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Digital Marketing in Supporting Sales Activities: Implementation at Bucini Yogyakarta

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Abstract: The rapid development of digital technologies has encouraged Micro, Small, and Medium Enterprises (MSMEs) to integrate digital marketing into their business strategies to enhance competitiveness and broaden market access. Despite its growing adoption, the outcomes of digital marketing implementation vary considerably among MSMEs and do not consistently translate into higher sales performance. This study investigates the implementation and effectiveness of digital marketing at Bucini Yogyakarta, examines the opportunities and challenges associated with its application, and proposes strategies to optimize its use. A qualitative case study approach was employed, with data collected through in-depth interviews with three key informants, direct observation of the company's digital marketing activities, and document analysis. The data were analyzed using the interactive procedures of data reduction, data display, and conclusion drawing, while source and method triangulation were applied to enhance the credibility of the findings. The results indicate that Bucini utilizes Instagram, TikTok, WhatsApp Business, its official website, and online marketplaces as an integrated digital marketing ecosystem, with each platform fulfilling a complementary role. The strategy has proven effective in strengthening brand awareness, expanding promotional reach, and increasing customer engagement, although its contribution to sales growth remains limited. This limitation is associated with the characteristics of Bucini's niche market, limited human resource capacity, and inconsistent digital content management. The study therefore recommends strengthening educational content, improving social media management, enhancing the company's website as a direct sales channel, and expanding dedicated digital marketing personnel to improve overall marketing effectiveness.

Keywords: Digital Marketing; MSMEs; Sales Activities Social Media; Bucini.



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A. Introduction

The rapid advancement of information and communication technology has fundamentally transformed marketing practices, particularly among Micro, Small, and Medium Enterprises (MSMEs). The widespread adoption of the internet and digital platforms has accelerated the transition from conventional marketing approaches to digital marketing strategies. This transformation enables businesses to reach broader markets, strengthen customer engagement, and disseminate product information more efficiently. As digital media becomes increasingly integrated into consumers' daily lives, digital marketing has emerged as an essential strategy for MSMEs to enhance competitiveness and sustain business performance in the digital economy. Beyond expanding promotional opportunities, digital marketing allows businesses to engage potential customers regardless of geographical boundaries. Through platforms such as Instagram, TikTok, websites, online marketplaces, and WhatsApp Business, companies can establish interactive communication with consumers while reinforcing brand identity. According to Kiromah and Nuryami (2024), digital marketing refers to marketing activities that utilize digital technologies and internet networks to introduce, promote, and distribute products more effectively. Similarly, Wirayanti (2024) argues that digital media contributes to wider market reach, faster dissemination of product information, and stronger relationships between businesses and their customers.

Despite these advantages, the implementation of digital marketing among MSMEs is often constrained by several organizational challenges. Limited human resources, inadequate capabilities in digital content management, and insufficient utilization of analytics tools and paid advertising frequently hinder the effectiveness of digital marketing initiatives. Consequently, digital platforms do not always generate meaningful improvements in sales performance. These conditions indicate that successful digital marketing depends not only on the adoption of digital platforms but also on effective content strategies, a clear understanding of target market characteristics, and the firm's ability to optimize

each digital channel. Bucini Yogyakarta, an MSME specializing in premium leather products, has incorporated digital marketing into its business strategy by utilizing multiple digital platforms, including Instagram, TikTok, its official website, online marketplaces, and WhatsApp Business. Each platform serves a distinct strategic function. Instagram is primarily employed to strengthen brand identity and showcase product catalogs, TikTok is used to deliver engaging and educational content, while WhatsApp Business facilitates direct customer communication and transaction processes. Findings from observations and interviews indicate that Bucini's digital marketing practices have successfully increased brand awareness, expanded promotional reach, and improved customer engagement. However, these achievements have not yet translated into substantial sales growth. Most transactions continue to originate from existing customers, whereas sales generated through digital channels remain relatively limited. Furthermore, the company faces several operational challenges, including limited human resources, difficulties in adapting to rapidly evolving social media trends, and suboptimal management of several digital platforms.

Previous studies have explored the application of digital marketing in MSMEs. Nugraha (2024) found that digital marketing enhances product visibility and supports business sustainability through the effective use of digital media. Likewise, Salsabila (2023) reported that the utilization of multiple digital platforms facilitates marketing communication and broadens promotional outreach for MSMEs. Nevertheless, these studies primarily focus on digital marketing as a promotional tool and provide limited discussion regarding the effectiveness of individual digital platforms in driving sales performance, particularly for MSMEs operating within niche markets such as Bucini. Accordingly, this study seeks to provide a more comprehensive understanding of digital marketing implementation by examining its effectiveness, identifying the opportunities and challenges encountered, and proposing optimization strategies for premium fashion MSMEs. Based on this background, the present study aims to analyze the implementation and

effectiveness of digital marketing at Bucini Yogyakarta in supporting sales growth, identify the opportunities and challenges associated with its implementation, and formulate optimization strategies that align with the company's characteristics and business conditions. The findings are expected to enrich the digital marketing literature on MSMEs while providing practical recommendations for business owners seeking to optimize digital media as an integral component of their marketing strategies.

B. Methods

This study employed a qualitative approach using a case study method to obtain an in-depth understanding of the implementation and effectiveness of digital marketing practices at Bucini Yogyakarta. A qualitative case study was considered appropriate because the research sought to explore not only the outcomes of digital marketing but also the underlying processes, experiences, and contextual factors influencing its implementation within the company. By focusing on a single MSME, this approach enables a comprehensive examination of digital marketing practices in a real-world business setting. The study utilized both primary and secondary data sources. According to Rijali (2019), primary data are collected directly from informants, whereas secondary data are obtained from relevant documents and literature. Primary data were gathered through in-depth interviews with three informants who were directly involved in managing Bucini's digital marketing activities. Secondary data were derived from company documents, academic journals, and other relevant literature on digital marketing. Data were collected through in-depth interviews, direct observations, and document analysis to obtain a comprehensive understanding of Bucini's digital marketing implementation. The collected data were analyzed using the interactive model proposed by Miles et al. (2014), which consists of data reduction, data display, and conclusion drawing. To ensure the trustworthiness of the findings, this study employed both source triangulation and method triangulation by comparing evidence obtained from interviews, observations, and documentation, thereby enhancing the

credibility and validity of the research results (Susanto et al., 2023).

C. Result and Discussion

1. Implementation of Bucini Digital Marketing in Increasing Sales

The findings indicate that Bucini has implemented an integrated digital marketing strategy by utilizing multiple digital platforms, including Instagram, TikTok, WhatsApp Business, its official website, and online marketplaces. This strategy has been more actively developed since 2019 in response to the rapid growth of digital media usage and shifts in consumer behavior toward online information seeking and purchasing. Each platform performs a complementary role within the company's digital marketing ecosystem. Instagram serves as the primary channel for product promotion and brand building, while TikTok is used to deliver educational and engaging content that enhances audience interaction. WhatsApp Business facilitates direct communication and transaction processes with customers, whereas the official website and online marketplaces function as supporting channels by providing comprehensive product information and alternative purchasing options.

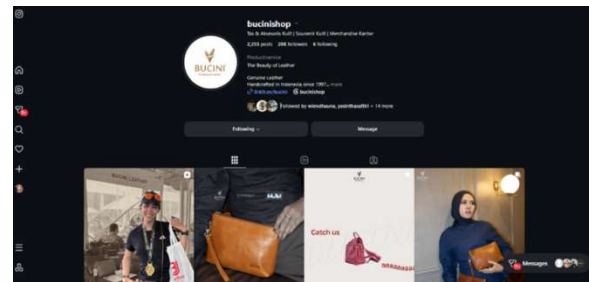


Figure 1. Official Account Instagram Bucini

Source: @bucinishop

The implementation pattern adopted by Bucini demonstrates that its digital platforms operate as an integrated marketing communication system rather than as independent channels. Content published on Instagram and TikTok primarily functions to direct potential customers to WhatsApp Business, where product inquiries, consultations, and purchasing transactions are completed. In this framework, social media serves as the initial customer touchpoint, while direct communication through WhatsApp

Business constitutes the primary sales channel. However, because Bucini relies predominantly on organic marketing without utilizing paid advertising or integrated marketing analytics, the company has not been able to accurately assess the individual contribution of each platform to sales performance. These findings are consistent with the digital marketing concepts proposed by Kiromah (2024) and Wirayanti (2024), who define digital marketing as the use of digital technologies and internet networks to introduce, promote, and distribute products without geographical or temporal limitations. In the context of this study, digital platforms extend beyond their promotional function by facilitating broader marketing communication and strengthening Bucini's brand presence within an increasingly digital marketplace. This suggests that, for MSMEs, digital marketing has evolved from a promotional tool into a strategic component of organizational marketing communication.

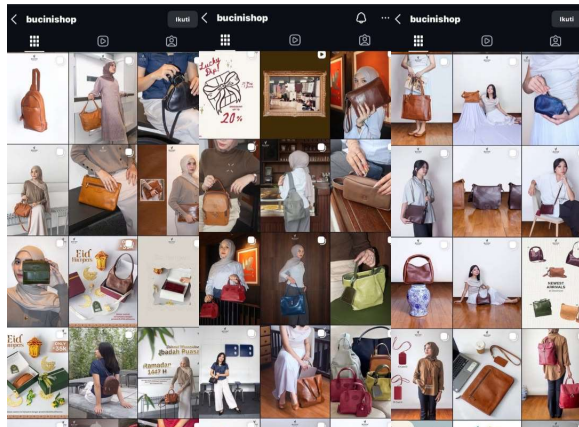


Figure 2. Feeds Instagram

Source: @bucinishop

The functional differentiation across platforms further supports the findings of Hidayatullah et al. (2023), who argue that social media enables businesses to establish more interactive communication than conventional marketing channels. At Bucini, Instagram is primarily utilized for branding and digital product catalogues, whereas TikTok focuses on increasing audience engagement through educational content, responses to customer inquiries, and information about the characteristics of premium leather products. Meanwhile, WhatsApp Business provides

personalized customer service by supporting product consultations and facilitating the ordering process, thereby strengthening customer relationships throughout the purchasing journey.

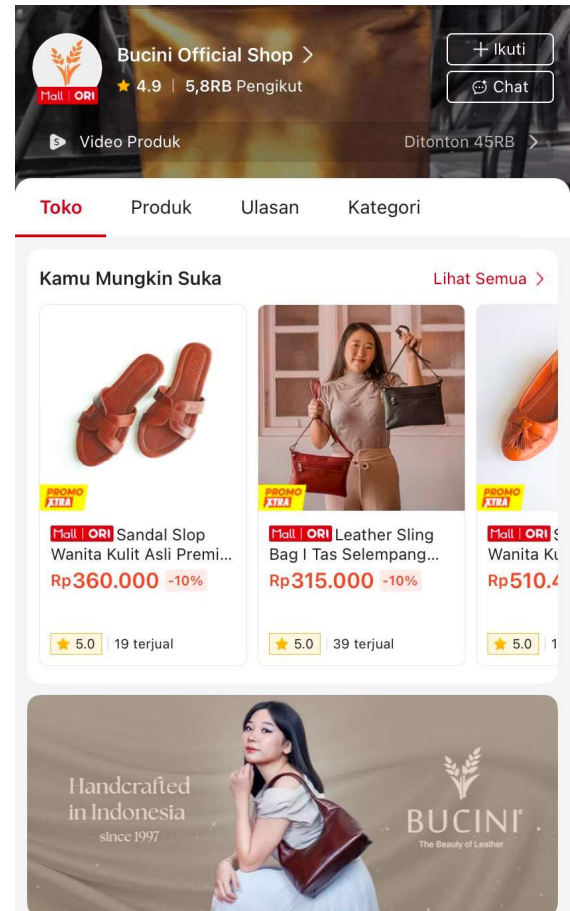


Figure 3. Akun Shopee Bucini

Source: @Bucini Official Shop

Although Bucini has adopted multiple digital platforms as part of its marketing strategy, the findings reveal that its digital marketing implementation differs from the ideal practices described in the literature. Adiyono et al. (2021) and Rozaq et al. (2023) argue that the effectiveness of digital marketing channels is generally evaluated through analytics, paid advertising, and sales conversion metrics. In contrast, Bucini has not yet implemented these mechanisms, making it difficult to determine the individual contribution of each platform to sales performance. Instead, the company relies primarily on organic reach, with WhatsApp Business serving as the central channel for

customer communication and purchasing activities. These findings suggest that digital marketing practices among resource-constrained MSMEs exhibit distinctive characteristics compared with organizations that employ more sophisticated digital marketing systems. At Bucini, Instagram, TikTok, the official website, and online marketplaces function primarily as awareness and information channels, while WhatsApp Business acts as the focal point for customer interaction and transaction completion. This integrated approach resembles a simplified marketing funnel in which multiple digital platforms work collectively to generate brand awareness, stimulate consumer interest, and guide prospective customers toward purchase decisions.

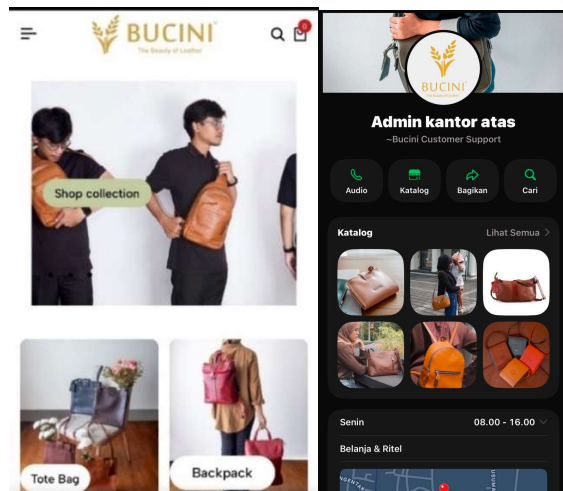


Figure 4. Website Bucini & WhatsApp Business Bucini

Sorce: bucini.id

The present study also extends the findings of Nugraha (2024) and Salsabila (2023), who emphasize the contribution of digital platforms to MSME marketing communication. Specifically, this research demonstrates that, within the premium fashion sector, digital marketing serves not only to expand promotional reach but also to cultivate long-term customer relationships and reinforce brand image. Accordingly, Bucini's digital marketing should be viewed not merely as a promotional activity but as an integrated communication strategy that coordinates multiple digital platforms to support business sustainability in an increasingly competitive market.

2. The Effectiveness of Utilizing Digital Marketing in Increasing Sales

The effectiveness of Bucini's digital marketing strategy was evaluated using the indicators proposed by Atmojo and Amri (2024), namely target accuracy, achievement of marketing objectives, customer engagement, and contribution to sales growth. The findings indicate that Bucini's digital marketing initiatives have successfully supported most of the company's marketing objectives, although their impact on sales performance remains limited. This suggests that, for MSMEs operating in the premium leather industry, digital marketing effectiveness should be assessed not only through financial outcomes but also through its ability to strengthen customer relationships, enhance brand visibility, and expand marketing communication. Target accuracy emerged as one of the strongest indicators of Bucini's digital marketing effectiveness. The company has aligned its use of Instagram and TikTok with the characteristics of its target market, consisting of consumers interested in premium leather products who actively seek product information through digital media before making purchasing decisions. Instagram primarily functions as a platform for showcasing product collections and reinforcing brand identity, whereas TikTok is utilized to reach a broader audience through educational and interactive content. This platform allocation reflects an understanding of customer information-seeking behavior and supports the company's efforts to reach its intended market segment.

These findings are consistent with the target accuracy dimension proposed by Atmojo and Amri (2024), which emphasizes that digital marketing effectiveness depends on selecting communication channels that match consumer characteristics. The results also support the findings of Talib and Sari (2024), who argue that the consistent use of social media enhances brand exposure while enabling MSMEs to reach more clearly defined market segments. Nevertheless, the study found that Bucini's customer base remains concentrated in Central Java, the Special Region of Yogyakarta, West Java, and parts of Kalimantan, indicating substantial opportunities to expand its market presence across other regions of Indonesia.

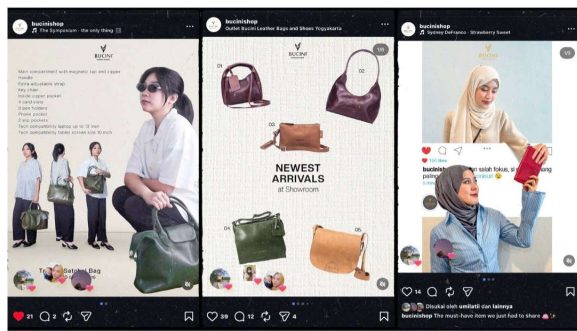


Figure 5. Konten Branding Instagram

Source: @bucinishop

The second indicator concerns the achievement of marketing objectives. The findings reveal that Bucini's primary objective in adopting digital marketing is not to generate immediate sales but to strengthen brand identity, maintain the company's market presence, and enhance brand awareness. Accordingly, its digital marketing activities emphasize communicating the distinctive characteristics of Bucini's premium leather products, reinforcing positive perceptions of product quality, and maintaining relationships with existing customers. Although the company has experimented with paid advertising, these initiatives did not produce a significant increase in transactions. As a result, Bucini prioritizes long-term brand development over short-term sales-oriented promotional campaigns. From the perspective of the framework proposed by Atmojo and Amri (2024), Bucini has successfully achieved its marketing objectives because its digital marketing strategy effectively supports the company's core goals of strengthening brand awareness and sustaining its visibility in the digital marketplace. This finding is consistent with Talib and Sari (2024), who argue that the effectiveness of digital marketing among MSMEs should not be assessed solely through revenue growth but also through its contribution to brand image, promotional reach, and consumer trust. Audience engagement represents another important dimension of digital marketing effectiveness. The findings indicate that Bucini actively utilizes social media features to facilitate two-way communication with customers by responding to TikTok comments through video content, interacting via Instagram Stories and direct messages, and directing customers to WhatsApp Business for consultations and

purchasing. These practices have increased content visibility and encouraged higher levels of audience interaction. Furthermore, the company has expanded its use of short-form video content (Reels), recognizing its greater ability to generate reach and engagement compared with static image posts.

These findings support Azhari and Ardiansah (2022), who suggest that the success of social media marketing can be evaluated through audience engagement, including user responses, comments, and interactions between businesses and customers. Likewise, Komaeni (2023) emphasizes that social media strengthens customer relationships by enabling more intensive and continuous communication than conventional marketing approaches. The increased number of content views, customer responses, and interactive communication observed in this study therefore indicates that Bucini's digital marketing strategy has effectively fostered stronger relationships with its customers.

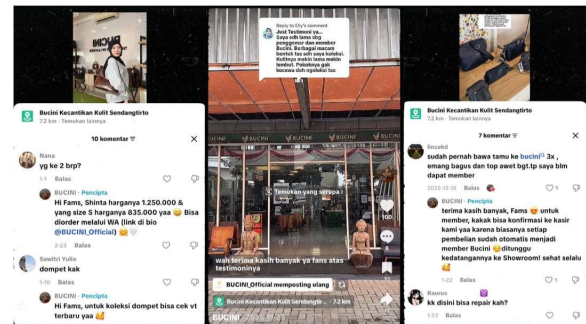


Figure 6. Comments TikTok

In contrast to the three preceding indicators, the contribution of digital marketing to sales performance remains limited. Interview findings indicate that sales generated through digital channels account for only approximately 10–20% of the company's total revenue, while most transactions continue to occur at the physical showroom. Moreover, purchases made through Instagram, online marketplaces, and WhatsApp Business are predominantly completed by existing customers who were already familiar with Bucini's product quality. These findings suggest that higher audience engagement does not necessarily translate into increased sales conversions. According to the framework developed by Atmojo and Amri (2024), the

impact on sales is the only indicator that has not been fully achieved. Nevertheless, this finding is consistent with Komaeni (2023), who argues that the success of digital marketing among MSMEs should not be evaluated solely by short-term sales growth but also by its ability to expand promotional reach, strengthen customer relationships, and increase brand awareness. In Bucini's case, digital marketing therefore functions more effectively as a means of reinforcing marketing communication and sustaining customer loyalty than as a primary driver of sales growth.

Overall, the findings demonstrate that Bucini's digital marketing strategy has been most effective in strengthening brand identity, enhancing brand awareness, and fostering customer engagement. This study further indicates that, for MSMEs operating in the premium leather product sector, the effectiveness of digital marketing should be evaluated using broader performance dimensions rather than relying exclusively on financial outcomes. These dimensions include the ability to build consumer trust, maintain customer loyalty, and sustain brand presence within an increasingly competitive digital marketplace.

3. Opportunities and Challenges of Digital Marketing at Bucini

The findings indicate that digital marketing provides several strategic opportunities for Bucini in supporting its marketing activities. One of the most significant benefits is the company's enhanced ability to maintain brand presence while expanding the dissemination of product information to a wider audience. By utilizing digital platforms such as Instagram, TikTok, its official website, and WhatsApp Business, Bucini can continuously introduce its products without relying exclusively on conventional promotional activities. Furthermore, these platforms enable the company to reach prospective customers across different regions, extending access to product information beyond visitors to its physical showroom.

These findings are consistent with Khairunisa and Misidawati (2024), who argue that digital marketing enables businesses to expand market reach, improve product visibility, and strengthen customer relationships through digital media.

Similarly, Kiromah and Nuryami (2024) emphasize that digital technologies facilitate more effective product communication by allowing companies to reach consumers regardless of geographical or temporal constraints. In Bucini's case, digital platforms function not only as promotional channels but also as a means of sustaining brand presence within the increasingly competitive premium leather fashion industry.

Beyond broadening promotional reach, the study found that digital marketing creates opportunities to strengthen brand awareness through educational content. Rather than focusing solely on product catalogues, Bucini's content explains leather characteristics, material quality, production processes, and product warranty services. This approach enables prospective customers to better understand the value of the products, thereby fostering greater confidence in the brand. These findings support Pramudya et al. (2025), who suggest that informative content marketing enhances consumers' understanding of products prior to purchase. Likewise, Rahmawati and Kussudyarsana (2025) report that educational content contributes to the development of positive brand perceptions while reinforcing relationships between businesses and their customers. Accordingly, the opportunities created by digital marketing at Bucini extend beyond promotional activities to include the delivery of informative communication that strengthens customer trust.

The present findings extend those reported by Nugraha (2024), who concluded that digital marketing enhances product visibility and supports business sustainability. This study demonstrates that its contribution extends beyond increasing brand exposure by serving as an educational medium through which prospective customers gain a deeper understanding of premium leather products. Such a role is particularly important for Bucini because it operates within a niche market, where purchasing decisions typically require more comprehensive product information. Despite these opportunities, the implementation of digital marketing at Bucini continues to face several organizational challenges. The most prominent constraint identified in this study is

the limited availability of human resources. Personnel responsible for digital marketing simultaneously perform multiple operational tasks, including customer service, responding to WhatsApp inquiries, assisting with packaging, and preparing content production. As a result, the company encounters difficulties in maintaining consistent content creation while keeping pace with rapidly evolving social media trends.



Figure 7. Education contents

These findings reinforce Nugraha (2024), who also identified limited human resources as a major barrier to digital marketing management at Bucini. The consistency of evidence across studies conducted in different periods suggests that this issue is structural rather than temporary. This observation is further supported by Atmojo and Amri (2024), who emphasize that the effectiveness of digital marketing depends on the organization's readiness to manage digital marketing activities on a continuous basis. Without sufficient human resource capacity, maintaining content consistency and optimizing the potential of multiple digital platforms become increasingly difficult. Another challenge relates to Bucini's use of TikTok. The findings indicate that the platform has not achieved the same level of performance as Instagram because much of its content is replicated from Instagram rather than being specifically designed for TikTok. In addition, time and staffing constraints limit the company's ability to consistently follow emerging trends, incorporate viral audio, and develop content aligned with TikTok's platform

characteristics and algorithm. Consequently, TikTok generates lower content reach and audience interaction than the company's other digital channels.

This finding offers a different perspective from Sitanggang et al. (2024), who argue that Instagram and TikTok generally demonstrate comparable effectiveness because both rely on visual and interactive video content. In Bucini's case, however, the difference in performance is attributable not to the platforms themselves but to the company's limited internal capacity to develop platform-specific content. This interpretation also supports Rozaq et al. (2023), who argue that successful digital marketing depends not only on the selection of digital platforms but also on continuous evaluation, content adaptation, and sustainable platform management. Similarly, Adiyono et al. (2021) emphasize that effective digital marketing requires content strategies capable of adapting to changes in digital user behavior. The findings of this study indicate that Bucini's resource limitations have restricted its ability to fully capitalize on these opportunities. Consequently, the potential benefits offered by digital media have not yet been translated into stronger marketing performance or broader audience reach.

The findings demonstrate that the opportunities and challenges associated with digital marketing at Bucini coexist. Digital platforms have enabled the company to strengthen brand awareness, broaden promotional reach, and foster closer relationships with customers through educational content. However, realizing these benefits more fully depends largely on internal organizational capabilities, particularly the availability of human resources, the consistency of content production, and the ability to adapt marketing strategies to the evolving dynamics of social media. Strengthening the digital marketing team and developing more adaptive content strategies therefore represent important priorities for improving the effectiveness of digital marketing in the future.

4. Bucini's Digital Marketing Optimization Strategy

The findings indicate that Bucini's digital marketing optimization strategy extends beyond

increasing promotional activities and instead emphasizes strengthening communication with customers. Interviews revealed several strategic priorities, including the development of educational content, expansion of the corporate market, utilization of sister brands to support market penetration, improvement of digital media management, and the addition of human resources dedicated to digital marketing activities. These initiatives were considered the most appropriate because they align with Bucini's position as an MSME specializing in premium leather products for a clearly defined target market. The primary strategy identified in this study is the development of educational content. According to the informants, prospective customers generally require detailed information regarding the characteristics of genuine leather, production processes, material quality, and the factors that differentiate Bucini's products from lower-priced alternatives available in online marketplaces. Consequently, the company prioritizes informative content over purely promotional messages. This approach reflects the purchasing behavior associated with premium products, where buying decisions are influenced not only by visual appeal but also by consumers' understanding of product value.

These findings are consistent with Pramudya et al. (2025), who argue that effective content marketing should not only increase product visibility but also improve consumer understanding through relevant and informative content tailored to audience needs. Likewise, Kamal et al. (2025) emphasize that content marketing enables businesses to communicate product value more comprehensively, thereby strengthening consumer trust in the brand. Saputra et al. (2023) further demonstrate that well-planned content marketing strategies enhance customer engagement by delivering informative and appealing content. Collectively, these findings reinforce the view that, for MSMEs offering premium products, educational content serves a broader strategic purpose than promotion alone by shaping quality perceptions and reducing consumer uncertainty prior to purchase. Another strategic priority identified in this study is the expansion of the corporate market. The findings show that corporate and institutional merchandise orders contribute

substantially to Bucini's sales. Beyond their direct commercial value, these products also function as indirect promotional media because they are distributed to recipients across different regions. Based on the company's experience, many new customers first became aware of Bucini after receiving merchandise from companies or institutions. Accordingly, the findings suggest that developing digital content specifically targeted at corporate customers represents a promising marketing strategy that may provide greater business value than focusing exclusively on individual consumers.

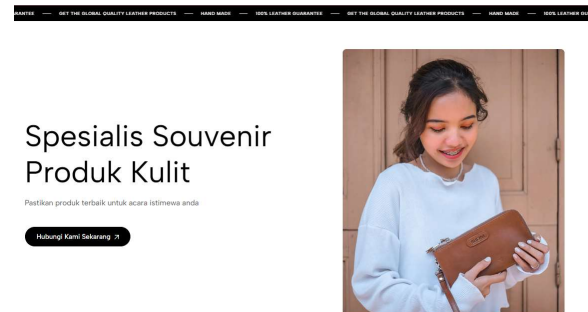


Figure 8. Bucini Spesialis Souvenir

These findings extend the discussion of Khairunisa and Misidawati (2024), who argue that digital marketing can strengthen customer communication while expanding promotional reach. In the context of Bucini, however, digital marketing supports not only business-to-consumer (B2C) interactions but also business-to-business (B2B) initiatives through the promotion of corporate merchandise. This finding suggests that digital platforms can facilitate the development of broader business partnerships in addition to serving as channels for reaching end consumers.

Another strategy identified in this study is the utilization of Bucini's sister brand, BeYou, to reach market segments with greater price sensitivity. The findings indicate that Bucini's premium pricing limits its competitiveness within online marketplaces. To address this challenge, the company positions BeYou as a more affordable product line while preserving Bucini's identity as a premium brand. This dual-brand strategy enables the company to broaden its market coverage without weakening the perceived quality and positioning of its flagship brand.

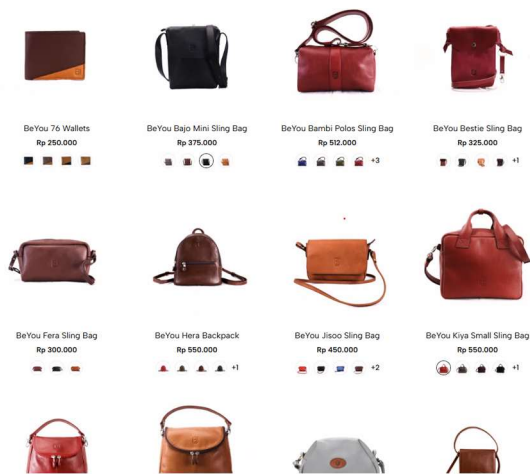


Figure 9. Product BeYou

In addition to market development initiatives, Bucini seeks to optimize its digital media management by improving the consistency of content publication, increasing the use of Instagram Reels, strengthening its official website as both a product catalogue and direct sales channel, and enhancing customer interaction through TikTok and WhatsApp Business. The findings indicate that the company has begun evaluating content performance and identified video-based content as generating greater reach than static image posts. Consequently, Bucini plans to increase the proportion of video content while further developing its website as a more secure transaction channel than online marketplaces.

These findings are consistent with Utami and Murtafia (2025), who argue that effective social media content marketing requires continuous planning, distribution, and evaluation to improve customer engagement. Likewise, Kim (2023) emphasizes that informative and interactive Instagram content strengthens customer relationships when delivered consistently and aligned with audience needs. Ramadhan et al. (2024) further highlight that the effective utilization of Instagram can enhance business visibility while reinforcing brand identity among MSMEs.

Another strategic priority identified in this study is strengthening human resource capacity dedicated to digital marketing. The findings reveal that the limited number of personnel constrains content production, photography, video editing, and social media evaluation,

reducing the company's ability to respond to rapidly changing social media trends. Accordingly, the addition of personnel specializing in creative content is viewed as the most feasible approach to improving digital media management without increasing the workload of employees who already perform multiple operational responsibilities.

Overall, Bucini's digital marketing optimization strategy emphasizes strengthening the quality of customer communication rather than expanding promotional activities on a large scale. This strategy integrates educational content, corporate market development, brand diversification through BeYou, improvements in digital media management, and enhanced human resource capacity. These findings suggest that, for MSMEs operating in the premium product segment, successful digital marketing depends more on building customer trust, fostering long-term relationships, and reinforcing brand value than on achieving short-term sales growth. Consequently, this study contributes to the digital marketing literature by demonstrating that the effectiveness of digital marketing strategies is strongly influenced by their alignment with product characteristics and target market needs.

D. Conclusion and Recommendation

The findings demonstrate that Bucini has implemented digital marketing through the integrated use of multiple digital platforms, including Instagram, TikTok, WhatsApp Business, its official website, and online marketplaces, with each platform serving a distinct strategic function. Rather than functioning solely as promotional channels, these platforms support brand awareness, reinforce brand identity, provide educational information about premium leather products, and strengthen relationships with customers. The effectiveness of Bucini's digital marketing is reflected primarily in its ability to expand information reach, enhance customer engagement, and strengthen brand positioning, whereas its direct contribution to sales growth remains limited. This outcome is closely associated with Bucini's position as an MSME operating in the premium leather market, which serves a relatively

specialized customer segment and relies heavily on loyal customers.

The study further indicates that digital marketing creates opportunities to broaden promotional reach and sustain brand presence in an increasingly digital business environment. However, its optimization is constrained by limited human resources, inconsistent content management across digital platforms, and the underutilization of analytics tools and digital promotional strategies. To address these challenges, Bucini should prioritize the development of educational content, improve the consistency of digital media management, strengthen its official website as a direct transaction channel, and expand human resource capacity dedicated to digital marketing activities. Overall, these findings suggest that the success of digital marketing among MSMEs depends not merely on the number of digital platforms employed but on the organization's ability to manage them in an integrated, consistent, and market-oriented manner that aligns with the characteristics of its target customers.

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