

Jstro.id Digital Marketing in Increasing Consumer Buying Interest

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ABSTRACT

Keywords

Consumer
Digital Marketing
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This research discusses Jstro.id's digital marketing strategy for increasing consumer buying interest. This research aims to explain Jstro.id's digital marketing in increasing consumer buying interest. Digital marketing uses web media and other intuitive innovations that connect buyers and organizations by easily sharing data and delivering information. Jstro.id is a company operating in fashion, jackets, t-shirts, trousers, and accessories, and it also utilizes digital media in its marketing activities. Digital marketing also needs to be maximized to increase consumer buying interest. This research is a type of descriptive research with a qualitative approach. Data collection techniques include observation, interviews, and documentation. The theory used is the digital marketing theory of Dave Chaffy and Fiona Ellis-Chadwick, which discusses six strategies used in digital marketing by utilizing digital media channels, including search engine marketing (SEM), online public relations & influencer relationship management, online partnerships including affiliate marketing, interactive display advertising; opt-in-email marketing & mobile messaging, and social media & viral marketing. This research indicates that Jstro. id's use of digital marketing Jstro.id could be more optimal. It can be seen that some of these six strategies have yet to be utilized optimally. One of the reasons is that no particular person or team manages online media, such as social media and websites.

1. Introduction

Communication is an essential element that must be considered in attracting consumer interest. In business, communication is the central pillar for achieving business success. One application of good communication is in promotional media or company branding. How business actors package information, through which platforms they publish it, and what strategies are used to increase consumer interest or reach the stage of being interested in a product. Therefore, there is a need for marketing communications that can influence consumer behavior. Marketing communication itself is a marketing activity in which there are efforts to convey information and influence and attract consumer interest (Effendi et al., 2023). The rapid development of technology, especially digital media, requires business people to be able to adjust and adapt to all existing developments, especially in marketing and promoting their products. The internet can also make it easier for business people to market and provide education about their products (Yupi & Heryadi Putri, 2023). According to Fitriah (2018) (Lutvia et al., 2023) marketing communication practices involve three levels or procedures: knowings, feelings, and actions.

Social media such as Instagram, TikTok, and YouTube have become platforms with great potential for business people to sell and promote their products. One effect of the current digital era is that producers and consumers find it easy to carry out buying and selling activities. Coupled with the abundance of e-commerce, this makes transactions easier and faster. So, people are starting to switch to digital. Digital marketing is an effort to advance a brand that involves sophisticated technological media and can reach consumers comfortably, meaningfully, and individually (Soter S., 2022). According to Ardhana (2023) (Ardhana et al., 2023) explains that digital marketing is the

marketing of products that develop starting through digital technology such as mobile phones, websites, and even games. Besides reaching a broad market, digital marketing can also bring together geographically different parties (I Nyoman T.S et al., 2023) This is also in line with internet users' condition, which increases yearly.

The number of internet users will continue to increase every year. In Indonesia itself, based on the survey results of the Indonesian Internet Service Providers Association (APJII) in 2024, there was an increase of 1.31% in active internet users, namely from 215 million in 2023 to 221 million active users in 2024 (Survei APJII, 2024) The percentage of the population who decide to shop online based on data from we are social website, (2024) is around 59%. This number is quite large compared to the total population of internet users in Indonesia. This number is quite large compared to the total population of internet users in Indonesia. This number shows that people in Indonesia themselves have switched and utilized internet media. This number also shows a massive opportunity for business people to sell through digital media. Of course, entrepreneurs must be able to see all opportunities and take advantage of them to profit, expand the market, and attract consumer interest.

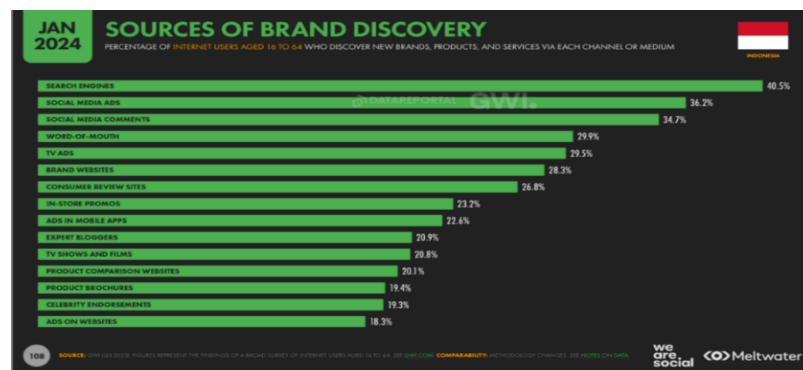


Figure 1. Sources of Brand Discovery in Indonesia

Source: we are social website (Digital 2024 Indonesia)

Based on the data in the image above, it can be seen that brands can be found with the highest percentage in the top three, namely through digital platforms, including search engines at 40.5%, then through social media ads at 36.2%, and in ranking 3, namely, social media comments amounting to 34.7% we are social website, (2024). From this data, it can be concluded that information about a brand has great potential to be known via the Internet. First order via a search engine. To find information about a brand, consumers tend to search through search engines such as the popular Google. Therefore, business people must now start improving their websites so that potential consumers can easily find information related to the company. Then, in second and third place, namely through social media ads and comments. Social media can now be used as a marketing platform or marketing. According to (Wayan et al., 2023), social media marketing uses social media or networking websites to carry out digital marketing, such as promoting company products and services through organic or paid methods.

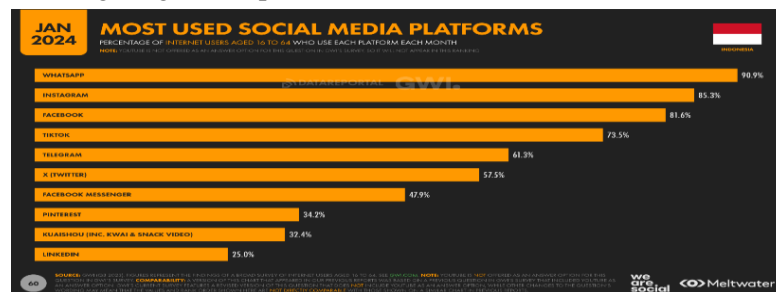


Figure 2. Platforms Frequently Used in Indonesia 2024

Source: we are social website (Digital Indonesia 2024)

Social media is now a platform that has the potential to be used to provide information related to brands or products and even for other purposes. Social media has also become a channel for

business people to communicate with customers, producers, and potential consumers (Puspita et al., 2023). Social media itself can be interpreted as a platform or application that utilizes the Internet to provide users with access to interact, provide information, and receive information. (Kurnia & Tresna, 2023).

Based on the data in the image above, the most popular platform in Indonesia is ranked first, namely WhatsApp, followed by Instagram and Facebook, which are in the top three. Looking at this data, business people need to make good use of social media as the number of internet users increases every year. This can be done by designing a powerful strategy to market their products through digital media. Strategy is the process of determining plans by senior officials that focus on the organization's long-term goals, as well as ways to achieve these goals (Santoso et al., 2020). Since times have shifted to digital media, the promotion and platforms will undoubtedly adapt to existing developments, including digital media. Now, many business people are doing digital marketing. One potential business currently is in the fashion sector.

One of the local fashion brands in Yogyakarta is Jstro.id. It started operating or marketing on social media in 2018. Jstro.id is a business selling goods or retail products such as jackets, clothes, jeans, sweaters, and other types of clothing. In Yogyakarta, Jstro.id has five branches. The first branch is on Jl. Timoho No. 108 C, Baciro, District. Gondokusuman, Yogyakarta City, Special Region of Yogyakarta 55225, Second branch on Jl. Scout No. 49, Prenggan, District. Kotagede, Yogyakarta City, Yogyakarta Special Region 55172, third on Jl. Godean KM 7.2, RW. 2. Bantulan, Sidoarum, District. Godean, Sleman Regency, Yogyakarta Special Region 55264, fourth on Jl. Kaliurang No. KM 6.2, Purwosari, Sinduadi, Kec. Mlati, Sleman Regency, Yogyakarta Special Region 55284, and the fifth on Jl. Pleret No. KM 1.5, Mertosanan Kulon, Potorono, District. Banguntapan, Bantul Regency, Yogyakarta Special Region 55196.

The marketing activities carried out by Jstro.id have utilized digital media and several other marketplaces. Some social media platforms are Facebook, Instagram, YouTube, TikTok, and WhatsApp. Then, the marketplaces they use are Shopee, Tokopedia, and Lazada. Apart from that, they also have an official website that they can use to market their products. There are several Jstro.id social media accounts, namely @jstro.id, for Instagram and TikTok, and then Jstro.id, the official for the YouTube account. Looking at the media they use, it can be said that Jstro. Id has utilized digital media in its marketing. Moreover, the media used is also popular and has quite a high number of users. Based on the results of interviews with Jstro.id, Jstro. Digital marketing itself has yet to succeed in marketing well. The turnover or profit obtained on average is still higher in offline stores.

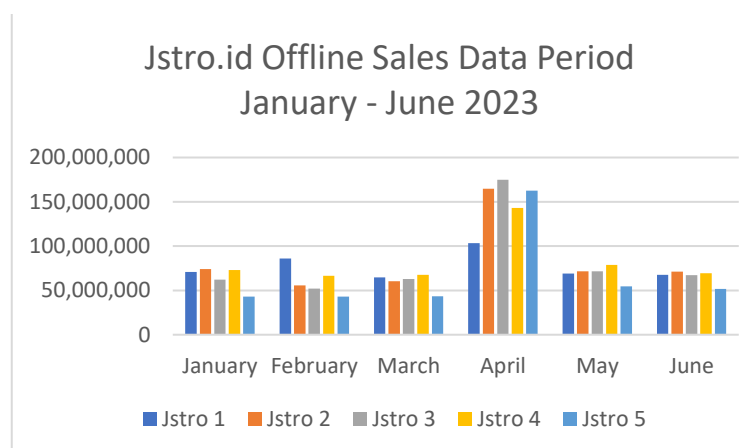


Figure 3. Jstro.id offline sales results for the period January-June 2023

Source: Jstro.id document

It can be seen from the bar diagram above regarding the sales period for 2023. The figures above show that Jstro.id's monthly sales show a relatively low increase. There are unstable ups and downs. From the statistics above, offline store sales results for the 2023 period in 5 branches have yet to reach 100 million. An increase occurred in April. Namely, the total of the five branches was around 150 million. One of the factors causing the increase in sales is the approaching Eid al-Fitr moment

for Muslims whose culture is to wear new clothes on holiday, so Jstro.id uses this moment to get maximum profits. Then it fell again the following month and did not show a significant increase.

This is different from the results of online sales or marketing through marketplaces and social media, where the results of interviews with Jstro.id show that they have not been successful in selling online. They have used various methods, including marketing on Facebook, Instagram, and TikTok, but the marketing figures have not shown good results. Likewise, the only marketplace they use is Shopee, which shows slightly good sales figures.

Utilizing digital media is also a strategy in marketing communications. Business people must, of course, have the ability to gain enormous profits from all conditions and developments, especially when conducting market interest research. However, in practice, the Jstro.id social media account has yet to be utilized optimally in terms of the content of the posts. It still applies hard selling, so it has yet to be able to attract the audience's interest. In digital marketing, they use websites. Jstro.Id has its official website, which is actively used in its marketing. As for the website itself, in terms of appearance, its displays still need to be more attractive, plus some of the features on the website need to be fixed. However, in terms of design, it is pretty appealing.

Regarding social media followers, there has not been an increase in TikTok accounts for three years. Now, they have 620 followers. Regarding content on TikTok, they only promote their products from their latest posts. In terms of entertainment, it still needs to be more interesting. Then, YouTube only has 84 subscribers, with the number of videos uploaded being short. Likewise, their Facebook posts still need to be updated. For now, they only actively provide information about their products on Instagram. There needs to be improvements in managing content on social media so that it can attract consumers' interest in interacting with products.

According to Durianto (2003) (Halim & Iskandar, 2019), consumer buying interest is related to potential consumers' plans to buy a particular product and seeing how many units of the product are needed in a certain period. (Kotler & Kevin, 2016) states that interest is consumer behavior that arises from a response to an object that shows the consumer's desire to purchase a product. Based on the definition above, buying interest can be interpreted as consumer behavior arising from product interactions. To attract consumers' interest, there needs to be something that can make them interested. Based on the problems above, researchers are interested in researching Jstro. id's digital marketing to increase consumer buying interest.

2. Method

Research methods are scientific ways to obtain data with specific purposes and uses (Sugiyono, 2019). According to Marendah, (2022) researchers use a research method to collect data, supporting facts, or information in the field for research needs. This research uses descriptive qualitative research. Saryono (Harahap, 2020) defines qualitative research as research used to discover, describe, investigate, and explain the features or qualities of social influence that cannot be measured, expressed, or presented through a quantitative approach. Abdussamad, (2021) describes in his book that qualitative research is a research approach that uses natural paradigms in social sciences.

Then, the data collection technique in this research was carried out using three events: observation, interviews, and documentation. According to Zurich (2009) in (Fiantika, 2022) observation is the systematic recording and observation of symptoms that arise in the research object. Furthermore, data collection can be done using the interview method. Interviews are one way of collecting research data directly or involving intensive interaction between respondents and researchers (Abdullah, 2015). Finally, data collection is carried out using documentation. Documentation is a form of record of past events. Documentation is a data collection technique from various written sources, reports, historical archives, government policies, and official documents (Sugiyono, 2019). Finally, data collection is carried out using documentation. Documentation is a form of record of past events. *Documentation* is a data collection technique from various written sources, reports, historical archives, government policies, and official documents (Sugiyono, 2019). The documents used in collecting data in this research are images, photos, and data regarding digital

marketing or Jstroid digital marketing. Research results from observations and interviews will be more reliable if photographs and official data are supported.

This research uses the theory of Dave Chaffey and Fiona Ellis-Chadwick (2017) to see its relationship with existing problems. Dave Chaffey's theory is relevant and can be used in analyzing digital marketing. Six elements or strategies in digital marketing that can be developed to support business or digital marketing. Search engine marketing (SEM), online public relations & influencer relationship management, online partnerships including affiliate marketing, interactive display advertising, opt-in-email marketing & mobile messaging, and social media & viral marketing (Chaffey, 2017).

3. Result and Discussion

The Jstro.id company, which operates in fashion, jackets, t-shirts, trousers, and accessories, has utilized digital marketing in its marketing activities. They have an official website; they also use the marketplace, namely Shopee, Lazada, and Tokopedia. Furthermore, they also use social media to provide education or share information related to their products. The social media platforms they use are Facebook, Instagram, TikTok, and YouTube.

In utilizing digital marketing, based on data analysis obtained from interviews, observations, and documentation, researchers found that Jstro.id needed to use its digital marketing optimally. It can be seen that they could have managed social media better. Regarding updating their content, on some platforms, they still tend to be passive and interact with followers in the comments column.

In this research, the focus will be on explaining Jstro. Id's digital marketing activities using Dave Chaffey's digital marketing theory, namely there are six strategies, including (1) Search Engine Marketing (SEM), (2) Online Public Relations & Influencer Relationship Management, (3) Online Partnerships Including Affiliate Marketing, (4) Interactive Display Advertising, (5) Opt-In-Email Marketing & mobile messaging, and (6) Social Media & Viral Marketing. Overall, the results show that Jstro. Id has utilized several strategies in digital marketing, but some methods still need to be used optimally. The problem that makes it quite difficult for them to manage their digital marketing lies in the number of experts or human resources who are experts in that field. Therefore, it is necessary to increase the number of employees in the content creator section and provide training on managing digital marketing well.

3.1. Presenting the Results

The results obtained in this research will be explained and described based on data obtained through interviews, observation, and documentation. Researchers will describe the research results in descriptive form. Apart from that, the research will also present several pictures and graphs that can strengthen the data in this research. Next, the researcher will carry out an analysis based on the six digital marketing strategies proposed by Chaffy (2017), including:

1. Search Engine Marketing (SEM)

Jstro.id has utilized search engine marketing (SEM) in its marketing activities. Search engines are a solution that internet users widely use to search for information, such as information about a brand or product. SEM aims to encourage searchers to click on the target site by presenting relevant content in the search list (Chaffey, 2017). The option for the search engine that is widely used today is Google. When you search for something on Google, one of the things that will appear is a web page that matches what the searcher is looking for.

Jstro.id, in utilizing digital marketing, has an official website that can be found when searching with keywords on Google, namely Jstro.id. In SEM itself, two strategies can be used to optimize websites. So that searchers can easily find our website, first with search engine optimization and paid search (pay-per-click) marketing (PPC). Search engine optimization (SEO) can be interpreted as a technique that allows a website to be at the top level or have high visibility value from search results (Mara et al., 2023). This SEO technique can be used organically to get high visibility value. This means that companies can improve the condition of their website and increase the number of external links that direct searchers to the website.



Figure 4. Screenshot of the front view of the Jstro.id website

Source: Jstro.id official website

Jstro.id, in managing its website, can be said to be quite attractive. However, it needs to optimize some of the functions of the existing features because some of the features they present on the website cannot be pressed or direct us to another page as when we click "about us" on the website does not respond and is only on the initial display so that some of the information that consumers want to know still needs to be fulfilled. So, seeing this problem, the management of the Jstro. The website needs to be cleaned up and improved for its function. Then, it is quite well managed from the appearance and information needs related to products and services.

Researchers also tested the results of their use of SEO. The researchers tried to find several keywords for the Jstro.id website ranked in the SERP (search engine result page). First, the researcher tried to search with the keyword "local Jogja jacket," which resulted in the Jstro. The website needs to be on the first page of the search results. Then, the researchers tried again by searching for the keyword "Jogja costume jacket," which yielded results that indicated the Jstro.id website was in 53rd place in the SERP. From these two results, researchers can conclude that the SEO utilization of the Jstro.id website could be more optimal.

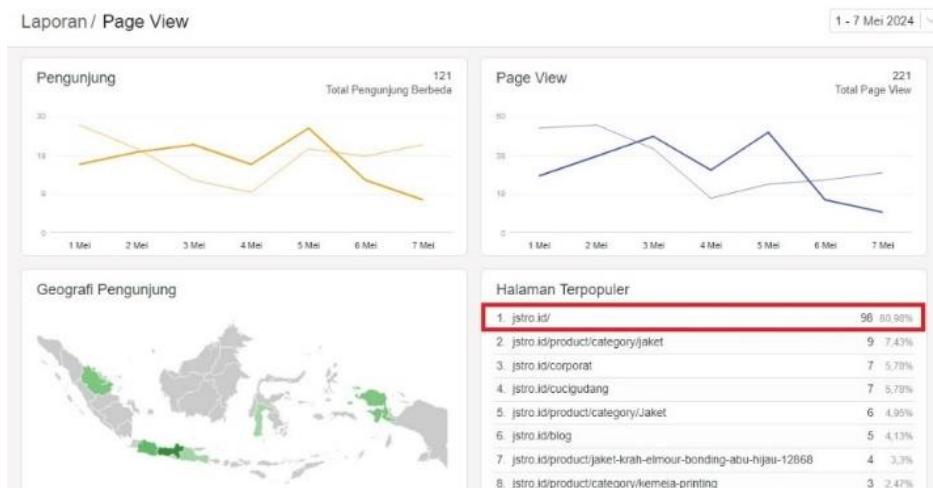


Figure 5. Page View Report 1-7 May 2024

Source: Jstro.id Document

From the graph above in the red box, you can see that the page view results on the website for the most popular ones are by typing the keyword Jstro.id in the search engine. For these keywords, it can be said that people who searched with them had already received information about Jstro.id brand. For the second to bottom, the search keywords still include Jstro.id as their search keyword. From this data, it can be concluded that website optimization could be better. A strategy is needed that can help so that the Jstro.id website with certain keywords can be at the top of search results.

The second strategy is paid search (pay-per-click) marketing (PPC). One thing that PPC can take advantage of is Google Ads. We often find websites with the word sponsored. So, websites that have utilized PPC will automatically be at the top of search results with keywords previously agreed upon by the website owner. It is also often found that websites that use PPC contain sponsored

posts. For the payment process from using PPC, every person who clicks on a sponsored website, Google will get a commission. The concept is similar to display advertising in general. Jstro.id has also used this PPC.

Based on the results of interviews with Jstro.Researchers found that PPC was used in their digital marketing strategy. The budget they spent at that time was 1 million rupiah. They spent quite a large amount at the beginning when starting their website. When the Jstro.id website utilizes PPC, which positively impacts visitor traffic and SEO. Jstro. It takes 2 to 3 months to feel the impact of using PPC. After that, the budget for using PPC was slowly reduced. However, Jstro. Id no longer uses PPC in its SEM strategy for several reasons, such as the budget spent being quite large.

Based on these results, PPC positively impacts the website and generates profits. However, consistency and seriousness in managing the website needs to be considered because if we do not pay attention to the condition of the website with many competitors, they will seriously improve their website so that companies will leave their website unmanaged. Well, it will sink and be far below its competitors. This results in information about products or brands needing to be easier for consumers to find.

2. Online Public Relations & Influencer Relationship management

Researchers need a PR from Jstro's findings in their company's structural marketing activities. However, several people within the company carry out PR functions such as building a reputation and collaborating with external parties. Their main director backs up this function. Some of their activities include accepting sponsorship proposals or cooperation offers. The lack of a PR department makes this a functional part of the company, which means that employees sometimes have to juggle their work with other divisions, such as establishing collaborative relationships or building a reputation on their social media.

Public relations is closely related to content. One of the functions of public relations is also to regulate the distribution of content or information on social media. The absence of this section means that employees in their digital marketing division carry out all these tasks. In terms of effectiveness, when one person handles many tasks, the work results will be less than optimal. Currently, that is what applies at Jstro.id. The public relations department is empty, so other employees carry out these tasks and functions in their digital marketing department.

The lack of a PR section does not mean that their function, namely building relationships and managing content on social media, needs to be paid attention to at all. They also continue to pay attention to this function because these PR activities can positively impact the company in the future. On social media, they still pay attention to communication with consumers. Some consumers have direct messages (DM) to the official Jstro.id account, and the admin of that account still responds quite well to consumers. Even though the contents of the DM only discuss trivial things, they still try to reply so that good relations with consumers are maintained.

Then, regarding branding, social media focuses more on their tagline, namely "Quality, Economical, Complete." Information regarding the tagline is included in the bio on the current Jstro.id Instagram account. The word "Quality" emphasizes that the products they make in terms of goods and sewing must be considered and have good quality. Then the word "Complete" means that Jstro.id goods have many variations, from jackets, trousers, shirts, t-shirts, etc. Finally, the word "Save" means that their products have pocket-friendly prices, but that does not mean that the quality of the goods is reduced with economical prices. However, in terms of quality, Jstro.id still provides the best quality.

Then, in implementing Jstro.id's PR function, their digital marketing division has collaborated with an influencer or artist to promote their products. The form of cooperation is like paying the influencer and the company to send the product they want to promote for a certain period. According to the initial agreement, The influencer must promote the product in the form of content on social media or other media. At that time, Jstro.id used an artist, Syakir Daulay, as an influencer whose role was to promote its goods or products.

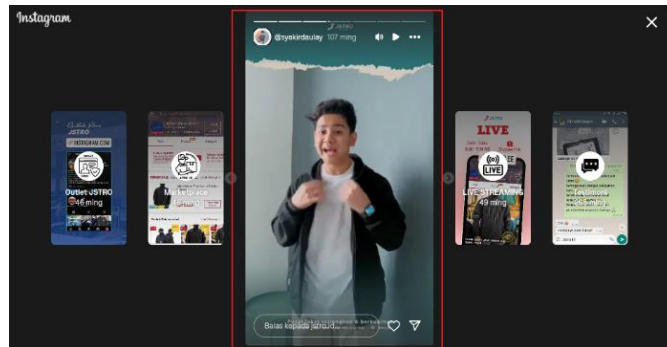


Figure 6. Screenshot of Jstro.id @syakirdaulay Instagram highlights

Source: Instagram @jstro.id

Syakir Daulay's Instagram story post is a form of agreement regarding their collaboration. This post was shared on several Jstro.id social media accounts such as TikTok and Instagram. At that time, the Jstro.id company had to wait one month after the goods were sent to be promoted via Instagram stories for several reasons, such as a waiting list from an influencer. However, it came back to the initial agreement on whether this was burdensome for both parties. The company must have previously considered all their needs and shortcomings just like they do when looking for influencers as their endorsement choice.

One of the reasons they endorse or collaborate with influencers is to fulfill Shopee's requirements so that their account can be registered as a Shopee Mall account. Of course, when a Shopee account is labeled "mall," their products can be guaranteed to be original, or the goods they produce are their own, which will also affect which will affect consumer trust. Apart from that, relationships with influencers positively impact product sales moreover, if the influencer has many followers and can also influence their audience. Then also Jstro.id in establishing relationships on social media, via Instagram.

Through the Instagram account @wonderfuljogja, they work together to promote their outlets in Jogja. The goal is to provide brand awareness to the audience. The @wonderfuljogja account now has 1.2 million followers. This post was uploaded on May 7, 2021, meaning it has been about 3 years since now, and the number of their followers at that time was fewer than it is now. Not only on Instagram accounts, but brands also post this content on TikTok and are members of the Jogja24jam group.

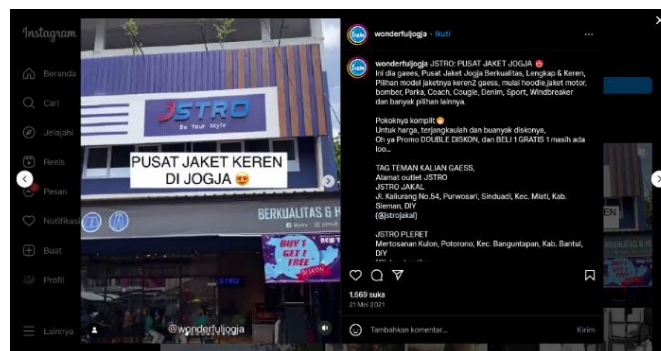


Figure 7. Screenshot of Jstro.id promotional posts, Instagram @wonderfuljogja

Source : Instagram @wonderfuljogja

In terms of branding via Instagram and other accounts, although in terms of interactions in the comments, there are not that many, the number of views is quite good, and now it has 1.6 thousand likes; of course, it provides branding or impact for the audience to get information about this local Jogja brand. In terms of sales, It also definitely has an impact because, from several comments, some say they will try looking at the offline store Jstro.id. So, for branding on social media itself, you need to attract external accounts with many followers. Moreover, they can package content that is as attractive as possible so that the audience will be interested in visiting the Jstro.id outlet.

3. Online Partnership Including Affiliate Marketing

In their Jstro.id online partnership marketing practice, to date; no one has established a long-term online partner relationship. However, they have an online partnership relationship with a contract, like affiliate marketing. Jstro.id utilizes its affiliate marketing in several marketplaces, such as Shopee, Lazada, and TikTok. From the system itself, this form of affiliate collaboration means they use third parties to promote and sell their products. Almost similar to collaboration with influencers, but affiliate collaboration is more cost-effective. However, in terms of company income, it increases and can also be a cheaper promotional medium because affiliates will get a commission when the product they promote or sell is purchased through the link they usually provide.

To take advantage of the affiliate feature on Shopee, just activate it in the Shopee application and choose which products they will promote through this affiliate. The interviews conducted by researchers showed that for the initial stage, they provided a budget of 15% to 20% for their products included in the best-seller category. Then, after they feel that their sales results are improving, their commission figures are reduced slowly to save a little on their promotional costs, likewise with the Lazada marketplace. Because Lazada is less busy than Shopee, they give a commission for some products on Lazada, which is around 5%. From there, Jstro.id tried to utilize the Shopee Live and TikTok Live features.

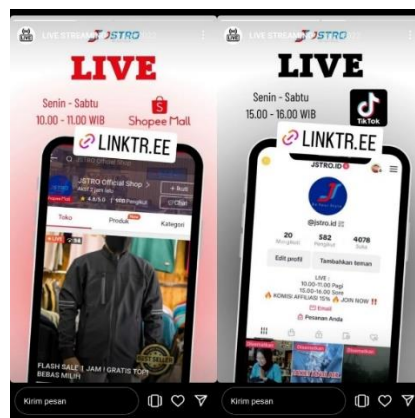


Figure 8. Screenshot of live Instagram highlights @jstro.id

Source: Instagram @jstro.id

They have used this live feature on Shopee; they live from Monday to Saturday 10.00 – 11.00 WIB and for TikTok the same days, but the hours are slightly different on TikTok; they have added hours, namely 15.00 – 16.00 WIB. LifeFreelance employees and affiliates usually fill the live itself. This is quite promising for your benefit through affiliate marketing. Compared to advertising with display ads in other media. However, this feature cannot be utilized optimally. Since COVID-19 yesterday, they have lost many employees and freelancers, so no one has filled the empty positions.

Apart from affiliate marketing, Jstro.id has also collaborated with sponsorship. From the results of interviews obtained by researchers, Jstro.id has entered and participated as a sponsor several times at certain events, including at Banguntapan High School. So Jstro.id distributes discount vouchers for several products, which they can later take to the nearest shop or outlet to claim. Then, shortly, he will become a sponsor at the Urip Iku Urup event, which will be held at the Jogokaryan Mosque, Yogyakarta. So they gave full sponsorship and provided 30 jackets which Ustadz Abdul Somad wore.



Figure 9. Screenshot of Instagram post @uripikuuruo.official
Source: Instagram @uripikuuruo.official

The image above is a jacket ordered at Jstro.id as a form of sponsorship provided by Jstro.id for this event. They provided 30 jackets for the committee, including Ustadz Abdul Somad. Then, the jacket was auctioned off to the participants who attended the event. Then, regarding the benefits they get, their logo is included in the sponsor ranks, as in the picture on the committee's special t-shirt. Of course, this has the impact of making their logo familiar to the audience and jackets they auctioned. Many of the event participants asked whether the jacket Ustad Abdul Somad wore was still in stock. Because the jacket they made was a limited edition specifically for this event, it is not available for sale. However, the raw materials are still available and can be customized according to consumer needs.

Apart from that, Jstro.id also visited the UIN Sunan Kalijaga Yogyakarta Campus. Coincidentally, there was an outlet close to the campus. They once participated as sponsors at one of their events, and the benefits they got were brand awareness and information at Jstro. You could order large quantities of jackets for groups, organizations, and companies. So, it positively impacts the company, as their brand can be widely known. Also, related to the information, Jstro.id has its convection, which allows uniform jackets to be ordered in large quantities.

4. Interactive Display Advertising

Display advertising, in practice, requires third parties such as publishers or social networks and advertisers to pay for ad placement. The goal is to provide consumer brand awareness, familiarity, and purchase intention. Researchers found that Jstro.id uses display advertising or interactive display advertising in its online marketing. They actively utilize display advertising in several media, but the main focus is on the marketplace, namely Shopee and Lazada. Currently, Tokopedia has not utilized this advertising feature.

In this display advertisement, Jstro. id utilizes the CPAS (Facebook Collaborative Ads) feature. CPAS is a form of cooperation between Facebook or the Meta Company and Shopee in running advertisements targeted or aimed at users in the Facebook Audience Network based on visit data in Shopee (Shopee, 2024)). Consumers' behavior on Shopee regarding the product they are looking for will be sent by Shopee to Facebook so that when consumers open Facebook, they will be recommended the product they are looking for.



Figure 10. Screenshot of the Jstro.id display advertisement on Instagram
Source: Researcher's Instagram homepage

In the picture above is an advertisement with a Jstro.id image from Shopee, which is part of Meta company, was advertised on Instagram. These results were obtained from the trials carried out by researchers by looking for jacket products and distributions on Shopee. When the researcher opened Instagram naturally without the researcher searching, advertisements from the Shopee account appeared. Of course, when we press the ad, it will be directed to the official Jstro.id account. The number of clicks will be calculated and included in the commission for display advertising costs on Shopee.

The display advertising used is based on research results that show that Jstro.id has not collaborated with display advertising through third-party websites. Currently utilizing CPAS to maximize their advertising. Sometimes, when a consumer asks a question via social media, the consumer will be directed directly to the website. Because on the website there are also many interesting promotions. Apart from that, some consumers do not want to avoid the hassle and order directly via WhatsApp.

For its costs, Jstro.id is currently utilizing display advertising in two marketplaces, namely Shopee and Lazada. At Tokopedia, they are not active in promoting their products with display ads. Ads cost on their marketplace every month, but this amount is not certain and fixed. There will be changes in the nominal amount every day. These costs are also influenced by the number of clicks made by consumers.

MARKATPLACE			
Shopee	Tokopedia	Lazada	Total
Rp172,000	Rp0	Rp50,400	Rp222,400
Rp171,700	Rp0	Rp50,900	Rp222,600
Rp168,800		Rp51,000	Rp219,800
Rp175,000	Rp0	Rp53,710	Rp228,710
Rp173,600	Rp0	Rp7,200	Rp180,800
Rp173,700	Rp0	Rp50,920	Rp224,620
	Rp0		Rp0
Rp311,300	Rp0	Rp102,400	Rp413,700
Rp100,000	Rp0	Rp50,810	Rp150,810
Rp100,000		Rp50,555	Rp150,555
Rp103,400	Rp0	Rp50,999	Rp154,399
Rp107,300	Rp0	Rp51,600	Rp158,900
Rp101,100	Rp0	Rp53,200	Rp154,300
	Rp0		Rp0
Rp212,700	Rp0	Rp102,100	Rp314,800
Rp99,700	Rp0	Rp52,540	Rp152,240
Rp65,200		Rp50,370	Rp115,570
Rp101,000	Rp0	Rp50,370	Rp151,370
Rp150,300	Rp0	Rp51,400	Rp201,700
Rp151,700	Rp0	Rp51,400	Rp203,100
	Rp0		Rp0
Rp300,700	Rp0	Rp101,200	Rp401,900
Rp150,000	Rp0	Rp50,050	Rp200,050

Figure 11. Display advertising costs on the Jstro.id marketplace
Source: Jstro.id official document

The picture above shows the costs of shop advertising each month, but these costs are uncertain and will change. On average, advertisements issued on Shopee are around IDR 154,000.00 per day for one month. In contrast to Lazada, they spend an average budget of IDR 50,000.00 to IDR 60,000.00 per day. If you look at these costs, there are currently more of them for display ads, and they are more active on Shopee Ads. Looking at this data, of course, more customers use their Shopee application to decide to buy products compared to other marketplaces they use. The results of this advertisement are based on the Jstro results.id interview. Within 3 months, they managed to sell approximately 500 products. This means that display advertising on Shopee gives them profits.

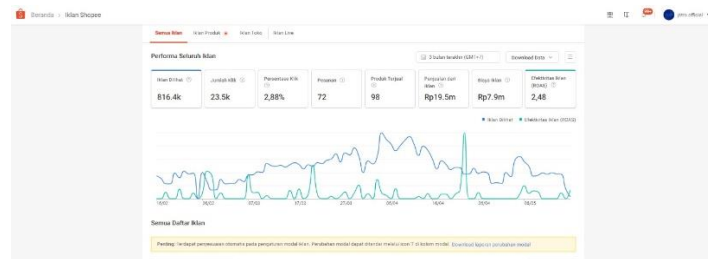


Figure 12. Statistics on performance data for all advertisements on Shopee

Source: Advertising data on the Jstro.id shopee account

The image above is data on the performance results of all advertisements used by Jstro.id for the last 3 months. The number of advertisements viewed was 816.4 thousand, with a click percentage of around 2.88%. Then, the number of advertising effectiveness compared to the advertisements seen is quite far, where the effectiveness from the graph results is below the number of advertisements seen. However, this advertising activity impacts sales results compared to the capital for 3 months of advertising; you could say they make a profit. So, seeing these advantages, Jstro.id needs to maximize this ad function to carry out promotions and sales.

5. Opt-In-Email Marketing & Mobile Messaging

Marketing via email is done by sending emails to consumers regarding product or service offers. Apart from that, it is also used to receive messages from consumers. Jstro.id they do not use email in their promotions or product offers. They only use their email for company purposes. For example, receiving a locker, including when someone orders jackets in large quantities, details of size, logo, and so on are sent via email. The Jstro.id email itself is officialjstro@gmail.com. Marketing via email is considered less effective in interacting with consumers. Because now, many types of platforms facilitate communication. Likewise, marketing via mobile messages or previously quite popular ones such as SMS (short messaging service) does not require an internet connection to send messages. Now that technological developments are increasingly advanced and the number of smartphone users is increasing, they can use many other platform options to send messages. One thing that Jstro.id uses is WhatsApp. This platform is similar to SMS, where users can send messages to other people, but requires an internet network to access them. The platform is increasingly developing and has many new features that facilitate users sending messages, images, and videos.



Figure 13. WhatsApp screenshot and Instagram testimonial highlight @jstro.id

Source: Instagram @jstro.id

Jstro.id uses WhatsApp as its channel for communicating with consumers. In addition, they offer products via WhatsApp. They also carry out several sales activities on WhatsApp, such as making

transactions. This makes it easier for them to communicate with consumers. To offer products from the WhatsApp platform, they use WhatsApp Blast. They use this feature with the broadcast function; that is, they can send messages simultaneously to many contacts or cellphone numbers saved in their cellphone contacts.

Jstro.id uses WhatsApp Blast to send messages to a thousand numbers daily. They do this to attract consumers in their cellphone contacts who also use WhatsApp as their communication medium. Some consumers were able to respond to the message well, even to the point where they were interested in ordering the product. There is no maximum limit for the amount they expect; however, several businesses are interested in placing an order. Apart from that, using WhatsApp also aims to establish good relationships with consumers.

6. Sosial Media & Viral marketing

Jstro.id, in its digital marketing, utilizes social media as one of the platforms they use to provide product-related information. Social media is also used to conduct marketing activities like interacting with consumers. The social media platforms they currently use are Facebook, Instagram, TikTok, and YouTube. Several social media platforms are currently the focus of their marketing, namely Instagram, but they still use other media. However, in terms of management, it still needs to be optimal.

The company's main focus in social media marketing is Instagram. Currently, their Instagram account has 16.1 thousand followers and 1,909 posts. This number can be said to be quite large compared to other social media that they use. Their last post was on June 11, 2024. This means the brand is actively spreading information about its products via Instagram. On Instagram themselves, they provide much information regarding their products and services.

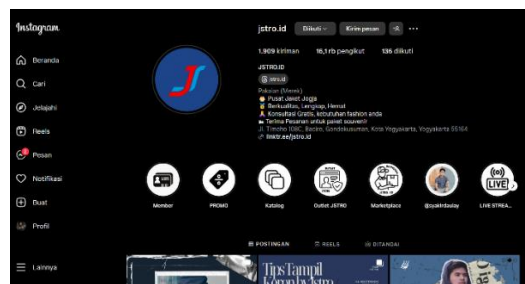


Figure 14. Jstro.id Instagram profile screenshot

Source: Instagram Jstro.id

The type of content they create is also quite diverse. On Instagram, they create two types of content: images, posters or infographics, and short videos. Until the last few days, researchers have found that their current content provides much information about products or more about selling products. Researchers have yet to find content containing entertainment or packaging their content according to market trends, such as their sales content, to see what is viral or of market interest. However, some of their content comes out of the product, for example, tips and tricks or participating in creating poster designs to congratulate them on big holidays. Then, in terms of design, their posts are quite interesting; all you have to do is determine a better concept for each product.

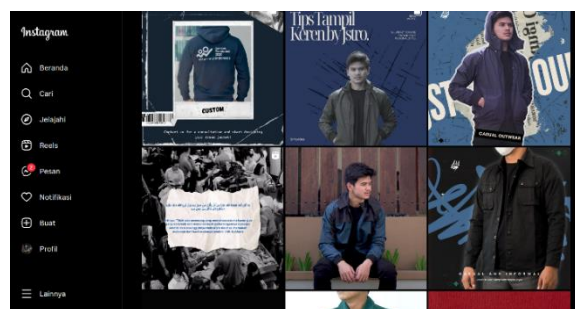


Figure 15. Screenshot of the Jstro.id Instagram homepage

Source: Instagram Jstro.id

Apart from Instagram, they have also used Facebook as a medium for promoting their products. As previously explained, one of them is that they also utilize the CPAS feature. Currently, jstro.id Facebook has 50 followers with around 22 likes. Their last post was around September 9, 2023, namely content in the form of video reels. This type of content on Facebook is similar to that on Instagram; sometimes, they post content in videos and graphic designs. However, now, Facebook Jstro.id is no longer active in uploading content, and it was in September 2023.

They will be active on Facebook around 2022, meaning they have been running for more than a year, but until now, they have yet to show maximum results in increasing their followers. Regarding sales, some have placed orders via Facebook, but Jstro.id usually directs consumers directly to the website or the Jstro.id marketplace. Apart from that, sometimes they see their consumers as people who do not need help understanding how to use the website or marketplace. , they help consumers to place orders via WhatsApp.

Then, they also used YouTube to promote their products, posting more on their YouTube shorts. Their YouTube channel, @jstroofficial, now has 84 subscribers and 59 videos. They have joined YouTube since 2018. It has been around 5 years. It can be seen that Jstro.id needs to be more serious about managing their YouTube. The number of subscribers who have yet to reach a thousand in 5 years is a problem. The content they also upload on YouTube has been uploaded on social media before, such as on Instagram Reels. They have one video post on YouTube, and the content is just a bumper for their live-streaming advertisement.

Then, they also use TikTok. One medium that has become quite active after Instagram is TikTok. In the current era, TikTok has become quite popular social media with many users. This social media also has various features used to support marketing activities, one of which is affiliate. Jstro.id on its TikTok account now has 619 followers with around 4,281 likes. This amount can be said to be low for an official store. The type of content itself is almost similar to the content on Instagram reels. TikTok is a social media platform that has the potential to upload content in the form of short videos. Sometimes, some content on TikTok media differs from that on Instagram, but their intensity in uploading content is rare.

From the discussion regarding the social media that jstro.id uses are currently active on Instagram. It can be seen that those active in providing information to their followers are on Instagram. Apart from that, their social media content is also uploaded to Instagram. Regarding the number of followers who have developed over the years on social media, they have yet to show a significant increase in views and likes.

3.2. Create a Discussion

1. Search Engine Marketing (SEM)

In its digital marketing strategy, jstro.id has used search engine marketing. From the amount of brand data, it can be found that statistically, the number of search engines is the largest choice of internet users. One that is often used is Google. So, business people who want to expand information about their brand also need to increase the amount of media that consumers, such as websites, can access. Jstro.id already has a website that is quite good in terms of information. However, consumers looking for products such as local fashion or jackets in the Jogja area need help finding this website.

SEM has two strategies to make the website easy for consumers or internet users to find. The first is search engine optimization (SEO). Jstro.id has also used SEO to manage its website so that certain keywords can be at the top of search results or SERP. Jstro.id also admitted they had previously used SEO with the keyword Jacket. The results were found by researchers when entering several keywords, including the word jacket. Found the results that the Jstro.id website can still not be at the top of the SERP.

Based on the data the author has explained in the results section, as of 1-7 May 2024, the largest number of visitors who visited the Jstro.id website was by typing the keyword Jstro.id, around 80%. The rest of those who search for Jstro.id also come from visitors who know about Jstro.id from other platforms or media. It can be said that the SEO carried out by Jstro.id could be more optimal. Several things that need to be done are improving the appearance of their website both in terms of

the network and the function of its features so that it can function well. It also increases the number of external links leading to the website to provide good statistical data on website visitor activity.

The second strategy is paid, namely Paid Search (pay-per-click) Marketing. Jstro.id has also used this PPC. They spend a budget of 1 million per day on PPC costs. Then the budget continued to decrease as their sales figures improved. Even though PPC is a paid method, it can also help optimize their website. It can help SEO with the number of clicks or visits to the website. However, it is a shame they cannot consistently take advantage of this PPC. Now, they no longer use PPC to manage their website.

Jstro.id's lack of consistency in managing its website makes the website's current condition difficult to find naturally by consumers looking for certain brands or fashion products, especially those in Jogja. In the future, the Jstro.id website can be managed well. In terms of display, it can also be developed to be quite attractive in the eyes of consumers. The problem found by researchers is that the human resources (HR) they use in managing their website are only assigned to one person. Of course, this amount is very burdensome for the worker.

To attract consumers' buying interest, some things make them interested or at least interact with the product, such as in terms of appearance on the website. Apart from that, there are also offers on the website. Then, external links can be included that can reach consumers widely. So that it gives them a sense of interest, and they look for this information on the official Jstro.id website. So that the information they get can be valid or have true value. This can also build the level of consumer trust in the Jstro.id brand.

2. Online Public Relations & Influencer Relationship Management

Jstro.id, in implementing its marketing strategy, needs to be improved in building relationships and collaborative relationships with external parties. One of the reasons is the need for a public relations department in company management. This makes several PR functions in the company fail to run well. Most of the relationships they build are carried out by several people in the company, such as their main director. However, they can still carry out PR functions, such as managing information they will share on their websites or social media.

The lack of PR in the company also affects the performance of employees who, in other fields, have to juggle their work, such as replying to comments on social media, building branding, and so on. A PR person in a company is very important because they have a function in branding or establishing external relationships. One of the aims of this relationship is to make the brand more widely known in society. Knowing the importance of the PR function in digital marketing, they have already had relationships with influencers. Even though this relationship is paid, companies that want to grow need this.

Jstro.id has collaborated with one of the influencers, Syakir Daulay. Now, he has 7.8 million followers on Instagram. This figure shows quite large numbers in marketing. Even though the number of followers was smaller than now when endorsed by Jstro. id, this would still positively impact the company's branding. Companies can use one option or method to make their brand widely known by endorsing artists or influencers with a large number of followers.

From this relationship, Jstro. id gets good benefits. His followers responded to promotional posts from Syakir Daulay by asking Jstro. id about the products promoted by Syakir Daulay. Some of Syakir's followers were interested in the Jstro.id products he promoted, so they placed orders for Jstro.id. This proves that the current form of collaboration with influencers has the potential to help the public know about the product. No need to wait for followers from official accounts; just pay influencers for our products to at least be widely known.

Apart from collaborating with influencers, Jstro.id has also established relationships with several Instagram accounts and millions of followers, including @wonderfuljogja. So, in 2021, they promoted the Jstro.id outlet in Jogja in the form of a short video. They also posted this content on several of their accounts, which are members of the Jogja24jam group. Not only on Instagram, but they also post it on their TikTok. Even though the results of this post were not widely commented on in terms of likes and views, there were enough of them so that the account followers at least knew about Jstro.id. In short, Jstro.id gets branding from this post.

They do not calculate the benefits of relationships with influencers or artists on social media in terms of numbers. This means the profits from this endorsement cannot be calculated in numbers. However, they are quite good and increasingly widely known in branding because building an Awernes brand requires quite a long time to determine the results of the relationship. Consumer behavior: When they see this post, they wait to decide; they first look for information and find out that there is a product called Jstro.id. From this knowledge, they can one day buy the product when needed and recommend it to their friends or family.

3. Online Partnership Including Affiliate Marketing

One form of partnership utilized by Jstro.id is affiliate marketing. They are active on several platforms in their affiliate marketing. Some platforms they have used are Shopee, Lazada, and TikTok. To activate this affiliate feature on Shopee, just set the settings in your Shopee account whether you want to activate this feature or not, likewise on Lazada and TikTok.

At Shopee itself, at the beginning, they could provide a budget for affiliates that could reach 20%, but as their sales at Shopee improved, this figure was lowered. Now, for affiliates on Shopee, their budget can be 10% per product. Likewise, with Lazada, the commission they pay affiliates is around 5% for each product. On TikTok, it is similar to marketplaces like Lazada and Shopee. For this affiliate feature, some of their affiliates ask for their products to be promoted. So the company gives them free products to promote.

The affiliate payment is where an affiliate gets a commission from their sales on social media. So, an affiliate has a sales link where when a consumer orders via their link, he gets a commission from the sale. Apart from that, they have also used the Shopee Live and TikTok Live features. The talent that fills this live section is freelance or non-permanent employees. It is a shame that life is no longer happening now. One reason is that more human resources are in the content creator section.

Based on the research results, marketing through affiliates has quite potential in the current era. In fact, from the results of interviews with Jstro, brands should maximize this affiliate more than conventional advertising because the results are uncertain. So, companies spend much money on online or offline media advertising, but the results still need to be made. It should also be noted that advertising in online or offline media can only be considered briefly regarding its benefits.

Furthermore, Jstro.id has become a sponsor at several events in building this partnership relationship. They have attended schools, campuses, Islamic boarding schools, and mosque events. One of the events they have sponsored is the Urip Iku Urup event at the Jogokarya Mosque, Yogyakarta. They provided support, namely by giving the committee 30 jackets. The profits they get cannot be calculated in numbers but in terms of branding so that their brand becomes familiar to the general consumer.

In terms of profits, it can also be said that many consumers asked about the jacket worn by Ustad Abdul Somad at the event, and this jacket became the jacket auctioned by Ustad Somad. This means that in terms of sales, they also make little profit. However, the product they want is unavailable, aka limited edition, because the jacket is made for that need, but they have the raw materials and are ready to order. From this relationship, it can be concluded that this sponsorship relationship benefits sales and brand awareness.

4. Interactive Display Advertising

One strategy that is also quite popular is display advertising. Now, many media facilitate advertising in their media. Such as Google Ads, Facebook Ads, and so on. Jstro.id currently also utilizes interactive display advertising. One of the features they use is CPAS. This form of collaboration between the Shopee marketplace and Facebook or the Meta company is utilized by Jstro.id; the system is that consumer behavior on Shopee is sent to Facebook or Instagram so that sometimes what we are looking for appears on our social media home page. Like the example that the researchers have explained in the results above.

Currently, Jstro.id uses display advertising in the marketplace, but no one uses it on websites or other media. From the display advertisements on social media, the link will direct to shop Jstro.id. So, for every number of ad clicks from Shopee on social media, they get a commission. Currently, Jstro.id spends advertising costs on Shopee of around IDR 154,000.00 per month. Apart from

Shopee, they also actively advertise on Lazada, but for Lazada, the commission they pay is quite small, namely around IDR 50,000.00 to IDR 60,000.00.

Overall, Jstro.id is around 215 thousand daily for one month. Suppose the total cost for ads on Shopee is around IDR 4,200,000.00 per month. In terms of profits, they are not instant. Jstro.id itself, in advertising on this marketplace, managed to sell around 500 units of its products in three months. It can be said that this display advertising also provides benefits in terms of sales. Apart from that, it also provides social media users with knowledge about Jstro.id brand.

Based on the data that has been explained in the results section, too. For advertising on Shopee, they made a profit of around IDR 11,000,000.00 from an initial capital of around IDR 7,900,000.00. This makes advertising on Shopee have a good impact on sales. This data is the result of one of their marketplaces. Meanwhile, they also have other marketplaces, such as Lazada. Then, if the results are calculated, they will benefit Jstro.id. So, the quality of advertising on the marketplace or social media needs to be improved to attract consumers' attention and positively impact sales figures and branding on the social media where they advertise.

5. Opt-In-Email Marketing & Mobile Messaging

Email marketing is currently not used by Jstro.id to provide product offers or interact with consumers. Now, many new media platforms provide facilities for interactive communication. Jstro.id uses their email only for formal needs such as receiving locker files. It is also used for data from consumers who order uniform jackets, such as size data, logo images, and so on, so they can be managed well in the design application Jstro.id uses.

Apart from that, Jstro.id also utilizes mobile massaging in their marketing activities. Currently, they do not use mobile messages, which we are more familiar with as SMS. The technological world is increasingly advanced, so industries must adapt and follow these developments. Jstro.id uses WhatsApp as its platform to offer products. The message is sent through their member number. So when consumers shop at Jstro.id they are offered to become members by providing data such as cellphone number and date of birth. The benefit for members is that there are discounts on several products.

Then, jstro.id on WhatsApp uses the feature WhatsApp Blast. This feature makes it easy for users to simultaneously send messages to many numbers, known as a broadcast message. Jstro.id, by utilizing their member data, can send the offer message to a thousand numbers a day. The impact of the offer from WhatsApp is that several consumers are interested in marketing, which can increase sales figures. Apart from that, messages from WhatsApp are also intended to establish communication with consumers, especially their members.

Several consumers who responded to the message also provided good feedback for the company. This interaction is very positive for the progress of a brand. So they are reminded and offered when there are new products and also when there are discounts. They can also place orders directly from WhatsApp. Their products also serve purchases via cash on delivery or COD. WhatsApp media is their choice for sending messages and product offers. Because it is also a popular platform and has many users too. Offers via WhatsApp also give the impression of being closer to consumers, and attractive offers cause consumers to be interested in making orders or purchases.

6. Social Media & Viral Marketing

Jstro.id uses its social media to carry out promotions or provide information related to its products. Their initial goal was to build social media, which could be their medium for providing information regarding the company's related activities. Jstro.id utilizes several social media platforms in its marketing activities, namely Instagram, TikTok, Facebook, and YouTube. However, it can be accepted that social media can now facilitate business people to promote and carry out marketing activities. They are actively uploading content on Instagram, followed by TikTok, but TikTok is less active than Instagram.

Now, they have 16.1 thousand followers on Instagram and 1,909 posts. Jstro.id joined Instagram in 2016. This means that it has been running for around 8 years now. The content on Instagram itself is quite diverse, namely content about products in the form of graphic designs or posters and also in the form of short videos. Their content regarding image design is quite interesting from a layman's perspective. Likewise, with their videos, they have been able to follow the trend a little. The

intensity of uploading content on Instagram is massive; the last post they posted was on June 11, 2024. This differs from other social media platforms like TikTok, Facebook, and YouTube.

TikTok itself has 619 followers and 4,281 likes. On TikTok, Jstro.id has been involved for about 3 years. It can be said that the number of followers and likes still needs to reach their target. For the type of content on TikTok, most of it is in the form of short videos because it adapts to the format of their platform. TikTok is one of the most popular social media platforms, so its use must be maximized. The content on TikTok should be able to adapt, such as keeping up with the times or things that are viral; conceptually, they can be applied and modified so that in terms of interest and entertainment, they can increase the number of views and likes.

A platform that is no less popular is Facebook. Facebook also facilitates its audience in carrying out marketing activities, one of which has also been explained previously. Jstro.id currently has 22 Facebook followers and is among the fewest among other social media. On Facebook, they need to be more active in uploading content. Their last post was in September 2023. This means that until now, they have yet to be active in managing their Facebook, likewise with YouTube.

Youtube Jstro.id now has 84 subscribers with 1 video and 59 short videos. From this number, it can be seen that Jstro.id still needs to be serious about managing its YouTube. Moreover, they have joined since 2018. Based on interviews conducted by researchers, YouTube will use YouTube as a documentation medium when certain events or occasions have a longer duration. As for the content itself, the content on TikTok, Instagram, and Facebook is the same. So, they create content for several social media platforms.

To attract consumer interest, you need to pay attention to several things, both in terms of the type of content and also the content of that content. Based on observations, researchers found that the content on Jstro.id, on average, could have been more interesting. Their aim is indeed to provide informative media for consumers. However, it is also important to pay attention to whether the content and concept that the brand creates can attract consumers' buying interest or at least give likes to each of their posts. If you look at the number of likes, it is also very small. Likewise, with the number of their views. So, the content and the way the content is packaged need to be paid attention to because this can influence consumers to make orders.

To manage content on social media, a special team of content creators is also needed, whose function is to be responsible for the content they create. Meanwhile, at Jstro.id itself, now the social media admin is only handled by a few people; coursework optimization will be reduced, and they will need extra time and energy to manage some of the content on each of Jstro.id's social media. The main goal is that the content we create is not only of informational value but can also influence consumers' interest in interacting with the product, even to the point of purchasing the product.

4. Conclusion

Jstro.id has implemented digital marketing in its marketing activities. Based on Dave Chaffey's digital marketing strategy, Jstro.id still needs to maximize its digital marketing strategy fully, as it needs more consistency in managing its website. This makes their website difficult for consumers to find naturally. Then, in establishing relationships with influencers, it is best to do this again to attract consumers and expand the brand name in the eyes of the audience. Besides that, collaborative relationships with affiliates are also optimized, such as in several marketplaces. The live feature, no longer available for several reasons, should be used again, as with display ads on their marketplace or social media. It must be optimized because it positively impacts the company's sales profits. In the future, it can also be maximized by increasing the number of advertising links directed to the website so that it can also help the website to be easily found by consumers by utilizing SEO. Apart from that, marketing via mobile messaging and social media.'

WhatsApp, which has become quite popular now, requires companies, especially Jstro. Id, to maximize its functions. Relationships with consumers, especially members, must also be maintained to maintain consumer trust in a brand. Then the Jstro.id social media is the current concern. They have several social media sites that could be better managed regarding content distribution; they are only active on Instagram, while other social media sites are not managed. In terms of content, it also needs to be noted that to attract consumer interest, there must be something that can make them

interested. Consumer interest needs to be a source of reflection for Jstro.id to improve the quality of their content. The long time it takes them to join social media should enable them to develop on social media, such as increased followers, views, and likes on their posts. So that, in the end, it can influence consumer buying interest.

The basic problem at Jsro.id is that researchers found that there needs to be more human resources (HR) experts in managing websites, and content creators need to manage their social media. Now, they only have one person in the digital marketing department, and that one person takes care of the marketplace, website, and social media. Of course, the insufficient number of workers makes their work less than optimal because they do not focus on one thing; even though they can still do it, it can be seen that the condition of social media needs to be managed better. To manage their digital marketing, Jstro.id needs to add workers who are experts in managing digital marketing for their website, social media, or marketplace. Because in influencing consumers to make purchases, there is something that can make them interested. So, in terms of offerings, product quality and content on social media need to be improved and developed well.

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