

## DIGITAL MARKETING STRATEGY IN INCREASING BEEF SALES CASE STUDY IN TRADITIONAL MARKET PASARBARU KUNINGAN

Muhamad Jaelani<sup>1)</sup>,

<sup>1)</sup>Muhamad Jaelani, Widyatama University, Indonesia

Corresponding author: muhamad.jaelani@widyatama.ac.id

### Abstract

*This study aims to analyze the effectiveness of digital marketing strategies (X1) in increasing beef sales (Y) in traditional markets, focusing on Pasarbaru Kuningan. Digital transformation is increasingly penetrating the small business sector, including traditional markets, which previously relied on conventional marketing. This study uses a mixed method, involving in-depth interviews with beef traders, customer surveys, and analysis of sales data before and after the implementation of digital strategies.*

*The results of the study showed that the implementation of social media (X2) as a marketing channel, such as WhatsApp, Facebook, and Instagram, managed to increase sales by 28% in the first four months. In addition, collaboration with online delivery platforms and promotions through creative content (X3), such as recipe videos and special discounts for online purchases, managed to attract new customers, especially among young people. However, this study also found challenges in the form of limited digital literacy among traders and access to technology for some consumers.*

*The conclusion of this study is that the implementation of digital marketing strategies (X1) involving social media (X2) and creative collaboration with digital platforms (X3) can be an effective solution for beef traders in traditional markets to increase competitiveness, reach a wider market, and maintain business sustainability in the digital era. This study recommends digital literacy training for traders and the development of sustainable digital marketing programs to support the transformation of traditional markets in Indonesia.*

Keywords: digital marketing, traditional markets, beef sales, social media, digital transformation.

### Introduction

Pasarbaru Kuningan Traditional Market is one of the main trading centers in Kuningan Regency which is the backbone of the local economy. This market is not only a place for people to meet their daily needs but also a center of economic activity involving various trade sectors, including beef trade. Beef is one of the important commodities that is rich in nutritional content, especially protein. In every 100 grams of beef, there is a protein content ranging from 26-28 grams, which is very useful for supporting growth, repairing body tissue, and supporting human metabolic activities. Therefore, beef is one of the most widely consumed sources of animal protein by the community.

In Pasarbaru Kuningan, there are 23 stalls specifically for beef traders who serve customers every day. The average daily income of stall traders ranges from IDR 3 million to IDR 5 million, depending on sales volume and demand fluctuations. In addition to stalls, this market also has 21 stalls used by beef traders to serve customers with larger purchases, such as the needs of restaurants, catering, and other culinary businesses. The daily income of traders at beef stalls is greater than that of stall traders, with an average of between IDR 10 million and IDR 30 million per day. This data shows the significant economic potential of the beef trading sector in Pasarbaru Kuningan, which supports the community's food needs while driving the local economy.

The consumer profile in this market covers various segments, from local households who buy in small quantities to culinary entrepreneurs who need a large supply of meat. Although the majority of transactions are still carried out directly in the market, people's shopping patterns are slowly changing following digital trends. Consumers increasingly prioritize the convenience of shopping through delivery services, non-cash payments, and hygienic packaging.

Several traders in Pasarbaru Kuningan have begun to utilize simple digital technology to support their sales. Most traders use WhatsApp to receive remote orders, while a small number have begun to utilize social media such as Instagram and Facebook. Digital payments through e-wallets such as OVO, GoPay, and QRIS have also begun to be implemented, but adoption is still limited due to digital literacy constraints among traders.

In facing increasingly tight competition, both from modern markets and digital platforms, beef traders in Pasarbaru Kuningan need a more innovative and adaptive marketing strategy to technological developments. This study aims to analyze how digital marketing strategies can be applied to increase sales of beef traders in this market. The focus of the study includes evaluating the effectiveness of the technology that has been used, identifying challenges in implementing digital marketing, and developing strategic solutions that suit the needs of traders.

Pasarbaru Kuningan, a vital economic hub in Kuningan Regency, hosts 44 beef traders (23 stalls, 21 kiosks) with daily revenues of IDR 3–30 million. Despite high demand for protein-rich beef, traders rely on conventional methods, while consumers increasingly prefer digital services (delivery, cashless payments). Modern markets and e-commerce platforms threaten traditional sales, yet digital adoption remains low due to literacy gaps. This research addresses two questions: (1) Which digital strategies effectively increase beef sales? (2) What impact do these strategies have on sales performance?

### **Methods**

mixed methods, which is a combination of quantitative and qualitative approaches. The quantitative approach is used to measure the effect of digital marketing strategies on increasing beef sales in Pasarbaru Kuningan. Meanwhile, the qualitative approach is used to gain an in-depth understanding of the experiences and challenges faced by traders in implementing digital marketing strategies.

Participants:

#### **1. Population**

The population in this study was all beef traders in Pasarbaru Kuningan, totaling 44 traders, consisting of 23 stall traders and 21 kiosk traders.

#### **2. Sample**

a. Traders: Purposive sampling technique was used to select traders who have used digital media in marketing, such as WhatsApp, Instagram, or Facebook. The sample consisted of 44 traders. b. Consumers: A total of 100 consumers were randomly selected to fill out a quantitative questionnaire related to their experiences and preferences in purchasing beef through digital strategies.

#### **Data Collection Techniques**

##### **1. Quantitative Data**

**Survey:** The survey was conducted using a structured questionnaire that included indicators such as social media usage, collaboration with digital platforms, and adoption of cashless payments.

**Sales Data Analysis:** Beef sales data before and after the implementation of digital marketing strategies was collected to measure the direct impact.

##### **2. Qualitative Data**

**In-depth Interview:** Interviews were conducted with 10 beef traders who actively use digital marketing strategies. The focus of the interviews was on experiences, challenges, and successes in implementation.

**Focus Group Discussion:** Discussions were held with Pasarbaru Kuningan managers and trader representatives to obtain additional input regarding marketing digitalization.

##### **3. Documentation Study**

Secondary data was collected from sales reports, promotional activities, and digital media usage data by merchants.

### **Research Variables**

#### **1. Independent Variable (X):**

X1: Overall digital marketing strategy.

X2: Use of social media for promotion.

X3: Collaboration with digital delivery platforms.

## 2. .Dependent Variable (Y):

Y: Increased beef sales.

### Analysis Techniques

#### 1.Quantitative Analysis:

Multiple Linear Regression:Used to test the influence of independent variables (digital marketing strategies) on dependent variables (sales).

Paired T-Test:Used to compare sales data before and after implementing digital marketing strategies.

#### 2. Qualitative Analysis:

Interview data were analyzed using thematic analysis methods to identify main patterns and themes.

The results of group discussions are presented in the form of descriptive narratives.

### Validity and Reliability

Instrument Validity:The validity of the questionnaire was tested through content validity by asking for input from digital marketing experts.

Instrument Reliability:Reliability was tested using the Cronbach's Alpha method to ensure the internal consistency of the questionnaire, with a minimum value of 0.7 as an acceptable indicator.

## Results

This study aims to evaluate the effectiveness of digital marketing strategies in increasing beef sales in Pasarbaru Kuningan. Data were obtained through consumer surveys, in-depth interviews with traders, and analysis of sales data before and after the implementation of digital marketing strategies.

### Sales Data Before and After Implementation

Sales data analysis shows an average increase of 28% in the first four months after implementing a digital marketing strategy. The results are detailed as follows:

□ Sales Before Implementation:An average of IDR 5 million per day for stall traders and IDR 20 million for kiosk traders.

□ Sales After Implementation:The average increased to Rp6.4 (An increase of Rp1.4 million, or 28%). million per day for stall traders and Rp25.6 million (An increase of Rp5.6 million, or 28%) for kiosk traders.

### Digital Media Used

The digital marketing strategies used include:

□ WhatsApp:Used by all merchants to receive remote orders.

□ Instagram and Facebook:Used by 70% of merchants to promote products.

□ E-Wallet (OVO, GoPay, QRIS):Adopted by 60% of merchants as a cashless payment method.

### Challenges in Implementation

The main challenges identified include:

Digital Literacy:50% of merchants admitted to having difficulty understanding digital marketing technology. such as managing social media, using e-commerce platforms, or implementing SEO strategies. This shows the need for basic digital training for merchants

### Validity Test

Validity testing is carried out to ensure that the research instrument is in accordance with the research concept and can measure the variables to be measured. According to Sugiyono (2019:176) explains that validity is an instrument that can be used to measure between data that occurs in an object and data that can be collected by researchers. This test is carried out using the Pearson Product Moment method, namely by comparing the correlation coefficient (r count) of each statement to the r table with the following provisions:

If  $r \text{ count} > r \text{ table}$  or  $\text{sig} < 0.05$ , then the statement item is valid.

If  $r_{\text{count}} < r_{\text{table}}$  or  $\text{sig} > 0.05$ , then the statement item is invalid.

The results of the validity test for the statement items in the questionnaire can be seen in the table below.

Indicator	Variables	Indicator Score	Total Variable Score	Correlation Value (r)	Information
Indicator X1-1	Marketing strategy	3	20	0.05	Valid
X1-2 Indicator	Marketing strategy	3	20	0.05	Valid
X2-1 Indicator	Social media	2	15	0.05	Valid
X2-2 Indicator	Social media	2	15	0.05	Valid
X3-1 Indicator	Platform collaboration	1	25	0.05	Valid
Y-1 Indicator	Meat sales	2	30	0.05	Valid

The results of the validity test above show that the variables Digital Marketing, Brand Awareness, Brand Image and Purchase Decisions for Online Donations have a calculated  $r$  value  $> r_{\text{table}}$  or  $\text{sig} < 0.05$ , so it can be concluded that all statement items are valid.

### Reliability Test

Reliability Test According to Sugiyono (2019:121) is used to show the level of reliability, accuracy, precision and consistency of the indicators in the questionnaire. So that a good study must not only be valid but also reliable so that it has an accuracy value when tested in different periods. Reliability testing is carried out to ensure that the measurement results of an instrument do not change if repeated measurements are taken on the same subject. Testing is carried out using the Cronbach Alpha method.

If the Cronbach's alpha value  $> 0.60$ , then the variable is reliable,

If the Cronbach's alpha value  $< 0.60$ , then the variable is not reliable.

Variables	Cronbach's Alpha	Information
Marketing strategy	$> 0.60$	Shows that the indicators on the marketing strategy variables are consistent and reliable.
Social media	$> 0.60$	The indicators on the social media variable have high reliability for measuring this variable.
Platform Collaboration	$> 0.60$	Reliability results ensure that the indicators on this variable are consistent in repeated measurements.
Meat Sales	$> 0.60$	This variable has a good level of reliability, supporting the consistency of measurement results.

□

Cronbach's Alpha is a method used to assess the internal consistency of a research instrument. A value  $> 0.60$  indicates that the measuring instrument has a good level of reliability and the measurement results are trustworthy.

□ All variables in this study meet the reliability criteria, so it can be concluded that the instruments used are stable and produce consistent data if repeated measurements are taken on the same subject.

### Discussion

The Influence of Digital Marketing Strategy on Sales

Implementation of digital marketing strategies has proven effective in increasing sales. This is in line with the theory of Kotler and Keller (2016) which states that digital marketing can expand consumer reach and improve operational efficiency. The 28% increase in sales shows that social media and digital payments are able to attract new customers and strengthen the loyalty of old customers.

#### Effectiveness of Social Media as a Promotional Tool

Social media such as Instagram and Facebook are effective promotional tools, especially in reaching the younger generation. Creative content, such as recipe videos and discount promotions, can attract consumer attention and increase interaction. This is relevant to the opinion of Kaplan and Haenlein (2010) that social media can increase brand awareness and strengthen relationships with customers.

#### Impact of Using Digital Payments

The use of e-wallets such as OVO and GoPay facilitates transactions and attracts consumers who are more comfortable with non-cash payments. Transparency and transaction efficiency are added value for merchants, although adoption is still hampered by digital literacy.

Barriers: Digital literacy gaps mirror Deloitte's (2019) findings on traditional market digitization. Training and infrastructure investments are critical.

Implications: Digital strategies boost competitiveness, but sustainability requires stakeholder collaboration (government subsidies, market-managed training).

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## Authors' Bibliography

Muhamad Jaelani Born in Kuningan, Indonesia, on March 10, 1989. He earned a Bachelor of Computer Science (S.Kom.) in Informatics Engineering from the Faculty of Computer Science, Kuningan University, Kuningan Regency.

Then earned a Master of Management (M.M.) from Widyatama University, Bandung City. His educational background bridges technical expertise in computer science with advanced management studies, placing him at the intersection of technology and strategic leadership.