

# OPTIMIZING DIGITAL MARKETING IN AN EFFORT TO INCREASE ONLINE SALES AT RAMLI COLLECTION

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## *Abstract*

*This study aims to identify and formulate steps to optimize digital marketing strategies to increase online sales at Ramli Collection, a men's Muslim clothing brand. This study uses a qualitative approach with a case study method, involving three key informants: the owner, marketing manager, and consumers. Data were collected through observation and interviews and then analyzed descriptively. The findings show a decline in online sales over the past three months, caused by a lack of consistent content, limited engagement with consumers, and suboptimal digital promotions. Based on these findings, Ramli Collection must increase the frequency and diversity of content marketing, strengthen engagement through live streaming and quick responses on social media, collaborate with influencers, and develop creative advertising campaigns. This study provides a theoretical contribution to understanding the application of digital marketing in the Muslim fashion industry, as well as a practical contribution in the form of strategic recommendations to improve the effectiveness of marketing and online sales.*

***Keywords: Digital Marketing, Content Marketing, Online Sales, Marketing Strategy***

## INTRODUCTION

In recent years, rapid advances in information and communication technology have led to significant changes in the way companies interact with consumers. Previously, consumers shopped using conventional methods, but now they are starting to switch to online shopping using digital media because it is considered more effective and efficient. Marketing communication has changed from face-to-face to screen-to-face as a result of technological advances, which is now known as digital marketing (Anjani, 2023).

According to (Tarigan & Sanjaya, 2013 in Watajdid et al., 2021), digital marketing is a marketing activity, including branding, that uses various web media such as blogs, websites, e-mail, AdWords, or social media. The goal is to increase brand awareness, expand the market, build strong relationships with customers, increase sales, and achieve the best results in the increasingly developing digital business world (Julianti et al., 2024). In other words, digital marketing plays an important role in helping companies adapt to the behavior of modern consumers who are more active in the online world, so that marketing strategies become more focused and effective, especially to increase sales.

Ramli is a men's Muslim fashion brand that has been operating since 1979 and has now grown from a home industry into a national brand that is beginning to explore the international market. In facing the digital era, Ramli Collection has adapted by marketing through digital platforms such as TikTok, Shopee Live, and Instagram. However, this adaptation has not been fully effective. Based on observations during the research, a significant decline in sales was found, both in terms of the number of products sold and total revenue over the past few months.

This decline is believed to be due to the current digital marketing strategy and promotional content, which are not yet optimal in attracting attention and encouraging consumer interest. Digital marketing should play an important role in helping companies convey information about products to customers quickly, while also making it easier for potential buyers to access information about the products being sold (Asysyifaa et al., 2024). Consistently creating useful and relevant content can increase engagement, strengthen audience trust, and ultimately drive sales conversions (Adhitya et al., 2024).

Based on these issues, the purpose of this study is to identify and formulate steps to optimize digital marketing strategies, improve content quality, and strengthen interactions with consumers in the hope of increasing Ramli Collection's online sales. The results of this study are expected to contribute theoretically in the form of an understanding of the application of digital marketing in the Muslim fashion business, as well as practically in the form of recommendations for Ramli Collection to optimize its marketing strategy, content quality, and customer interaction to achieve more effective sales growth.

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing is defined as a series of marketing activities that utilize digital media, such as the internet, mobile devices, and other online platforms to promote products, services, or brands (Anjani, 2023). The use of digital marketing

strategies provides advantages in reducing promotional costs and reducing the use of physical promotional materials such as brochures, banners, and pamphlets (Sugiyanti et al., 2022). The use of digital technology can strengthen business presence, reach a wider audience, and encourage growth. However, companies need to keep up with technological developments and adjust their marketing strategies (Sono et al., 2023). In addition, digital marketing makes it easier for companies to track the effectiveness of their campaigns by using data on visits, interactions, and conversions, so they can evaluate the results and make improvements if necessary (Respati et al., 2023).

### **Content Marketing**

Content marketing is a marketing activity that involves creating, selecting, sharing, and developing content that is interesting, relevant, and useful for a specific target group, with the main objective of creating interaction (Kotler, 2019 in Fadillah et al., 2021). The main objective of content marketing is to increase customer engagement. This concept begins with understanding customer needs and sharing them through informative content that influences behavior and aids purchasing decisions (GetCraft, 2017 in Fadillah et al., 2021). Relevant and valuable content can build strong relationships and emotional closeness with customers in the long term (Yunita et al., 2021).

### **Online Sales**

Online sales are commercial activities that use digital media as an intermediary, enabling transactions to be carried out without face-to-face meetings (Shafitri et al., 2023). Online sales are very important in expanding market reach to the national and international levels, reducing operational costs, and accelerating transaction flows (Nafisa, 2021). The success of online sales is highly dependent on the consistency and effectiveness of the digital marketing strategies implemented (Amanah & Yuliana, 2025). Choosing the right e-commerce platform can also increase the efficiency of online sales by simplifying product management, inventory, and payment processes (Cahyaningrum, 2024).

### **Marketing Mix**

(Kotler and Amstrong, 2018 in Gunawan, 2020) argue that the marketing mix is a set of marketing strategy tools used by companies to obtain responses that are in line with the company's objectives from the target market. The marketing mix (4Ps) generally consists of the following four elements:

1. Product can be defined as goods, services, or ideas provided or produced by a company to meet consumer needs.
2. Price can be defined as the amount of money that consumers must pay to obtain a product.

3. Place (including distribution) can be defined as the way a company places its products, which allows consumers, as the company's target market, to easily obtain these products. Alternatively, this can also refer to all types of activities related to how a company delivers products to consumers.

4. Promotion can be defined as any activity that involves disseminating information about a product to consumers, thereby attracting consumers to choose the products offered by the company to satisfy their desires.

## **METHODOLOGY**

This study uses qualitative research to determine the optimal digital marketing strategies used by Ramli Collection to increase online sales. Qualitative research methods: (1) conducted in natural conditions where the data source and researcher are the main keys, (2) qualitative research is descriptive in nature, meaning that the data collected consists of words or images, so it does not emphasize numbers, (3) qualitative research focuses more on the process than the product or outcome, (4) data analysis is conducted inductively, and (5) qualitative research pays more attention to the meaning of the observed data (Sugiyono, 2012 in Respati et al., 2022).

Klenke argues that qualitative research is a special research tool, including observation, structured interviews, case studies, focus groups, history, and analysis of various types of writing. In this study, the researcher chose to use the purposive sampling data collection technique. According to Sugiyono, purposive sampling is a technique for determining samples using specific considerations, and this sampling technique is more suitable for qualitative research or research that does not make generalizations(Respati et al., 2022).

Therefore, the informants used in this study were those who were credible in answering questions about the research subject, namely the Ramli Collection. There were three informants in this study, whose profiles included the owner, marketing manager, and consumers of the Ramli Collection.

Table 1. Informant Profile Ramli Collection

<b>No</b>	<b>Name</b>	<b>Gender</b>	<b>Status</b>
1	Jefri	Male	Business Owner
2	Erin	Female	Marketing Manager
3	Rahmat	Male	Customer

*Source : Researcher (2025)*

## **RESULTS AND DISCUSSION**

Based on internal sales report data, there has been a decline in Ramli Collection's online sales over the past three months.

Table 2. Ramli Online Sales Data Recap 2025

Month	Sold (pcs)	Revenue (Rp)
June	1585	Rp 111,125,068,-
July	1482	Rp 101,573,398,-
August	1280	Rp 86,896,989,-

Source : *Ramli Store.id Sales Summary Report.*

Table 2 shows a decline in both sales volume and revenue. The number of products sold decreased by 305 pieces from June to August. Revenue also fell by IDR 24,228,079 from June to August. This decline indicates the challenges of maintaining online sales performance amid increasingly fierce competition in the Muslim fashion industry.

Interviews with the owner, marketing manager, and consumers revealed that digital marketing is one of the main factors that must be optimized to overcome this decline.

The interview with the owner of Ramli Collection revealed that a digital marketing strategy has been implemented, but it has not been utilized to its full potential. The company actively uses social media platforms such as Instagram, TikTok, and Shopee, but consistency in posting content and diversity of content remain significant obstacles. According to the owner, Ramli Collection strives to maintain consumer trust through content that highlights product quality and brand image, but creative team limitations and rapid changes in digital trends often hinder the sustainable implementation of digital strategies.

"...Looking at the sales reports, there has been a decline in recent months. Usually, the main factor is that our digital promotions are inconsistent. So far, we have been using Instagram, TikTok, and Shopee for sales, but we need to optimize them further..."

This shows that the strategies implemented are still basic and not fully integrated. In the future, the company plans to implement a more planned, consistent, and modern promotion system based on digital trends, with the aim of increasing marketing effectiveness. Untuk mengatasi terjadinya penurunan penjualan, manajer pemasaran telah melakukan beberapa langkah optimalisasi, seperti yang beliau sampaikan.

To overcome the decline in sales, the marketing manager has taken several optimization steps, as he explained.

"...Now we are trying to improve from there, create a consistent posting schedule, and start actively using live streaming again. We are also starting to

collaborate with local micro-influencers so that the Ramli brand can become better known among young people...”

These steps reflect a digital marketing optimization strategy that aims to increase engagement and brand awareness by strengthening digital technology presence and expanding collaboration with influencers.

From the consumer side, the interview results show that the success of Ramli Collection's digital marketing strategy is greatly influenced by the frequency and appeal of the content. One consumer said:

“...I first heard about the Ramli brand from a friend, then I tried looking it up on Shopee because I wanted to find a cap for a school event. It turns out they often have promotions, but I rarely see them on social media. Maybe if Ramli were more active in creating content, it would attract more people to buy...”

This statement indicates that consistent activity on social media can increase awareness and influence consumer purchasing decisions. Although promotions and discounts remain attractive, consumers feel less engaged if content is rarely published or not updated regularly.

Thus, the findings from these three respondents confirm that consistency and quality of digital marketing content are key to increasing Ramli Collection's online sales. Optimizing digital marketing strategies not only involves publication frequency but also tailoring content to consumer trends and preferences, using interactive features such as live streaming, and collaborating with influencers to expand the sales market.

Based on the research results, there are three main aspects that need to be considered in Ramli Collection's digital marketing optimization efforts to overcome declining sales, namely (1) content marketing strategy, (2) consumer interaction, and (3) promotional collaboration

### **1. Content Marketing Strategy**

Ramli Collection needs to pay special attention to the consistency of its publications and the diversity of its content. Interesting and relevant content can strengthen brand awareness and increase interest in shopping. According to Kotler and Keller (2020), the quality of content that is published regularly and has emotional value can strengthen the relationship between the brand and consumers. In the case of Ramli Collection, unstable publication frequency is one of the factors that reduces brand visibility on social media.

### **2. Digital Interaction and Engagement**

One of the reasons for the decline in online sales is the low level of digital interaction. Today's consumers tend to buy products from brands that actively

communicate and respond quickly. Ramli Collection's efforts to implement live streaming, Q&A sessions, and quick responses on social media are positive steps that can improve its relationship with its audience. This strategy is in line with the concept of relationship marketing, where emotional engagement is key to building consumer loyalty.

### **3. Collaboration and Digital Promotion**

Collaborating with local influencers and seasonal advertising campaigns can increase brand awareness and appeal. Creatively designed digital promotions not only increase brand awareness but also drive purchase conversions. However, for Ramli Collection, it is important to continuously monitor the effectiveness of each campaign in order to measure results and adjust strategies on an ongoing basis.

Overall, the research findings indicate that the decline in Ramli Collection's online sales is more related to a lack of digital consistency and interaction than to a decline in product quality. By strengthening its digital marketing strategy through improved content consistency, more intensive interaction with consumers, and the use of targeted promotions, Ramli Collection has the opportunity to recover and improve its online sales performance in the future

## **CONCLUSION AND SUGGESTIONS**

According to research findings, the decline in Ramli Collection's online sales in recent months was mainly due to ineffective digital marketing strategies. The main factors contributing to this were low consistency and diversity of content, limited interaction with consumers, and ineffective integration of digital advertising campaigns. The problem was not the quality of the products, but rather the lack of attractive and regular digital marketing, which led to a decline in brand awareness and consumer interest in purchasing.

To overcome this problem, Ramli Collection recommends increasing the frequency and diversity of digital content, strengthening interaction through live broadcasts, Q&A sessions, and quick social media responses, as well as collaborating with influencers and implementing creative advertising campaigns with measurable results. Furthermore, it is important to evaluate digital marketing strategies regularly so that companies can adapt to digital trends and consumer preferences, thereby increasing online sales and optimizing business performance.

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