

Implementation of Digital Marketing in increasing sales at PT. Kombas Digital Internasional Commissioner and Young Berjaya Group Kebumen

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Abstract

This research aims to determine the implementation of digital marketing to increase sales by PT. Kombas Digital International Commissioner and Young Berjaya Group Kebumen. This research is motivated by the fact that there are still many companies operating in the digital sector that have been running and achieving success, but have experienced bankruptcy along the way. This research is field research with a qualitative approach with descriptive qualitative methods. Primary data sources in this research come from directors, division heads and employees. The data collection techniques used were interviews, observation, documentation and literature study. Data analysis techniques are carried out by inventorying or data collection, identification, analysis and interpretation. The research results show that the implementation of digital marketing increases sales at PT. Kombas Digital International Commissioner and Muda Berjaya Kebumen Group use 4 digital media platforms including 1) website by creating website articles, advertising the website and optimizing the website on Google and Google Ads, as well as creating a website according to keywords every day; 2) social media by following live TikTok social media trends, using paid advertising, creating interesting content and including clear contact information so that it is easy and quick to contact; 3) market place is carried out by optimizing the marketplace and 4) paid advertising by providing discounts or live streaming vouchers.

1. Introduction

Current technological developments have experienced rapid progress in almost all areas of life, including education, government institutions and companies or businesses. The use of technology in digital companies today can be done with various media that are widely available today. According to Agus Piranhamas, there are 11 digital marketing categories that can be used to carry out digital marketing to increase product sales including: 1) books, magazines, brochures or catalogues; 2) presentation or document; 3) photo or album; 4) location or map; 5) blog or website; 6) forum, group, academic or community; 7) film or video; 8) free classifieds; 9) facebook, instagram, tiktok; 10) events and 11) optimization or SEO [1]. Apart from that,

according to Cahyo Edi Widyatmoko as a digital marketing expert, he also explained that there are four media that can be used as digital marketing media including: 1) websites and maps; 2) marketplaces; 3) social media, 4) videos and forums or advertisements [2]. Of the many digital marketing media available, it can be used as a marketing medium to improve company products and services. However, not many companies know and utilize the various digital marketing media to market the company's products and services, so companies are not yet optimal in utilizing the various digital marketing media that are available.

Based on info.populix.com, there are five main causes of companies operating in the digital marketing sector going bankrupt, including not being accepted by the market, running out of funds, inappropriate team structure, being unable to compete and having difficulty determining prices [3]. Apart from that, there are many other startup companies operating in the digital marketing sector that were once famous and are now experiencing setbacks, including Airy Rooms, Fabelio, JD.ID, Sorabel, Stoqo, Qlapa, CoHive, Beres.id and so (CNBC Indonesia, 2023). Apart from that, there are many other startups that are also reducing mass layoffs during 2022, including Shopee Indonesia, GoTo, Ruangguru, Sirclo, Xendit, Sayurbox, TaniHub, Zanius, Link Aja, Pahamify, and Tokocrypto [5]. There are also other sources that add to the list of startups that went bankrupt in the form of online [6]. Meanwhile, according to katadata.id, the list of startups that have gone bankrupt include coworking space CoHive, grocery Tumbasin, GoFood Festival and GoLife, Elevania, fave, Danafix, DishServe, and Cars24 [7]. With many companies operating in the digital marketing sector experiencing bankruptcy, of course there are still many other companies operating in the digital marketing sector that are successful to date. However, the large number of start-up companies that are experiencing bankruptcy will not have much of an impact on the flow of investment nationally, as stated by the Minister of Investment Bahlil Lahadalia at the 2022 Investment Realization press conference in Jakarta, Tuesday 24 January 2023 [8].

Various companies operating in the digital marketing sector certainly have different ways of implementing digital marketing according to the products and services provided. However, in general digital marketing has so far been able to make a positive contribution to the company's development. This is in accordance with Felix Ardianto's research results which show that the implementation of digital marketing carried out via social media by Toko Nariyah Bakery has had a positive influence in increasing product sales results and is able to provide convenience in the promotion process [9]. Apart from that, the research results of Aditya Pramudyana and Budi Prabowo also showed positive results by implementing digital marketing carried out by HeyPearl Store Surabaya. This can be seen from the wider reach and more effective achievement of target markets [10]. Ahmad Wahidiyah Haedar's research results also show the significant impact of using social media platforms, email and websites effectively to reach target markets [11].

The implementation of digital marketing is also able to boost sales and increase the income of home industry players in Kota Pari village, Pantai Cermin District, Serdang Bedagai Regency [12]. Developing a shop website using SEO techniques makes it easier to search for shops in search engines so that digital marketing is better than conventional marketing [13]. To improve the quality of digital marketing, it can be done through websites, social media, social marketing, content marketing and digital advertising [14]. To make it easier to build and influence brand awareness among consumers and potential consumers, the Bangbeli application has also implemented digital marketing which is carried out by optimizing Search Engine Optimization (SEO) via Google Analytics and Google Keyword Planner to create more visual and persuasive company branding. DNA is responsive [15].

Apart from that, the use of social media implemented in Islamic boarding schools has also been proven to be able to increase sales of Etawa goat milk cultivation products [16]. The use of digital marketing tools as promotional media such as Facebook Marketplace, WhatsApp Business and Instagram by MSME Erni Cake and Cookies has also proven to help facilitate promotions and attract the attention of potential new buyers [17]. Marketing via websites and Instagram is also able to increase knowledge in marketing products via the internet by 85% of KUB Mutiara employees [18]. The implementation of digital marketing is also able to have a positive influence in increasing sales, brand, market reach and sales turnover in Yosu Preloved's business [19].

The use of digital marketing on Facebook and WhatsApp can also increase sales of peanut brittle products at the Duryati Rempyek UMKM in Battembat Village [20]. The application of digital marketing is also very effective in reaching customers for sales [21]. The application of digital marketing is also very important in building a business in a sustainable and long-term manner in the technological era [22]. The use of digital marketing as an Instagram promotional medium is also effective in providing information and communication with consumers which is carried out by TokecangUsedCloth [23] and the application of digital marketing has a positive impact on increasing sales of Arunasma Online Shop products [24].

Various existing research results indicate that implementing digital marketing to increase sales of company products and services through various media is very necessary, however, on the other hand, there are several companies that have failed or even gone bankrupt in the digital marketing field. Therefore, researchers are interested in conducting observations and research on the implementation of digital marketing in the Banyumas and Kebumen areas, Central Java, Indonesia. Based on researchers' observations and interviews with online business actors in the Banyumas area, namely PT. International Digital Commissioner and in the Kebumen area,

namely Muda Berjaya Group. These companies currently continue to exist and develop, so researchers are interested in conducting research on how to implement digital marketing by these two companies so that they are able to survive and develop in the midst of many companies experiencing bankruptcy.

This article discusses the application of digital marketing to increase sales at PT. Kombas Digital Internasional Commissioner and Young Berjaya Group Kebumen. The results of this research will show how companies implement digital marketing to increase sales using 4 (four) digital marketing media, namely websites, social media, marketplaces and paid advertising.

2. Materials and Methods

This research is a field study with a qualitative research approach. The research method used is a qualitative descriptive method. The data source comes from company managers at PT. Purwokerto International Digital Commissioner and Young Berjaya Kebumen Group. The data collection techniques used were interviews, observation, documentation and literature study. The data analysis technique uses descriptive analysis techniques through inventory or data collection, identification, analysis and interpretation. Research indicators use four digital marketing media, namely websites, social media, marketplaces and advertising.

3. Results and Discussion

3.1 General findings on the company

3.1.1 Company history

PT. Kombas Digital Internasional is located at Perum Griya Satria Mandalatama Block 2a No.2, Karanglegas Kidul, Banyumas, Central Java. This company is motivated by the existence of a community where online businesspeople can learn in the Banjarnegara, Purbalingga, Banyumas, Cilacap and Kebumen (Barlingmascakep) areas. KOMBAS itself stands for "Greater Banyumas Online Business Community" [27]. Meanwhile, the Muda Berjaya group is located at Dukuh Krangwuni Rt. 02/03 Purwodeso Village, Sruweng Kebumen, Central Java. Founded in 2016, the background to the founding of Mudaberjaya is as a forum or business unit organization in the field of online marketing that focuses on creative products for local MSMEs so that they can compete in the domestic and export markets and create employment opportunities for around [28].

3.1.2 Company Vision, Mission and Goals

PT. Kombas Digital Internasional Banyumas has a company vision of "To become a national scale trading company based on knowledge and technology, the company mission includes; 1) develop employee competencies or resources on an ongoing basis; 2) maintain trade ethics and Standard Operating Procedures in its operations to achieve excellent service in its business activities; (3) create and realize an operational system that is as perfect as possible; and (4) continuously increase company assets and the company's goal of "Becoming a national scale trading company based on knowledge and technology" [29]. At Muda Berjaya, the Kebumen group has a company vision of "Becoming a reliable and trusted digital marketing company", the company mission includes; 1) Become a top marketer of local products; 2) Building professional and reliable human resources in the field of internet marketing; and 3) Wholehearted customer service and the company's goal of "Useful for improving the economy of local product SMEs so they can compete in the global market" [28].

3.2 Products and services sold

The products and services provided by PT. Kombas Digital Internasional Banyumas includes the following 4 services [27].

- a. Industrial Class with Vocational School. This program is carried out as a form of company collaboration with Vocational High Schools (SMK) which includes various skills programs such as Office Administration, Marketing, Multimedia, Computer and Network Engineering.
- b. Digital Field Training. This program is carried out as a form of company cooperation with the community. The aim is to educate the public in the field of digital marketing, training and improving business performance, certification, work preparation and other digital marketing activities.
- c. Digital Agency Services. This program is a service aimed at people or companies who want to go digital quickly and easily, such as creating digital media, whether photos, designs or videos), creating digital accounts for business, managing digital accounts and so on.
- d. Software Development & Erp. This program is aimed at people or companies who want to digitize data and business activities in a recorded and secure manner by building applications independently.

Meanwhile, Muda Berjaya Group Kebumen sells products in the form of:

- 1) Craft items made from bamboo such as hoods, baskets, baskets, and the like. Apart from that, various crafts made from coconut fiber are also available, such as kessed, flower pots and so on.
- 2) Services include internet marketing training such as how to build a shop in the marketplace, how to advertise in a fully powered marketplace and how to optimize the company's website and social media.

3.3 Implementation of digital marketing in the company

The following is the implementation of digital marketing carried out by the company through the following digital media platforms.

- a. Website. Application of digital marketing to increase sales made via the website at PT. Kombas Digital Internasional Banyumas by means of products related to the needs of other companies. Apart from that, PT. Kombas Digital Internasional Banyumas also provides advertising services via websites, either by creating articles on websites or optimizing on Google or (ads) via Google so that consumers can easily find companies on search engines.

The website services implemented at PT. Kombas Digital Internasional Commissioner in the form of the following website [27].

- 1) Website creation services, namely services or services provided through a website so that products are easily displayed on the website, easy to access, have wider marketing opportunities and can be accessed throughout the region.
- 2) Website management services, namely website services or services aimed at companies that already have a website but its existence cannot be optimized so it needs to be managed regularly so that it has optimal function.
- 3) Website design services, namely services aimed at companies that want to create website designs so that the company has a website as the company's official representative in the digital world.

Meanwhile, at Muda Berjaya Group Kebumen, digital marketing is implemented by making website posts according to product keywords every day.

- b. Social Media. Application of digital marketing to increase sales via social media at PT. Kombas Digital Internasional Commissioner by following marketing trends on social media which are currently trendy, for example following live TikTok. Apart from that, we also carry out paid advertising (ads) to expand the reach of posts and make it easier for consumers to find companies and use interesting content, optimize accounts and advertise.

The following are the social media services provided by PT. Kombas Digital Internasional Commissioners include:

- 1) Instagram management services, namely company services that provide information about various new products, services and promotions via Instagram as a marketing breakthrough.
- 2) Social media design services where services are aimed at creating social media designs as effective product marketing media.
- 3) Instagram advertising services are services aimed at internet users who will advertise company products and services.
- 4) Digital marketing services, namely services aimed at marketing products via social media.

Meanwhile, at Muda Berjaya Group Kebumen, the implementation of digital marketing via social media is carried out by creating marketing content that is attractive and easy for potential buyers to find and providing clear contact information on social media. This aims to make potential buyers interested and easy to contact the company if they are interested and need products and services (Oktani Fungsiana, 2023).

- c. Marketplace. Implementation of digital marketing to increase sales made through the marketplace at PT. Kombas Digital Internasional Banyumas by optimizing the marketplace so that consumers can easily find us and optimize the marketplace. Meanwhile, at Muda Berjaya Group Kebumen, the implementation of digital marketing through the marketplace is carried out by means of paid advertising and voucher discounts as well as live streaming. This is because without paid advertising, shop traffic is less busy, which automatically affects sales in the marketplace.

Advertisement. Application of digital marketing to increase sales through advertising at PT. Kombas Digital Internasional Banyumas by optimizing the marketplace so that people can easily find us and optimize the marketplace. Meanwhile, at Muda Berjaya Group Kebumen, digital marketing is implemented by means of paid advertising and voucher discounts as well as live streaming via the marketplace.

4. Discussions

Based on the results of research conducted at the company PT. Kombas Digital Internasional Banyumas and Muda Berjaya Group Kebumen showed that the company was using a digital marketing platform to increase sales of the company's products and services.

PT. Kombas Digital Internasional Banyumas implements a website to increase sales of its products and services, such as providing website creation services, website management services, website design services, website advertising, creating website articles and optimizing Google websites and adding Google. Likewise, Muda Berjaya Group Kebumen provides website creation services according to keywords every day. This is in accordance with the results of research conducted by Ahmad Wahidiyah Haedar (2023) that websites are effective in reaching market targets. Apart from that, the research results of Rakhmadani and Arum (2022) show that website development is more effective for increasing sales, websites can improve marketing quality [14] websites are also able to increase product marketing via the internet [18].

This is in line with the results of research conducted by Ahmad Haedar (2023) which shows the positive impact of using social media, email and websites to increase sales. Thus, the two companies, both PT. Kombas Digital Internasional Banyumas and Muda Berjaya Group Kebumen also use social media to increase sales.

Implementation of the website by PT. Kombas Digital Internasional Kombas is carried out using social media to reach a wider market. These results are in accordance with research conducted by Felix Ardianto (2023) who used social media for the promotional process at the Nariyah Bakery Shop. The application of digital marketing is also used to reach a wider market, such as the results of research conducted by Aistya Pramudyana AND Budi Prabowo (2023) at HeyPearl Store Surabaya.

Meanwhile, the implementation of social media implemented at PT. Kombas Digital Internasional Commissioner by following social media marketing trends using live social media and paid advertising. Apart from that, the company also provides Instagram management services, social media design services, Instagram advertising services and digital marketing services. Implementation of the use of social media at the Muda Berjaya Group Kebumen by creating interesting content on social media and including clear information and contacts so that they are easy and quick to contact. Based on the social media implementation used by the two companies, it has been proven to be able to increase sales of the company's products and services. This is in accordance with the results of research conducted by Felix Ardianto (2023) who conducted research at the Nariyah Bakery Shop. Likewise, the results of Ahmad Wahidiyah Haedar's research (2023) show that the use of social media has a positive effect on target market reach. The research results of Adhistian et al (2022) also show the effective results of using social media to increase product sales.

The implementation of the marketplace at both companies was also carried out to increase product and service sales. At PT. Kombas Digital Internasional Commissioner, the use of the marketplace is done by optimizing the marketplace, while for the Muda Berjaya Kebumen group it is done by means of paid advertising, providing discounts or vouchers and live streaming. So, both digital marketing companies use the marketplace to increase product and service sales. This is in line with the results of research conducted by Nasrullah and Abdullah (2022) which shows that optimization can make companies more visually attractive, persuasive and responsive. Apart from that, research conducted by Yuliana et al, (2023) shows that using a marketplace can facilitate promotions and attract daily customers.

The advertisements carried out by PT. Kombas Digital Internasional Banyumas takes the form of optimizing the website, social media and marketplace, while at Muda Berjaya Group Kebumen by optimizing the marketplace. So based on the research results, it shows that the two companies that were researched used advertising to increase product and service sales turnover.

Based on the discussion that has been described, it was found that the use of digital marketing through websites, social media, marketplaces and advertising has been able to have a positive influence on increasing sales. This is in accordance with the research results of Aditya Pramudyana and Budi Prabowo (2023) who implemented digital marketing to reach the market, able to boost sales according to the research results of Sanny et al (2023) and Golan Hasan, et al (2022), reaching customers for sales [21] and is very important for building a sustainable and long-term business [22].

Thus, companies that are active in the digital marketing sector so that the company can develop can implement digital marketing platforms in the form of websites, social media, marketplaces and advertising to increase sales.

5. Conclusion

Implementation of digital marketing carried out by PT. Kombas Digital Internasional Commissioner and Muda Berjaya Kebumen Group implement 4 digital marketing media including websites by creating website articles, advertising websites and optimizing websites on Google and Google Ads, as well as creating websites according to keywords every day. The implementation via social media is carried out by following live TikTok social media trends, using paid advertising, creating interesting content and including clear contact information so that it is

easy and quick to contact. Marketplace and advertising implementation is carried out by optimizing the marketplace, paid advertising, providing discounts or live streaming vouchers.

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