

Integration of Conventional and Digital Marketing as an Integrated Marketing Strategy at PT Semen Indonesia Distributor

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ABSTRAK

Perubahan perilaku konsumen dan meningkatnya persaingan dalam industri distribusi bahan bangunan yang menuntut perusahaan untuk tidak hanya mengandalkan strategi pemasaran konvensional, tetapi juga mampu mengoptimalkan pemasaran digital secara strategis. Tujuan penelitian untuk menganalisis penerapan serta integrasi pemasaran konvensional dan pemasaran digital sebagai strategi pemasaran terpadu di PT Semen Indonesia Distributor Cabang Sidayu. Metode yang digunakan adalah pendekatan deskriptif kualitatif. Pengumpulan data dilakukan melalui observasi langsung terhadap aktivitas pemasaran perusahaan, wawancara bagian pemasaran dan Customer Relationship Officer, serta studi dokumentasi terhadap data dan laporan perusahaan yang relevan. Observasi dilakukan dengan mengamati aktivitas pemasaran konvensional seperti kunjungan dan treatment toko. Data yang diperoleh kemudian dianalisis secara deskriptif untuk menggambarkan kondisi aktual penerapan strategi pemasaran serta permasalahan yang dihadapi perusahaan. Temuan menunjukkan bahwa strategi pemasaran PT Semen Indonesia Distributor Cabang Sidayu masih didominasi oleh pendekatan pemasaran konvensional. Integrasi pemasaran konvensional dan digital dapat didioptimalkan untuk memperkuat hubungan pelanggan melalui komunikasi personal dan digital, meningkatkan efektivitas pemasaran, memperluas pasar, serta menjaga loyalitas pelanggan secara berkelanjutan.

Kata Kunci : Strategi, Pemasaran, Pemasaran Konvensional, Pemasaran Digital, Strategi Pemasaran Terpadu.

ABSTRACT

Changes in consumer behavior and increasing competition in the building materials distribution industry require companies not to rely solely on conventional marketing strategies, but also to strategically optimize digital marketing. This study aims to analyze the implementation and integration of conventional marketing and digital marketing as an integrated marketing strategy at PT Semen Indonesia Distributor, Sidayu Branch. The method used is a descriptive qualitative approach. Data were collected through direct observation of the company's marketing activities, interviews with the marketing division and Customer Relationship Officer, and documentation studies of relevant company data and reports. Observations focused on conventional marketing activities such as store visits and store treatment. The collected data were then analyzed descriptively to illustrate the actual conditions of marketing strategy implementation and the challenges faced by the company. The findings indicate that the marketing strategy at PT Semen Indonesia Distributor, Sidayu Branch is still dominated by a conventional marketing approach. The integration of conventional and digital marketing can be further optimized to strengthen customer relationships through both personal and digital communication, enhance marketing effectiveness, expand market reach, and maintain customer loyalty sustainably.

Key words: Strategy, Marketing, Conventional Marketing, Digital Marketing, Integrated Marketing Strategy.

INTRODUCTION

The development of an increasingly dynamic business environment requires companies to be able to design and implement marketing strategies that are adaptive and market-oriented. (Haryati et al., 2024) states that marketing in a social-managerial context is a process in which individuals and groups obtain their needs and desires through the free creation, offering, and exchange of value of products and services. This definition asserts that marketing focuses not only on sales activities, but also on efforts to create value and build long-term relationships with customers. In the context of increasingly fierce competition, marketing strategies are a key element in increasing the Company's competitiveness and sustainability (Pradana & Sukaris, 2021). Along with the development of information and communication technology, marketing practices have undergone a significant shift from conventional approaches to the use of digital media. (Haryanto et al., 2024) explained that digital marketing is the main strategy in facing the digital era, emphasizing the use of the internet and digital technology to achieve marketing goals in the midst of changes in consumer behavior (Firmansyah & Sukaris, 2023), (Putri et al., (2022).

This change is driven by a shift in consumer behavior that increasingly relies on the internet and digital media in searching for product information, comparing alternatives, and making purchasing decisions. Ryan (2020) added that digital marketing allows two-way communication between companies and consumers, so that companies can understand market needs more quickly and responsively. Nonetheless, conventional marketing still has an important role in the business world, especially in industrial sectors that emphasize long-term relationships and trust, such as the building materials distribution industry. (Wibawa et al., 2025) states that conventional marketing carried out through face-to-face interactions, customer visits, and direct service

has advantages in building personal relationships and customer loyalty. However, (Giovanni et al., 2025) suggest that conventional marketing has limitations in terms of market reach, cost efficiency, and high dependence on field activities and human resources.

Therefore, companies need to combine the advantages of conventional marketing with the potential offered by digital marketing. The approach that integrates conventional marketing and digital marketing is known as an integrated marketing strategy or Integrated Marketing Communication (IMC). Belch and Belch (2021) define IMC as a strategic approach that coordinates and integrates all forms of marketing communication to convey a consistent message and create a strong brand image. With such integrations, companies can leverage the power of personal relationships from conventional marketing as well as the wide reach and efficiency of digital marketing. (Destini anastasya, Hafiz Zulhamidah, 2023) emphasizes that a strategic approach that coordinates all forms of marketing communication to deliver a consistent and integrated message to audiences through various communication channels.

This includes various communication tools such as advertising, sales promotion, direct marketing, and social media. In the context of PT Semen Indonesia Distributor (SID) Sidayu Branch, the marketing strategy is still dominated by conventional approaches through store visits and treatments, direct customer service, and face-to-face communication with business partners. On the other hand, companies have also begun to utilize digital media such as websites and social media as a means of supporting promotion. However, the use of digital marketing has not been fully integrated with conventional marketing, so the potential synergy between the two approaches has not been optimally utilized. This condition shows that there is a gap between the marketing

practices carried out by the company and the integrated marketing concept as stated by experts. Various previous studies in general (Misidawati et al., 2023) have discussed digital marketing and conventional marketing separately, focusing on the effectiveness of each approach in improving marketing performance and customer satisfaction.

However, studies that specifically analyze the integration of conventional marketing and digital marketing in the integrated marketing framework in the building materials distribution sector are still relatively limited. In addition, according to (Mujianto et al., 2022) most research is conducted in the retail, service, or end-consumer-based industries, while the context of distributor companies that rely on long-term relationships with business partners has not been studied in depth. Therefore, there is a research gap related to how the implementation of integrated marketing strategies is carried out practically in distributor companies, as well as the extent to which the integration is able to support marketing effectiveness and company competitiveness. This research is important to be carried out to analyze how the integration of conventional marketing and digital marketing as an integrated marketing strategy in PT Semen Indonesia Distributor Sidayu Branch.

LITERATURE REVIEW

Marketing is the main activity in the business world that serves as a link between companies and consumers. (Khopangsang et al., 2025) states that it is a social process in which individuals and groups obtain what they want and need through the process of creating, offering, and freely exchanging products and services of a certain value between each other. In line with this opinion, (Gilang Fatikhul Burhan, Agus Mansur, 2020) Emphasizing that understanding the needs and desires of consumers is the first step in designing a marketing strategy, including in designing products and creating value for customers. This is because loyal customers tend to make

repeat purchases, leave positive reviews, and even recommend products to others. According to (Sulastri, 2024) the application of IMC on social media and its influence on purchasing decisions, it is relevant for the theoretical framework of marketing integration. According to (Fitriyani et al., 2024) In the midst of the need for a more effective digital marketing strategy, Customer Relationship Management (CRM) has emerged as a strategic approach to improve customer retention, and service quality.

Conventional marketing has advantages in building personal relationships and trust, but according to (Giovanni et al., 2025) this strategy has limitations in the form of relatively narrow market reach and high operational costs, while Suparwo and Amran (2020) add that conventional marketing is less efficient because it is difficult to measure accurately and relies heavily on human resources in the field. Along with technological developments, digital marketing is present as a modern marketing strategy that utilizes digital technology and the internet, where (Haryanto et al., 2024) defines digital marketing as the application of digital technology to achieve marketing goals in an interactive and measurable manner, while Ryan (2020) states that digital marketing allows companies to build two-way communication with customers through websites, social media, Email marketing, and digital advertising.

In the Indonesian context, Sari and Suwandi (2025) emphasized that digital marketing is able to expand market reach and increase the effectiveness of marketing communication, especially through the use of social media, with advantages in the form of cost efficiency, flexibility, and the ability to analyze consumer data in real time. To optimize the advantages of these two approaches, an integrated marketing strategy or Integrated Marketing Communication (IMC) is needed, which according to Belch and Belch (2021) is an approach that integrates all

marketing communication channels to convey a consistent message and build a strong brand image, while (Haryati et al., 2024) stated that integrated marketing can improve cost efficiency, avoid duplication of messages, and Tuharman et al.'s (2022) research proves that the implementation of IMC has a significant effect on consumer satisfaction. In the context of PT Semen Indonesia Distributor, the integration between conventional marketing and digital marketing is a relevant strategy to combine the strength of personal relationships with a wide range of digital media so as to be able to increase the effectiveness of promotion and the competitiveness of the company. According to (Jaswita & Dewintasari, 2025) AI-based CRM (Customer Relationship Management) is increasingly being used to maintain long-term relationships with business customers. This system helps companies monitor the relationship cycle, as well as provide insights to maintain customer satisfaction.

METHODS

This study uses a qualitative descriptive approach. This approach was chosen because the research aims to deeply understand the phenomenon of the application and integration of conventional marketing and digital marketing as an integrated marketing strategy in PT Semen Indonesia Distributor Sidayu Branch. The qualitative approach allows researchers to obtain a comprehensive picture of the real conditions in the field, the behavior of marketers, and the dynamics of the marketing strategy implemented by the company without manipulating the research variables. With this approach, researchers can explore the meaning, process, and context of implementing marketing strategies more comprehensively. The data collection techniques in this study were carried out through observation, interviews, and documentation. Observation was carried out by directly observing conventional marketing activities such as store visits and treatments,

customer service, and sales administration processes, as well as observing the use of digital marketing through the company's website and social media.

Interviews were conducted in a semi-structured manner with related parties, especially the marketing department and Customer Relationship Officer (CRO), to obtain information about marketing strategies, obstacles faced, and efforts to integrate conventional and digital marketing. Documentation is used to supplement the data through the collection of company documents, marketing reports, and other supporting data relevant to the research. The data that has been collected then goes through the data reduction stage. Data reduction is carried out by selecting, focusing, simplifying, and grouping data according to the research objectives. At this stage, the researcher selects data that is directly related to the application of conventional marketing, digital marketing, and efforts to integrate the two, while irrelevant data is set aside.

The data reduction process aims to make it easier for researchers to understand the information obtained so that the data becomes more structured and meaningful. The next stage is data analysis, which is carried out in a qualitative descriptive manner. Data analysis is carried out by interpreting data from observations, interviews, and documentation to describe the actual condition of the company's marketing strategy. Data is analyzed by associating field findings with relevant marketing concepts and theories, specifically conventional marketing, digital marketing, and integrated marketing strategies. The results of the analysis are then presented in the form of a systematic narrative to explain the problems, opportunities, and potential integration of marketing strategies that can be implemented by the company.

To ensure the validity of the data, this study uses triangulation techniques. Triangulation is carried out by comparing data obtained from various sources and data

collection techniques, namely observation, interviews, and documentation. In addition, the researcher also double-checked the results of interviews with informants to ensure the suitability of the information obtained. With the application of triangulation, it is hoped that the data produced has a high level of credibility and reliability so that the results of the research can be scientifically accounted for.

RESULTS AND DISCUSSION

RESULTS

The results of the research were obtained through the process of interviews, observations, and documentation at PT Semen Indonesia Distributor Sidayu Branch. This research is designed to answer the research objective, which is to integrate conventional and digital marketing as an integrated marketing strategy at PT Semen Indonesia Distributor Sidayu Branch. All data that has been obtained has gone through a process of reduction, data presentation, and data validity testing using triangulation of sources and techniques, so that the results of the research can be scientifically accounted for.

1. Conventional Marketing

The results of the study show that the marketing strategy of PT Semen Indonesia Distributor Sidayu Branch is still dominated by conventional marketing approaches. Marketing activities are carried out through store visits and treatments, face-to-face customer service, and direct communication between marketing personnel and customers. This approach has proven to be effective in building personal relationships, maintaining trust, and retaining customers who have worked with them over the long term. The company's current marketing focus is still directed at maintaining old customers, so market expansion efforts are not yet a top priority.

The well-established pattern of cooperation puts the company in a

relatively safe position, but on the other hand, it causes marketing strategies to tend to be defensive. The company has also started to utilize digital marketing through websites and social media, but the implementation has not been optimal. Promotional content management has not been carried out consistently, digital communication strategies have not been well planned, and the use of supporting features such as digital advertising and audience data analysis is still limited.

In addition, the limitation of human resources in the marketing division also affects the effectiveness of the marketing strategy implemented (Kirono, et al, 2024). Both in terms of number and digital marketing competencies, the existing capacity has not fully supported the development of digital-based marketing. Nonetheless, the company is showing efforts to improve the quality of customer service through more responsive communication and more structured service as part of its customer retention strategy.

2. Digital Marketing

The results of the study show that the implementation of digital marketing at PT Semen Indonesia Distributor Sidayu Branch has begun to be carried out, but it is still supportive and has not yet become the main strategy. The implementation of digital marketing is carried out through the use of the company's website as a medium for delivering product information, company profiles, and formal means of communication with customers. In addition, the company also uses social media to convey promotional information, company activities, and strengthen the brand's existence in the digital space.

In practice, digital marketing management has not been carried out in a planned and sustainable manner. Published digital content has not been compiled based on a clear content calendar or

communication strategy, so the intensity and consistency of promotions is still limited. The content delivered tends to be informative and has not been specifically directed to reach new customers or expand market segments. The company has also not optimally utilized digital marketing features such as digital advertising, search engine optimization (SEO), and social media performance analysis to measure the effectiveness of the strategies implemented.

In terms of operational implementation, digital marketing has not been integrated with conventional marketing activities carried out by marketing personnel in the field. Digital media has not been used as a supporting tool in the process of customer visits, communication follow-up, and customer database management. The limitation of human resources who have digital marketing competence also affects the optimization of this strategy. However, the use of websites and social media shows that there are early efforts by companies to adopt digital marketing. Such implementation can be the basis for the development of a digital marketing strategy that is more structured and integrated with conventional marketing in the future. The form of digital marketing implementation carried out by the company can be explained as follows.

a. Utilization of the Company's

Website The company's website is used as an official information medium that contains company profiles, product information, and formal means of communication with customers. This implementation aims to make it easier for customers to obtain information quickly and accurately without having to rely entirely on face-to-face interaction. The website acts as a digital information center that supports the

credibility and professionalism of the company.

b. Use of Social Media as a Means of Promotion

The company has used social media to convey promotional information, company activities, and product introductions to customers. Social media is used as a more flexible and accessible means of communication, allowing companies to stay connected with customers outside of direct visit activities. However, the management of promotional content is still simple and has not been done consistently.

c. Digital Communication as a Customer Relationship Support

Digital marketing is also implemented as a supporting tool in maintaining relationships with customers through digital-based communication. Digital media is used to convey further information, confirmation, and customer service in a more responsive manner. This implementation supports the company's efforts to retain customers who have worked together for the long term. Limited Integration with Conventional Marketing Although digital marketing has been implemented, its integration with conventional marketing activities is still limited. Digital media has not been used optimally as a support for customer visits, customer data management, and marketing effectiveness evaluation. This shows that digital marketing is still in the early stages of development.

3. Integration of Conventional and Digital Marketing

The results indicate that the integration of conventional and digital marketing at PT Semen Indonesia Distributor, Sidayu Branch, has not been strategically implemented. This is demonstrated by the lack of integrated planning linking field

marketing activities with digital content management. Conventional marketing personnel have also not optimally utilized digital media as a primary tool for customer follow-up and evaluation, so the marketing process remains dominated by face-to-face interactions. Furthermore, digital marketing activities have not been used as a basis for conventional marketing decisions, such as determining the priority of customer visits. Marketing messages delivered through offline and online channels have not been aligned within a consistent communication concept, thus the potential synergy between conventional and digital marketing has not been fully utilized.

The potential for integrating conventional and digital marketing at PT Semen Indonesia Distributor, Sidayu Branch, is highly feasible as a strategic step to strengthen sustainable customer relationships while encouraging market expansion (Rahmawati et al., 2025). Conventional marketing, which has been effective in building trust through direct visits, face-to-face service, and personal communication, needs to be maintained as the primary foundation of business relationships. However, this approach needs to be strengthened with digital marketing support so that marketing strategies are not only defensive but also adaptive to changing market behavior (Rehman et al., 2022). Digital marketing can complement and reinforce conventional marketing activities, for example, by utilizing websites and social media to follow up on customer visits, convey the latest product information, and continuously strengthen brand image. This integration allows for faster, more documented, and more measurable communication with customers. Furthermore, digital interaction data can be utilized to support field marketers in

understanding customer needs and designing more targeted approaches.

DISCUSSION

The discussion of this research is focused on two main objectives, namely the integration of conventional marketing and digital marketing as an integrated marketing strategy at PT Semen Indonesia Distributor Sidayu Branch.

1. Conventional Marketing

Research shows that conventional marketing is still the main approach applied by PT Semen Indonesia Sidayu Branch Distributor. According to Kotler and Keller (2016: 27), conventional marketing is a traditional form of marketing that emphasizes direct interaction between companies and customers through face-to-face activities, field visits, and personal communication in the value exchange process. This approach is widely applied to the distribution industry sector because it allows companies to control the sales and distribution process directly.

From the perspective of operational marketing theory, conventional marketing is seen as effective for managing sales activities that are routine and ongoing. Rangkuti (2014: 45) explained that customer visits, direct service, and personal communication function as a means of market supervision as well as a medium for delivering product information, prices, and company policies. The findings of the study show that the dominance of store visits and treatment reflect the role of conventional marketing as an instrument of controlling distribution and sales activities in the field.

However, according to Kotler and Armstrong (2018: 498), conventional marketing has limitations in terms of efficiency because it requires relatively high operational costs and is highly dependent on the physical activities of marketing personnel. In marketing

efficiency theory, an effective marketing strategy should be able to reach a wide market with optimal use of resources. The results show that the reliance on field marketing causes the company's marketing reach to be limited and difficult to do simultaneously on a wider scale. In addition, from the perspective of marketing control theory, Suparwo and Amran (2020: 89) stated that conventional marketing is relatively difficult to measure its performance objectively due to the lack of quantitative data as a basis for evaluation. Marketing effectiveness is often judged based on field experience and subjective assessments of marketers. This condition is in line with research findings that show that marketing evaluation in companies is still not fully based on structured performance indicators.

2. Digital Marketing

Research shows that PT Semen Indonesia Distributor Sidayu Branch has started to utilize digital marketing through the use of websites and social media, but its implementation has not been running optimally. From the perspective of modern marketing theory, digital marketing is understood as a marketing strategy that utilizes digital technology and the internet to reach, interact, and deliver value to consumers more effectively and efficiently. (Haryanto et al., 2024) explained that digital marketing allows companies to conduct integrated, interactive, and measurable marketing communications through various digital platforms.

In the context of marketing effectiveness theory, digital marketing provides the main advantage of a wide market reach without geographical restrictions. Ryan (2020:6) states that digital marketing allows companies to reach consumers on a large scale simultaneously at a relatively lower cost than conventional marketing. The findings of the study show that the use of

digital media in companies is still supportive and has not been maximized as the main channel of marketing communication, so the potential for efficiency has not been fully achieved.

In addition, from the perspective of marketing communication theory, digital marketing is two-way and allows for direct interaction between companies and consumers. (Haryati et al., 2024) explained that digital media provides a space for consumers to respond directly to marketing messages, so that companies can get market feedback quickly. However, the results of the study show that content management and digital interaction have not been carried out consistently, so the two-way communication function has not been utilized optimally. From the perspective of marketing control theory and evaluation, digital marketing has the advantage of providing measurable data and performance indicators. (Haryanto et al., 2024) emphasized that digital marketing activities can be evaluated through data on visits, interactions, and user responses, which can be used as a basis for strategic decision-making. The findings of the study show that companies have not made the most of digital data as the basis for marketing evaluation and planning.

3. Integration of Conventional and Digital Marketing

Research results indicate that the integration of conventional and digital marketing at PT Semen Indonesia Distributor Sidayu Branch has not been implemented strategically and in a structured manner. The dominance of conventional marketing, which relies on face-to-face interactions, visits, and store treatments, indicates that marketing activities still focus on a traditional relational approach. The absence of integrated planning that connects field marketing activities with digital content

management means that digital marketing has not yet functioned as a primary supporting tool in customer follow-up and evaluation processes (Anggraini & Sukaris, 2023). This situation reinforces the finding that digital marketing is still positioned as an additional activity, rather than an integral part of the company's marketing strategy.

Furthermore, the underutilization of digital interaction data as a basis for conventional marketing decisions, such as prioritizing customer visits, indicates a low level of integration between marketing channels. The discontinuity of marketing messages between offline and online channels also has the potential to reduce the consistency of brand communications and weaken the effectiveness of the overall marketing strategy. However, integrating the two approaches has significant potential to improve a company's marketing performance. As stated by Rahmawati et al. (2025), integrating conventional and digital marketing can be a strategic step to strengthen the sustainability of customer relationships while driving market expansion. Conventional marketing, which has been effective in building trust, needs to be maintained, but it must be strengthened with digital marketing to make the strategy more adaptive to changing market behavior (Rehman et al., 2022). Utilizing websites and social media as a means of follow-up visits, delivering product information, and strengthening brand image allows for faster, more documented, and measurable communication. Thus, optimal integration can support field marketers in designing a more targeted and sustainable approach.

CONCLUSION

The marketing strategy implemented by PT Semen Indonesia Distributor Sidayu Branch is

still dominated by conventional marketing approaches. Marketing activities conducted through store visits and treatments, face-to-face customer service, and direct communication with business partners have proven effective in building personal relationships, maintaining trust, and retaining customers in the long term. However, the dominance of conventional marketing also shows limitations, particularly in terms of market reach, efficiency of time and cost use, and the company's ability to carry out market development and expansion more optimally. Further research results indicate that digital marketing has begun to be implemented through the use of websites and social media as a means to support the company's promotional and communication activities. However, the implementation of digital marketing has not been running optimally because it is not supported by structured strategic planning, consistent content management, and systematic use of digital data as a basis for marketing decision-making. This condition has resulted in digital marketing being unable to make a significant contribution to increasing marketing effectiveness or achieving the company's marketing performance. The integration between conventional and digital marketing as an integrated marketing strategy has not been fully realized. However, this marketing approach can be implemented in a coordinated manner within an integrated and sustainable marketing strategy framework, so that in the future it is necessary to develop an integrated marketing strategy that is able to integrate the advantages of conventional marketing in building personal relationships with the potential of digital marketing in expanding market reach and increasing marketing efficiency, in order to support the continuous improvement of company competitiveness.

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