers may depend more on a combination of personalized digital interpersonal communication and consistent management of platform features. This pattern differs from previous findings in larger-scale culinary businesses, which tend to emphasize branding strength and promotional budgets. Accordingly, this study is expected to provide theoretical contributions to the development of digital business communication research and practical contributions for culinary MSMEs seeking to optimize the use of food delivery platforms.

Based on the discussion above, the research question is: How do juice sellers in Sukaramé, Bandar Lampung, implement digital business communication strategies through ShopeeFood to increase their sales? The objective of this study is to analyze the digital marketing communication strategies used by juice sellers through ShopeeFood and examine their role in supporting increased business sales.

2. Literature Review

2.1 Digital Marketing Communication

Digital marketing communication refers to the use of digital channels to deliver marketing information, interact with consumers, and build customer relationships. For MSMEs, digital marketing communication can include product presentation, promotional activities, customer interaction, and the use of digital platform features to reach target consumers. Effective digital communication enables businesses to provide relevant product information while maintaining continuous interaction with customers. In the context of culinary MSMEs, the combination of attractive product presentation, responsive communication, and digital promotion can strengthen consumer interest and support business performance (Ramadhani et al., 2025; Sutarto & Hwihanus, 2025).

2.2 ShopeeFood as a Digital Marketing Platform

ShopeeFood is an app-based food delivery platform that provides MSMEs with an integrated channel for product promotion, ordering, payment, and customer interaction. The platform allows culinary businesses to reach consumers beyond their immediate physical location and utilize promotional features such as discounts and free

shipping. Previous studies indicate that ShopeeFood can support MSME business continuity and sales through transaction convenience, promotional programs, and wider market access (Azzama et al., 2022; Prasetya et al., 2023; Marseleno et al., 2025). Therefore, ShopeeFood can be viewed not only as a distribution channel but also as a digital marketing communication medium.

2.3 Sales and Customer Loyalty

Sales improvement reflects the ability of a business to increase the number or value of transactions generated through its marketing and business activities. In digital environments, sales may be supported by consumer purchase intention, service quality, promotional attractiveness, and continuous customer interaction. Digital communication can also contribute to customer loyalty by maintaining relationships and encouraging repeat purchases. For micro-scale culinary businesses, consistent communication and effective use of platform features may therefore support both sales growth and customer retention.

2.4 Digital Marketing Communication Strategy for MSMEs

Based on the literature above, digital marketing communication for micro-scale culinary businesses involves more than promotional activities. It encompasses product visualization, discounts and free-shipping promotions, responsive customer service, consumer interaction, and consistent utilization of platform features. For juice sellers using ShopeeFood, these elements can work together to attract consumers, facilitate transactions, expand market reach, and encourage repeat purchases. Therefore, this study focuses on how these strategies are implemented by juice sellers in Sukaramé, Bandar Lampung, and how they contribute to increasing sales.

3. Research Method

This study employed a qualitative approach with a descriptive design. The qualitative approach was selected to gain an in-depth understanding of the digital marketing communication strategies implemented by juice sellers to increase sales through the ShopeeFood platform. Meanwhile, the descriptive design was considered appropriate for systematically and factually describing the digital marketing communication phenomenon based on the conditions observed in the field.

The study was conducted in Sukaramé, Bandar Lampung City. This location was selected due to the growth of MSME-scale beverage businesses that utilize the ShopeeFood platform as a means of digital marketing and sales. The research was conducted from January to March 2026.

The informants consisted of five juice sellers who actively used ShopeeFood as their primary sales channel and ten consumers who had experience purchasing juice products through ShopeeFood in the Sukaramé area of Bandar Lampung. The informants were selected using purposive sampling, in which participants were selected based on

predetermined criteria relevant to the research objectives. The criteria for juice sellers included actively using ShopeeFood for at least six months and being involved in digital promotional activities through the application or social media.

The number of informants was determined based on information adequacy rather than a predetermined target. The interview process was stopped when the responses from each group of informants (sellers and consumers) began to show recurring patterns and themes and no longer generated substantial new information. In addition, the five juice sellers were considered sufficient to provide relevant contextual information regarding active juice businesses using ShopeeFood in Sukarama during the research period, despite the relatively small number of informants.

Data were collected through three techniques: observation, interviews, and documentation. Observation focused on digital sales activities, promotional strategies, patterns of interaction between sellers and consumers, and product presentation on the ShopeeFood application. Semi-structured interviews were conducted with business owners and consumers to explore information regarding the digital marketing communication strategies implemented and their contribution to increased sales. Documentation involved collecting data in the form of product photographs, menu displays on the application, customer reviews, and information on digital promotions conducted by the business owners.

The researcher served as the main research instrument, supported by an interview guide and an observation sheet as data collection tools. A mobile phone was used as supporting equipment to record interviews and document the research process. The data consisted of primary and secondary data. Primary data were obtained directly from interviews and field observations, while secondary data were collected through reviews of scientific journals, reference books, articles, and other relevant documents related to digital marketing communication and the use of digital platforms.

Data analysis was conducted using the Miles and Huberman interactive analysis model, which consists of three stages: data reduction, data display, and conclusion drawing (Thalib, 2022). Data reduction involved filtering and simplifying interview and observation data relevant to the research focus. Data were then presented in descriptive narrative form to facilitate a clear and comprehensive understanding of the findings. Finally, conclusions were drawn based on patterns and relationships identified throughout the data analysis process.

More specifically, the data coding process began by repeatedly reviewing interview transcripts and observation notes to identify keywords and statements relevant to the research focus. These keywords were then grouped into initial categories, such as product visualization, promotion, customer service, and business constraints. The categories were subsequently compared across informants to identify similarities and differences in patterns. Finally, the categories were organized into themes reflecting digital marketing communication strategies and their contribution to sales improvement.

Data credibility was ensured through source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from juice sellers and consumers, while technique triangulation involved comparing findings from observations, interviews, and documentation. These techniques were applied to strengthen the validity and credibility of the findings and ensure that the data could be scientifically justified.

Technically, source triangulation was conducted by cross-checking sellers' statements regarding specific communication strategies, such as claims about their responsiveness to orders, with the experiences of consumers who had purchased from the respective stores. This process ensured that each major finding had a source for comparison. Meanwhile, technique triangulation was conducted by comparing informants' interview statements with direct observations of the stores' displays on the ShopeeFood application and documentation, such as screenshots of menus, customer reviews, and ongoing promotions. When inconsistencies were identified among the three data sources, the researcher conducted follow-up confirmation with the relevant informants.

4. Results and Discussion

Digital Marketing Communication Strategies of Juice Sellers through ShopeeFood

This study was conducted to examine the digital marketing communication strategies implemented by juice sellers in Sukaramé, Bandar Lampung, through the ShopeeFood platform as an effort to increase business sales. Based on data collected through observations, interviews, and documentation involving business owners and consumers, the findings reveal that sales success is not solely determined by product quality but is also strongly influenced by the effectiveness of digital marketing communication established through the platform. The findings indicate that business owners optimize various digital marketing communication strategies, including presenting clear and well-structured product information, using aesthetic and attention-grabbing product photos, providing informative menu descriptions, setting competitive prices, and utilizing the promotional features provided by the ShopeeFood application. These strategies serve as a communication bridge between sellers and consumers by creating product appeal and encouraging purchase decisions. From the consumers' perspective, product visuals, testimonials or reviews from previous users, and easy access to information are key considerations before making a transaction. Thus, digital marketing communication plays a crucial role in shaping consumer perceptions and generating purchase intention.

The findings also reveal that the use of the ShopeeFood platform provides juice businesses with opportunities to reach broader market segments and increase product exposure without being restricted by geographical factors or operating hours. The implementation of appropriate digital marketing communication strategies helps business owners establish more meaningful interactions with consumers, supported by responsive

services, accessible information, and professional digital store management. Beyond serving as a medium for buying and selling transactions, digital platforms also function as a means of building consumer trust through rating systems and review sections that are openly accessible to prospective buyers (Fatma & Sabda, 2024). This condition indicates that digital transformation has shifted business communication patterns from conventional models toward more interactive technology-based communication. Therefore, the ability of business owners to manage digital communication strategies is an important factor in increasing business competitiveness and supporting sales growth amid increasingly competitive digital business development.

Implementation of Digital Marketing Communication Strategies

Based on the research findings, juice sellers in Sukarama, Bandar Lampung, implement several digital marketing communication strategies to attract potential consumers. These strategies include using attractive product photos, offering price promotions, providing responsive customer service, preparing informative and easy-to-understand product descriptions, and optimizing discount and free-delivery features available on the ShopeeFood platform. These strategies are considered effective in increasing product appeal among consumers and encouraging purchase decisions.

Table 1. Digital Business Communication Strategies Used by Juice Sellers

No.	Digital Communication Strategy	Form of Implementation
1	Product Visual Presentation	Using aesthetic and clear product photos that attract consumers' attention
2	Digital Promotion	Offering discounts, vouchers, and free-delivery services
3	Customer Service	Responding to consumer orders and complaints quickly and professionally
4	Product Information Delivery	Providing informative descriptions of menus and flavor variants
5	Digital Engagement	Responding to consumer reviews and maintaining the store's rating performance

Source: Data Processed (2026)

Interview findings indicate that product visuals are the main element that most strongly influences consumers' purchase intention. Attractive product photos can shape consumers' perceptions of product quality before a transaction takes place, demonstrating that visual communication in digital marketing plays an important role in the purchase decision-making process. This finding is consistent with previous research indicating that visual-based digital communication can increase consumer engagement and interest in products (Candra & Winayanti, 2025).

“When the juice photo looks good and fresh, buyers usually trust it more, especially when the colors are bright and the glass looks full. If the photo looks

poorly made, people tend to hesitate to buy,” said one of the juice business owners in Sukarame.

In addition to product visuals, digital promotions through discount and free-delivery features also serve as dominant factors in increasing the number of orders. Observations indicate that juice stores that regularly activate promotional features record higher transaction volumes than stores that rarely use them, as consumers tend to consider economic value when making purchasing decisions through digital applications. This finding is supported by previous research indicating that digital promotions through ShopeeFood are effective in expanding marketing reach, attracting more consumers, and increasing MSME competitiveness amid competition in the culinary business (Apriyansyah & Samiono, 2022).

“Whenever there is a free-delivery or discount promotion from Shopee, orders can increase by two times compared with normal days. Consumers are indeed more interested in shopping when there are price discounts,” stated one of the juice sellers who participated as an informant in this study.

The Contribution of Digital Communication Strategies to Sales Improvement

The findings show that digital business communication strategies contribute to supporting increased sales in juice businesses. Based on interviews with the informants, all business owners reported positive changes in the number of orders after utilizing ShopeeFood as a digital marketing and sales platform. The presence of the digital platform was considered capable of expanding consumer reach, increasing purchasing convenience, and helping business owners establish more effective communication with customers. These findings indicate that the use of digital communication strategies through technology-based sales platforms is one of the factors supporting business development and increased sales activity.

The daily order data presented in table 2 were obtained from the verbal statements of each business owner during the interviews and were subsequently cross-checked with screenshots of the order summaries on the informants’ ShopeeFood partner dashboards for the one-month period preceding the interviews. Therefore, the figures presented represent estimated ranges based on transaction records from the application rather than merely subjective estimates by the informants.

Table 2. Changes in Sales Before and After Using ShopeeFood

No.	Business Name	Before Using ShopeeFood	After Using ShopeeFood
1	Juice Corner	22–32 orders/day	35–50 orders/day
2	Jus Buah Naura	30–40 orders/day	35–60 orders/day
3	Zeze Jus Buah	20–30 orders/day	50–55 orders/day
4	Healthy Juice	25–35 orders/day	40–50 orders/day
5	Jus Fresh Sukarame	35–45 orders/day	60–70 orders/day

Source: Data Processed (2026)

The increase in sales was driven by ShopeeFood's ability to provide access to a much broader market compared with conventional sales models. Consumers are no longer required to visit the business location directly to make purchases, making the transaction process more practical and efficient. In addition, customer review features and the store rating system available in the application also contribute to building consumer trust in the products offered.

The study also found that the speed and responsiveness of digital customer service contribute to customer loyalty. Consumers tend to return to stores that provide friendly and prompt responses to both orders and complaints. This demonstrates that interpersonal communication remains important within the digital business ecosystem, even when interactions take place through an application.

"I became a regular customer of a particular juice store because they respond quickly whenever I place an order, and when I have a special request, such as less sugar, they always remember it and prepare the order accordingly," said one ShopeeFood consumer in Sukrame.

This finding is consistent with Salgado and Mulyadi (2025), who stated that good service communication quality can increase customer satisfaction and positively contribute to sales volume growth in digital culinary businesses.

Challenges in Implementing Digital Marketing Communication Strategies

Although digital marketing communication strategies provide positive contributions to sales, this study also identified several obstacles faced by juice business owners in implementing digital business communication strategies. The main challenges include intense price competition, dependence on application-based promotions, and limited technological skills among business owners.

Table 3. Challenges in Implementing Digital Marketing Communication Strategies

No.	Challenge	Impact
1	Price Competition Pressure	Reduced profit margins
2	Dependence on Promotions	Consumers tend to purchase when discount offers are available
3	Limited Technological Skills	Application management is less optimal
4	Intense Competition in Visual Presentation	Products have difficulty attracting consumers' attention

Source: Data Processed (2026)

Price competition pressure encourages some business owners to adjust their product prices to remain competitive amid intense competition on the ShopeeFood platform. On the other hand, consumers' dependence on promotional features makes them more likely to shop only when discounts or free-delivery offers are available. This condition indicates that the effectiveness of digital marketing communication depends

not only on business owners' communication capabilities but is also influenced by the promotional system and policies implemented by the digital platform itself.

Overall, the findings reinforce that digital marketing communication strategies through ShopeeFood make a significant contribution to increasing sales among juice businesses in Sukarame, Bandar Lampung. Strategies involving product visual optimization, digital promotion, customer service quality, and digital interaction contribute to generating consumer purchase intention while expanding market reach for MSMEs. These findings further strengthen the argument that digital marketing communication is a key factor in determining the success of culinary businesses in the digital economy.

Practically, the findings suggest that juice MSMEs should not rely solely on the platform's built-in promotional features but should also develop independent digital communication practices. These may include regularly updating product photos, preparing quick-response templates for customer questions and complaints to ensure consistent responses, and actively responding to consumer reviews to maintain store reputation. Business owners are also encouraged to develop additional communication channels beyond ShopeeFood, such as social media or regular customer groups, so that business continuity does not depend entirely on the promotional policies of a single platform.

5. Conclusion and Suggestions

Based on the research findings, it can be concluded that the digital marketing communication strategies implemented by juice sellers in Sukarame, Bandar Lampung, through ShopeeFood contribute to increased sales. The dominant strategies include optimizing product visuals, offering discounts and free-delivery services, providing clear information, delivering responsive customer service, and utilizing consumer reviews and ratings. These strategies facilitate access to information, increase consumer trust, expand market reach, and encourage an increase in the number of orders.

Theoretically, this study contributes to the literature on digital marketing communication by demonstrating that marketing effectiveness among micro-scale MSMEs depends not only on promotional intensity but also on the consistency of personal interaction and the ability of business owners to optimize digital features. The findings indicate that digital communication serves not only as a promotional medium but also as a means of building relationships and trust with consumers.

Practically, this study implies that MSMEs need to manage product presentation, information, customer service, reviews, and promotions in an integrated manner to increase consumer appeal and trust. However, business owners continue to face challenges, including price competition, dependence on platform-based promotional programs, and limited digital technology skills. Therefore, improving digital capabilities is important to ensure that marketing strategies can be implemented more effectively and sustainably.

Future research is recommended to expand the scope of the study by comparing different food delivery platforms, examining the role of social media in customer loyalty among culinary MSMEs, and employing a quantitative approach to measure the effect of digital marketing communication strategies on sales. Thus, this study not only provides an overview of digital marketing communication practices through ShopeeFood but also emphasizes the importance of consistently managing digital communication and platform features to support the sustainability of MSME marketing.

6. References

- Alghizzawi, M. (2019). The role of digital marketing in consumer behavior : A survey. *International Journal of Information Technology and Language Studies*, 3(1), 24–31.
- Apriyansyah, B., & Samiono, B. E. (2022). Pelatihan Digital Marketing Melalui Aplikasi Merchant Shopee Food Sebagai Strategi Pemasaran UMKM. *Prosiding Seminar Nasional Pemberdayaan Masyarakat*, 1(1). <https://doi.org/10.36722/psn.v1i1.3252>
- Azzama, D. U., Putri, S. A., & Permana, E. (2022). Pemanfaatan ShopeeFood Sebagai Strategi Marketing Digital Pada UMKM di Depok Selama Covid-19. *Jurnal Ilmu Komputer Dan Bisnis*, XIII(2), 78–84.
- Candra, N. A., & Winayanti, R. D. (2025). Analisis Penggunaan Konten Visual Di Media Sosial Untuk Membangun Brand Awareness : Tinjauan Literatur Sistematis. *Jurnal Komunikasi Dan Administrasi Publik*, 12(2), 881–886.
- Fatma, L., & Sabda, N. (2024). Pengaruh Online Customer Review, Kepercayaan, dan Keamanan terhadap Niat Beli Produk Sarana Pertanian melalui Aplikasi Shopee di CV Gunung Subur Laila Fatma Niti Sabda* dan Kussudyarsana. *Jurnal Kewirausahaan Dan Bisnis*, 28(2), 130–146. <https://doi.org/10.20961/jkb.v28i2.81240>
- Hartono, R., Yudianto, A., Studi, P., Bisnis, A., Tinggi, S., & Administrasi, I. (n.d.). PEMANFAATAN APLIKASI WHATSAPP BUSINESS SEBAGAI MEDIA PROMOSI USAHA MAMA NAURA SHOP DESA TELUK MESJID. 77–81.
- Marselena, D., Isnawati, S. I., Bangsa, J. R., Minang, R. M., & Juo, T. (2025). Analysis of ShopeeFood Utilization In Increasing Sales at Rm . Minang Takana Juo Analisis Pemanfaatan ShopeeFood Dalam Meningkatkan Penjualan di. *Jurnal Ilmiah Bisnis, Manajemen Dan Akuntansi*, 5(1).
- Prasetya, S. R., Rivai, R. A., Bagus, M., Utama, Y., Rama, D. A., & Agata, D. F. (2023). No Title. 1(3).
- Ramadhani, N., Sugesti, A. I., Sagita, D. N., & Purwanto, E. (2025). Pemanfaatan Marketplace Digital dalam meningkatkan Kinerja UMKM melalui Sarana Komunikasi di Era Digital. 2(2), 1–20.



- Sutarto, S. N., & Hwihanus, H. (2025). Analisis Pengaruh Digital Marketing Terhadap Peningkatan Penjualan UMKM di Era Pasca Pandemi. *Jurnal Manajemen Dan Ekonomi Kreatif*, 3(1).
- Thalib, M. A. (2022). Madani : Jurnal Pengabdian Ilmiah Pelatihan Analisis Data Model Miles dan Huberman untuk Riset Akuntansi Budaya. *Jurnal Pengabdian Ilmiah*, 5(1), 23–33.