

## EFFECTIVE DIGITAL MARKETING STRATEGIES TO INCREASE CONSUMER PURCHASE INTENTION FOR OMAH KOI SLEMAN

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### Abstract

*This research examines the strategy of using social media by Omah Koi Sleman to increase consumer interest. The focus of this study is to analyse how far social media can provide education related to the products offered to increase consumer interest in using these products. This research uses a qualitative descriptive approach with SWOT analysis and is deepened through interview techniques. The informants in this study are the owner, employees, and consumers of Omah Koi Sleman as representatives of the company in providing data and information related to the research topic. The results of the study show that social media such as Instagram and WhatsApp are very useful for reaching the target market through ease of communication. Digital marketing also provides great benefits in building brand image and increasing sales. However, Omah Koi Sleman still needs to maximize the use of other social media to reach a larger market. Thus, Omah Koi Sleman has a great opportunity to develop the marketing of the products offered by increasing content creativity and utilizing technological advancements.*

**Keywords:** Digital Marketing Strategies, Social Media, Consumer Purchase Intention, SWOT Analysis

### Introduction

The development of digital technology can facilitate and assist business actors. In today's digital era, businesses are required to have an adaptive attitude by not only relying on traditional marketing methods such as word of mouth but also keeping up with current technological advancements. The use of digital devices or social media can benefit business actors by reaching a wider market. Additionally, marketing a product certainly requires a marketing strategy to achieve the business goals (Sikki et al., 2021).

A marketing strategy is a company's plan to achieve the desired marketing objectives. Marketing strategies can be implemented using various methods to market products or services, reach target markets, maximize sales, and build good relationships with customers. The main goal of a marketing strategy is to create added value for customers and become a leader in the competitive market (Yasotha et al., 2024). A commonly used marketing strategy by various companies is social media marketing, often referred to as digital marketing. Digital marketing is an effort to market products using digital media that can reach consumers widely, accurately, personally, and relevantly through internet-connected devices. The goal of digital marketing is for business actors to communicate with customers and potential customers without needing to meet in person or online using various web-based media such as blogs, websites, emails, and other social media.

Digital marketing makes it easier for potential customers to obtain product information through digital media (Chakti, 2019). Additionally, the goal of digital marketing is to add value to business development, especially the company's products (Lucyantoro & Rachmansyah, 2017). Digital marketing activities involve branding, usually using various web-based media such as blogs, websites, emails, and other social media.

Micro, Small, and Medium Enterprises (MSMEs) are businesses conducted individually or collectively. MSMEs are defined as businesses that can be run individually, in groups, as small business entities, or as households (Taufik et al., 2024). MSMEs that follow digital technology developments such as social media can significantly increase business profits in terms of revenue, innovation, and competitiveness. However, many MSMEs have not yet followed digital technology developments, especially social media, and do not understand the benefits and roles of using social media (Naimah et al., 2020).

Social media is a digital platform that facilitates users to socialize, either by communicating or sharing content among users with a very wide reach. This platform is very advantageous with easier and faster access (Pratama et al., 2022). Social media often used as a marketing tool, especially by MSMEs, is

Instagram. Instagram is a social media application based on publishing and sharing images. The Instagram application allows users to upload photos or videos to share with their friends or consumers. This application provides business actors with the opportunity to leverage visual appeal and direct interaction with the audience, making it an effective marketing tool to promote products or services, attract customers, and increase customer purchase intention (Hartono et al., 2024).

Purchase intention refers to the level of interest someone has in buying a particular product or service. A high level of purchase intention often serves as an initial trigger for individuals to consider or initiate the purchasing process, which can then develop into an actual transaction if other factors, such as product availability and price, are also adequate (Akbar et al., 2024). Factors influencing purchase intention are related to feelings and emotions; if someone feels happy and satisfied when buying goods or services, it will strengthen their purchase intention, while dissatisfaction usually eliminates interest (Srijayanti, 2024).

In Indonesia, one of the MSME sectors that is quite popular among consumers is the ornamental fish sales sector, one of which is koi or nishikigoi ornamental fish. These fish are highly sought after due to their beautiful colors and body shapes and are believed to bring good fortune by koi enthusiasts in Indonesia. The selling price of koi ornamental fish is quite high, making it very promising for ornamental fish business actors. The business opportunity for koi ornamental fish farming is considered very profitable, so many business actors sell these ornamental fish (Akbar, 2023).

Omah Koi Sleman is an MSME that sells koi ornamental fish, such as parent koi fish, prospective parent koi fish, and koi fish seeds. This MSME located in Prigen, Widodomartani, Ngemplak District, Sleman Regency, Special Region of Yogyakarta. The issue of purchase intention for products at Omah Koi Sleman MSME is quite important for business actors at Omah Koi Sleman. This is because the target market or potential customers are not yet aware of the existence of Omah Koi Sleman MSME.

To address this issue, Omah Koi Sleman is currently conducting digital marketing using Instagram. However, Omah Koi Sleman MSME is only focusing on Instagram. Through Instagram, it is hoped that potential customers can continuously get the latest information from Omah Koi Sleman. This way, potential customers do not need to spend much time and effort to survey products and visit Omah Koi Sleman directly.

Based on the above description, this research aims to analyse effective digital marketing strategies to increase consumer interest in Omah Koi Sleman by analysing the strengths and weaknesses of internal and external factors in the use of social media at Omah Koi Sleman. The benefits of this research are: First, for Omah Koi Sleman MSME, the results of this research can provide input on effective digital marketing strategies. Second, for academics, this research can be used as new knowledge for further research or used in teaching to enhance students' understanding in solving business problems.

## **Methods**

The method used in this research is the qualitative descriptive method. The qualitative descriptive method is a research method that utilizes qualitative data described in detail. This method is usually used to analyse social conditions and events. This research requires sharp instincts and typically uses descriptive statistics to analyse or understand an event being studied in a case study based on a specific theory using scientific methods.

Qualitative research is a research process to analyse events, whether human or social, by providing a complete and comprehensive description that can be presented in words, reporting detailed views obtained from informant sources, and conducted in a natural setting (Fadli, 2021).

The qualitative descriptive research method can use literature study, utilizing journals, websites, and books. Qualitative data can be obtained or presented in the form of words, which can be collected through several data collection techniques. There are several ways to collect qualitative data, including interviews, observations, and direct observations of the research object. This qualitative research aims to understand and explain the events experienced by the research subjects and conduct analysis that essentially refers to a natural context.

## **Data Collection Techniques**

This research uses relevant data collection methods, with data collection techniques conducted through interviews and in-depth observations. Interviews are a data collection technique carried out through a question-and-answer session between the researcher and the informants, namely the owner, employees, and consumers, to obtain the information needed for the research. This research uses relevant data collection methods, with data collection techniques conducted through interviews and in-depth observations

### **Data Analysis Method**

The unit of analysis to be studied is Omah Koi Sleman as one of the MSMEs, to determine effective digital marketing strategies to increase consumer interest in Omah Koi Sleman. The results of observations and interviews are then analysed using SWOT analysis. SWOT analysis is a methodical process of identifying various aspects to develop the company's strategy. This analysis focuses on the interaction between internal components, which are strengths and weaknesses, and external elements, especially opportunities and threats, to characterize the scenarios faced or potentially faced by the company.

### **Results and Discussion**

#### **Observation Results**

The development of technology requires entrepreneurs to adapt, especially in the marketing process. Based on observations, Omah Koi Sleman uses digital marketing strategies in two ways: utilizing marketing strategies through Instagram and marketing strategies through WhatsApp. These strategies were chosen because they can be used to inform and communicate with potential customers without direct interaction. Additionally, these digital marketing strategies are considered to help Omah Koi Sleman reach a wider audience.

Instagram is a well-known social media platform with users from various parts of the world. Therefore, Instagram becomes an attractive marketing platform for various businesses. Instagram is considered efficient for spreading information and interacting directly with customers and potential customers. This marketing method is quite effective in reaching many people in a short time.

The specific advantage of using Instagram for marketing is its tech-savvy audience. Omah Koi Sleman markets by posting content through the feeds feature. The Instagram feeds feature is the main feature used by the company to upload content. This feature is primary because of its ability to include captions with the content. This feature's capability is deemed suitable for the need for informative content uploads. Most of the posts by Omah Koi Sleman on this feature are promotional content about the products offered, namely koi fish.

The content uploaded through Instagram features becomes an attractive marketing strategy because it is targeted to provide information to a broad social media audience. The goal is to enhance the impression on a wider audience so they can get to know Omah Koi Sleman more deeply. The Instagram feed feature shared by Omah Koi Sleman informs about the products offered. Through the Instagram feed feature, Omah Koi Sleman can share various photos of the products they have, hoping to attract the attention of potential customers and generate interest in purchasing the products offered by Omah Koi Sleman.

Omah Koi Sleman also engages in digital marketing activities using a different platform, namely WhatsApp. WhatsApp is one of the best methods for establishing close relationships with potential customers intensively. The use of this application is considered an effective marketing strategy because the company can interact personally, making each potential customer feel closer to the company. In this application, Omah Koi Sleman uses personal chat and stories features as digital marketing media. The personal chat feature is the main strength of the WhatsApp application in marketing products, where products can be directly offered to potential customers through personal chat. This feature emphasizes interactivity because it includes a direct chat column.

Additionally, direct interaction with customers or potential customers can be built through this chat column feature, providing personal closeness with potential customers. The purpose of using this feature is to provide direct interaction that can help digital marketing activities. Utilizing this feature can be an effective digital marketing strategy for Omah Koi Sleman because it can strengthen product branding and increase interest in using the products. The stories feature on the WhatsApp application is similar to the stories feature on Instagram, where it contains stories informing about the products offered. The purpose of these stories uploads is to provide information related to the products, as these stories will be directly connected to personal chat if there is feedback on the uploaded stories.

The rapid development of technology affects the use of social media as an effective tool for marketing products. Digital marketing using social media can be utilized to expand market reach and company branding, as well as increase product purchase intention. Social media has advantages such as its wide reach, allowing communication with potential customers and presenting attractive content to potential customers. Omah Koi Sleman can utilize several social media platforms with potential as marketing tools, such as Instagram, WhatsApp, TikTok, and Facebook Ads.

In digital marketing with social media, Omah Koi Sleman currently only utilizes two social media platforms, Instagram and WhatsApp. Therefore, the digital marketing process carried out by Omah Koi Sleman is still not optimal due to the limited use of social media and the content presented to market the products. This limitation will certainly impact customer purchase intention. The limited use of social media and the limited content presented about the products offered by Omah Koi Sleman are less attractive, causing a decline in customer interest.

## **Interview Results**

### **Information about Omah Koi Sleman**

Based on interviews with the owner and employees, information about Omah Koi Sleman is currently only available through Instagram and WhatsApp, but there is a desire to expand to other social media platforms such as TikTok and Facebook, supported by consumer needs obtained from interviews with Omah Koi Sleman consumers. Here are the interview results with the informants:

#### **Informant 1: Owner of Omah Koi Sleman**

"So far, Omah Koi Sleman has only focused on two social media platforms, Instagram and WhatsApp. However, as the owner of this business, I plan to use several available social media platforms such as TikTok, which has recently been very popular in the social media world, Facebook Ads, or maybe even try e-commerce.

#### **Informant 2: Employee of Omah Koi Sleman**

"Currently, Omah Koi Sleman is only focused on two social media platforms, Instagram and WhatsApp. However, it seems the owner is interested in using TikTok as well."

#### **Informant 3: Consumer of Omah Koi Sleman**

"I found out about Omah Koi Sleman from the Instagram social media platform, then I entered the WhatsApp link to communicate with the admin. In my opinion, social media is quite effective for promotion, but I still find it difficult because Omah Koi Sleman is only on Instagram and WhatsApp. So maybe in the future, it can be developed further to use more social media platforms or e-commerce so that consumers do not have difficulty finding product information."

### **The Role of Social Media in Increasing Consumer Interest in Omah Koi Sleman**

Based on interviews with the owner and employees, currently, Instagram social media is used through marketing content uploads, but the owner feels that the uploaded content has not been able to increase consumer purchase intention.

#### **Informant 1: Owner of Omah Koi Sleman**

"The social media used so far has played a good role and is good for marketing, as it can be used to upload updated and quite interesting content. However, the social media used by Omah Koi Sleman has not been able to fully influence potential consumers to buy the products offered because its reach is still limited and cannot be as optimal as if we used many social media platforms."

**Informant 2:** "The social media currently used has played a pretty good role as a marketing medium because some customers know about Omah Koi Sleman from Instagram."

## **SWOT Analysis**

The marketing strategy analysis of Omah Koi Sleman refers to the SWOT analysis. SWOT stands for the internal environment conditions of the company, consisting of Strengths and Weaknesses, and the external environment conditions, consisting of Opportunities and Threats in the business world.

SWOT is based on leveraging the strengths and opportunities within the company while minimizing weaknesses and threats. Both aspects, internal and external, can determine the appropriate strategy for making policies and decisions. The identification of marketing strategy factors at Omah Koi Sleman is divided into two aspects: internal and external (Saputra, 2024). Based on the analysis, the following is the SWOT analysis of the marketing strategy implemented by Omah Koi Sleman:

### **Internal Factors Analysis**

#### **Strengths (S)**

The marketing strategy implemented by Omah Koi Sleman does not just wait for customers to come but also uses social media to broaden marketing reach. Some social media platforms used by Omah Koi Sleman are Instagram and WhatsApp.

#### **Weaknesses (W)**

The use of social media at Omah Koi Sleman for marketing activities is still limited because it only focuses on two social media platforms, Instagram and WhatsApp. This can cause the branding of Omah Koi Sleman to be less optimal compared to its competitors.

### **External Factors Analysis**

### Opportunities (O)

The ever-growing digital technology presents an opportunity for Omah Koi Sleman to market products through other social media platforms.

### Threats (T)

Some competitors of Omah Koi Sleman have already explored using social media as a means of promoting their products. These competitors not only use Instagram and WhatsApp but also other social media platforms such as Facebook Ads, and others.

**Table 1. SWOT Analysis Table**

Factors	Strength (S)	Weakness (W)
<b>Internal</b>	Marketing using digital media	Use of social media for promotion is still not optimal
		Branding is still less optimal
<b>Opportunities (O)</b>	<b>S-O Strategies</b>	<b>W-O Strategies</b>
<b>External</b>	Rapidly developing technology	Marketing is carried out with available social media and improving services
	Marketing using social media can be used to expand and develop company branding	Utilizing technological advancements to improve marketing quality
	Using content to the fullest to attract potential customers	
<b>Threats (T)</b>	<b>S-T Strategies</b>	<b>W-T Strategies</b>
<b>External</b>	Many competitors have already maximized the use of social media in marketing products	Using competitors' social media as a comparison to develop the company's digital marketing
	Controlling the products offered to compete with market competitors	Utilizing posted content to attract potential customers and be accepted by all segments
	Utilizing digital marketing using social media to expand and develop company branding	

Source: Data processed by researchers (2024)

## Conclusions and Suggestion

### 1. Conclusions

Social media is a useful tool for expanding market reach because it allows real-time communication without the need for face-to-face meetings. Social media platforms like Instagram and WhatsApp are considered easy to understand by most people as they provide promotions in the form of images, videos, and personal chats, making it easier to view advertisements promoted through Instagram and WhatsApp.

The social media used by Omah Koi Sleman as a digital marketing tool has not yet played an optimal role, as the social media platforms used are still limited to Instagram and WhatsApp. This limitation causes the utilization of social media and the presentation of digital marketing content as a means of digital marketing at Omah Koi Sleman to be less than optimal, ultimately resulting in difficulties for Omah Koi Sleman in expanding market reach, suboptimal product marketing, and affecting potential consumer purchase intention.

Marketing through digital social media presents a significant opportunity for Omah Koi Sleman in promoting the products offered. This is supported by technological advancements and the high interest in the products offered. Omah Koi Sleman can take advantage of this by developing social media through creative product content to attract consumer interest.

### 2. Suggestion

Based on the analysis of the observations and interviews above, the author provides the following suggestions that may be used as considerations for the company. Digital marketing using social media can be used as a reference strategy in determining the company's marketing strategy due to the rapid development of information technology and the growing habit of people accessing digital devices. This is



a great opportunity for Omah Koi Sleman in marketing the products offered. The use of digital marketing is expected to expand market reach and attract potential customers of Omah Koi Sleman to purchase the products offered.

Developing and utilizing digital marketing with social media optimally, not only Instagram and WhatsApp but also other social media platforms that have not been used by Omah Koi Sleman in conducting digital marketing. Since only two social media platforms are used for digital marketing, Omah Koi Sleman may find it difficult to expand its market. Therefore, Omah Koi Sleman can try using other social media platforms such as TikTok, Facebook Ads, X, and other social media. With the addition of social media platforms used, it is expected that Omah Koi Sleman's market reach will become wider, and the content presented will be more creative and varied, thus increasing the interest of potential customers to use the products offered by Omah Koi Sleman.

Developing and maintaining the quality of the products owned by Omah Koi Sleman. Product quality is very important in influencing customers' decisions to purchase the products offered by Omah Koi Sleman. Therefore, Omah Koi Sleman must consistently maintain the quality of the products offered. Additionally, Omah Koi Sleman should also develop the products offered if they are found to be less effective. This is expected to help Omah Koi Sleman build good relationships with consumers and attract potential customers to purchase the products offered by Omah Koi Sleman.

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