

ANALYSIS OF DIGITAL MARKETING STRATEGY IN INCREASING SALES AT MURAI COFFEE GUNUNGSITOLI

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Abstract

This research is motivated by the phenomenon of suboptimal digital marketing strategies implemented by Murai Coffee Gunungsitoli, which have resulted in decreased visibility and sales. The research objective is to analyze the implemented strategies, identify challenges, and formulate optimal strategies to increase sales. The approach used is qualitative with interview, observation, and documentation techniques, as well as descriptive data analysis. The results show that previous digital marketing strategies have contributed to increased visibility, but have not been managed consistently and creatively. Challenges faced include limited resources, content planning, and audience interaction. Research recommendations include content consistency and innovation, optimization of social media features, and regular evaluation of digital campaigns to encourage buying interest and sustainable sales

Keywords: *Digital Marketing Strategy, Increase Sales.*

INTRODUCTION

The development of information and communication technology has had a significant impact on the world of marketing. Digital transformation has not only changed the way companies interact with consumers but also opened up new opportunities to build closer, more personal, and measurable relationships. Digital marketing strategies have emerged as an approach that is not only cost-effective but also capable of reaching consumers broadly and interactively. Therefore, the concept of digital marketing strategy emerged, namely a series of promotional and communication activities carried out through digital platforms, to increase sales and reach consumers more effectively and efficiently.

In line with previous research put forward by Fadhillah & Pratiwi, (2021) Digital marketing has a significant impact on product marketing because it can increase sales volume and increase profits for entrepreneurs. Based on data from the Indonesian Internet Service Providers Association (APJII) in 2023, the number of internet users in North Sumatra reached 10,326,513 million people (67.12% of the population), while in 2025, the number of internet users in North Sumatra reached 11,054,823 million people (70.03% of the population), this figure shows the great potential of digital marketing to reach local audiences.

Based on initial observations, researchers discovered a phenomenon where Murai Coffee Gunungsitoli's digital marketing efforts through social media platforms like Instagram and Facebook were suboptimal and ineffective. Infrequently updated content,

minimal audience interaction, and the absence of structured digital campaigns reduced Murai Coffee's visibility on social media. Furthermore, in the ever-evolving digital era, consumers are now more responsive to engaging, interactive, and informative content. A lack of content updates can reduce sales volume, and a lack of customer content or interaction can undermine the trust of potential new buyers. Although Murai Coffee used to frequently engage in digital marketing activities such as posting photos, videos, live music, and content introducing its products, these activities were certainly attractive to consumers and could reach a large audience. However, over time, Murai Coffee's digital marketing activities have become less active. This is evident in the lack of interaction with the audience and posting content about its products. This certainly impacts visibility, which will diminish the image built through digital marketing, resulting in a decline in Murai Coffee's sales.

In line with this phenomenon, this study focuses on analyzing the implementation of digital marketing strategies at Murai Coffee, including the effectiveness of social media utilization, resource limitations affecting content management, and consistency of information updates. This approach is expected to provide a comprehensive overview of how digital marketing strategies can be optimized not only to increase business visibility but also to drive sustainable sales growth.

2. THEORY

Marketing strategy

According to Kotler and Keller in Seran et al., (2023), marketing is closely related to the identification and fulfillment of human and social needs. Simply put, one definition of marketing is the effort to fulfill these needs in a profitable manner. In line with this statement, according to Seran et al., (2023), marketing can be defined as the process in which sellers and buyers meet to conduct transactions, whether in the form of goods or services. Therefore, the term market no longer refers to a physical location, but rather to the activities or interactions between sellers and buyers in offering products to consumers.

The main objective of marketing is to facilitate satisfying relationships between companies and customers, as well as to build and maintain positive relationships with all stakeholders in an ever-changing environment (Seran et al., 2023). According to Musyawarah & Idayanti (2023), marketing is a process that involves various activities influenced by various social, cultural, political, economic, and managerial factors. The function of marketing strategy according to Masdaini & Hemayani (2022) has several functions, including:

1. Increase motivation to plan long-term steps for the company's sustainability.
2. Facilitate more effective and targeted marketing coordination.
3. Prepare a plan for the company's goals that it wants to achieve.
4. Improve supervision of marketing activities in accordance with established work performance standards.

Digital Marketing

According to Firmansyah and Rifai in the book Soviyant & Khairani, (2024:68) this era requires integration between digital strategies and expressions in every marketing

element, thus making digital marketing a vital component in modern business strategies. According to Erwin in the book Soviyant & Khairani, (2024:69) explains that digital marketing involves the application of digital technology that supports marketing activities, through various online media, mobile devices, and other digital platforms to achieve the desired goals. Meanwhile, according to Kotler and Keller in the book Soviyant & Khairani, (2024:70) adds that digital marketing includes all marketing activities that utilize digital media, such as websites, social media, email, and mobile applications to reach consumers effectively.

According to Chaffey in Aditya & Rusdianto, (2023) digital marketing can be defined as a marketing effort supported by technology, which allows for increased information to help consumers adapt to their needs. Digital marketing, according to Sawicky in Aditya & Rusdianto, (2023) the use of digital technology is useful for creating channels that can reach potential recipients, while achieving goals in meeting business needs more effectively.

According to Ryan and Jones in H. Nurul et al., (2024), digital marketing strategy involves utilizing digital technology and social media. Furthermore, it increases consumer engagement and builds sustainable relationships, as well as promoting brands and products to the right segments.

Digital marketing strategy encompasses the planning, implementation, and evaluation of the effectiveness of various digital technology-based marketing activities to achieve a company's business goals. Chaffey and Smith (in H Nurul et al., 2024) argue that digital marketing strategies are increasingly promising because they provide consumers with easy access to product information and enable business activities to be carried out more efficiently via the internet. Sasongko et al. (in Ghifari & Supendi, 2024) argue that digital marketing strategies are increasingly potential because they provide consumers with easy access to product information and enable business activities to be carried out more efficiently via the internet.

Increased Sales

Didik Darmadi in Yuliana & Ardansyah, (2022) Sales involve interactions between buyers and sellers in a transaction process, with the aim of exchanging goods or services for money. Sales, basically, are transactions between sellers who offer various goods, and buyers who wish to buy them, the goods in question can be products or services. Sales is the main objective of marketing, where companies, through the marketing department and sales force, strive to carry out sales activities while distributing the products they produce. According to Kardaniata in Yuliana & Ardansyah, (2022) explains that the increase in a company's sales increases in rupiah units during a certain period.

According to Wijaya in Musyawarah & Idayanti, (2023) sales are marketing transactions that involve the delivery of goods or services to customers in exchange for payment. According to Mulyadi in Zebua et al., (2022) explains that sales is the process in which goods produced by a company are sold. According to Swasta Basu in Purbaya & Rohma, (2022) Selling is the science and art of influencing others to be willing to buy the goods or services offered. The sales process can create an exchange of goods and services between sellers and buyers. Types of sales, according to Passaribu in Zebua et al., (2022) There are four more specific types of sales: cash sales, credit sales, installment sales,

and consignment sales. People often assume that credit sales and installment sales are the same thing, but in fact, they have differences.

3. RESEARCH METHOD

The type of research conducted in this study is descriptive with a qualitative approach. Data collection methods used were interviews and documentation. This qualitative descriptive study aims to obtain a comprehensive explanation or picture of the Analysis of Digital Marketing Strategies in Increasing Sales at Murai Coffee Gunungsitoli. Activities in data analysis include data reduction, data display, and conclusion drawing/verification. Data sources refer to the origin of the data collected for research purposes. In this study, the data sources used in this study are primary data and secondary data. Primary data is data obtained directly by the researcher for a specific purpose in the study. Secondary data is information data that has previously been collected and reported by another party, but the data is original data.

According to Arikunto in Mendrofa et al., (2023) Research instruments are the tools and frameworks used by researchers during the data collection phase to support their work and to obtain better, more comprehensive, and more consistent results, thus facilitating the explanation of research findings. To process and analyze the collected data, researchers carry out data analysis stages.

4. RESULTS AND DISCUSSION

Results

Digital Marketing Strategy at Murai Coffee Gunungsitoli

It is known that Murai Coffee utilizes Instagram and Facebook as the primary media in its digital marketing strategy. The choice of these two platforms was based on their effectiveness in reaching consumers, given the large number of social media users from various backgrounds. This aligns with Kotler and Armstrong's findings in Wilaga et al., (2025) Digital marketing encompasses a variety of strategies, such as social media marketing, search engine optimization (SEO), email marketing, and paid advertising on digital platforms.

Murai Coffee demonstrates a commitment to building interactive relationships with consumers through responsive, polite, and ethical digital communications. However, under certain conditions, such as when the cafe is busy, responses to consumer messages can be delayed. Efforts to respond as quickly as possible remain a priority. Furthermore, the interactions are personal, reflecting a strategy to strengthen relationships through a continuous communicative approach. In line with Malik and Rao's statement in (Cindy et al., 2025) Digital marketing involves the use of interactive technologies, such as the internet, to access information that enables interaction between businesses and consumers. This includes websites, search engine advertising, website advertising, social media advertising, viral advertising, and email advertising.

The digital marketing strategy implemented by Murai Coffee has met the informative aspect. The information delivered is considered clear, accurate, and easy to understand by consumers, and is reinforced by Murai Coffee's openness to direct interaction. This is

supported by Chaffey's statement in Aditya & Rusdianto (2023), which states that digital marketing can be defined as a technology-enabled marketing effort that enables enhanced information to help consumers adapt to their needs.

Murai Coffee has proven effective in attracting new consumers and expanding market reach. Utilizing social media, particularly through visual content, helps potential customers learn about Murai Coffee before visiting. This aligns with Marpaung et al.'s statement in (Sitanggang et al., 2024). states that, "The existence of social media explicitly contributes to consumer growth and increased profits, while strengthening business existence. Digital marketing is a process of promotion and market discovery carried out through online digital media. This process utilizes various digital tools, including social media, to reach a wider audience.

Challenges of Implementing Digital Marketing Strategies at Murai Coffee Gunungsitoli

The challenges faced in implementing digital marketing strategies are multidimensional. One of the main challenges lies in communication when in-person customer visits are high. In such circumstances, the workforce's primary focus is on face-to-face service, limiting the time allocated to responding to customer messages via social media.

As a result, digital communication processes cannot always be executed quickly. However, management is committed to maintaining high responsiveness on platforms like Instagram and Facebook. This is also in line with according to Rachmadi in Rauf et al., (2024) which states that social media is a crucial component of digital marketing. Being on platforms that resonate with your audience, interacting with followers, sharing engaging content, and building positive relationships with them is crucial.

Another challenge arises in creating entertainment content for digital marketing. Time constraints, publication consistency, and technical skills, particularly in editing, are significant obstacles. The resulting content tends to be simple and lacks creative flair, so its variety and appeal still need to be improved. The lack of content updates on social media reinforces the indication that the potential of digitalization has not been fully utilized. This aligns with the opinion of Mukhlis et al. (2023:2), who emphasized that content quality is a key factor in attracting audience attention. Relevant, informative, or entertaining content can take the form of blog articles, videos, infographics, podcasts, and various other formats.

From a consumer perspective, Murai Coffee remains attractive through its posts. However, customers expect more creative, varied content, and educational and interactive elements. Utilizing additional platforms like TikTok is considered a potential strategy to expand the audience, but it has not yet been optimally implemented. This aligns with Wardhana's opinion in (Syakur & Alijoyo, 2024) Digital marketing can be defined as the use of technology to build purposeful communication channels, to reach potential consumers.

Murai Coffee faces key digital marketing challenges in communication, content quality, and consistent information updates. Limited human resources during peak customer traffic periods limit social media response, while limited technical skills and a limited variety of content reduce audience engagement and appeal. While customers still trust the brand thanks to in-person experiences at the cafe, this trust risks eroding if updates remain

infrequent. Therefore, adequate resource allocation, increased content creativity, and consistent update standards are necessary to ensure effective digital marketing strategies, maintain customer engagement, and drive sustainable sales growth.

Optimal Digital Marketing Strategy to Increase Sales at Murai Coffee Gunungsitoli

The researchers' findings indicate that the company has a strategic awareness and plan to optimize digital marketing as a primary means of supporting sales growth. The planned strategy includes establishing a team focused on managing social media, developing a structured content schedule, and utilizing various digital platform features such as Instagram Reels, Stories, live broadcasts, TikTok, and Facebook Ads. This aligns with the opinion of Mukhlis et al., (2023:2) Social media is a crucial component of digital marketing. Being on platforms that resonate with your audience, interacting with followers, sharing engaging content, and building positive relationships with them is crucial.

Currently, social media management is still carried out incidentally, without an organized and scheduled system, so promotional consistency has not been achieved. This is in line with the opinion of Chaffey and Smith in (H Nurul et al., 2024), who emphasized that digital marketing strategy includes the process of planning, implementing, and evaluating the effectiveness of various digital technology-based marketing activities to achieve the company's business goals. Both owners and employees recognize that digital marketing plays a significant role in expanding market reach and increasing customer appeal. If this strategy is realized, Murai Coffee has the potential to enhance the brand, strengthen its image, and ultimately drive increased sales through closer relationships with customers.

The recommendation to use the TikTok platform to reach the younger market segment also aligns with shifting consumer behavior trends. This suggests that Murai Coffee needs to segment and adjust its digital marketing communication strategy to suit the demographic preferences of its target market. This aligns with Mukhlis et al.'s (2023:2) opinion, which states that digital marketing begins with a deep understanding of the target audience. This includes demographics, interests, online behavior, and geographic location.

The establishment of a team to manage social media, as suggested by consumers, reflects the importance of structured social media management. Consistent digital activity, regardless of the cafe's operational conditions, is identified as key to building trust and customer engagement. This aligns with Kleindl and Burrow's opinion in Fadli et al.'s book (2023:16), which emphasizes that digital marketing can be defined as a process involving the planning and implementation of concepts, ideas, pricing, promotion, and distribution. Simply put, it can be understood as an effort to build and maintain mutually beneficial relationships between consumers and producers. Therefore, this consumer input can serve as an important reference for Murai Coffee in formulating a more adaptive, creative, and consistent digital marketing strategy, in line with the dynamics of current social media trends and consumer behavior.

Murai Coffee has a clear strategic plan and awareness to optimize digital marketing as a primary means of supporting sales growth. The strategy includes establishing a social media management team, developing a structured content schedule, and utilizing various digital platform features such as Instagram Reels, Stories, live streaming, TikTok, and Facebook ads. However, the strategy's implementation is hampered by limited human resources and unstructured management, resulting in inconsistent promotional efforts.

CONCLUSION

Conclusion of the research that has been conducted by discussing "Analysis of Digital Marketing Strategy in Increasing Sales at Murai Coffee", the researcher provides the following main conclusions of the research:

1. Murai Coffee has strategically utilized digital marketing through Instagram and Facebook to reach a wide audience, convey product information clearly, and build positive interactions with customers. This strategy prioritizes authenticity, transparency, and ethical service, thus strengthening its professional image and building consumer trust.
2. Murai Coffee faces key digital marketing challenges in communication, content quality, and consistent information updates. Limited human resources during peak customer traffic limit social media response, while limited technical skills and a limited variety of content reduce audience appeal and engagement.
3. Murai Coffee has a clear strategic plan and awareness to optimize digital marketing as a primary means of supporting sales growth. The strategy includes establishing a social media management team, developing a structured content schedule, and utilizing various social media features.

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