

# Effectiveness of Digital Marketing Strategy through Social Media on Sales of UD. Purnama Jati Center for Special Jember Souvenirs

Siti Isnaini<sup>1</sup>, Akhmad Suharto<sup>2</sup>, Jekti Rahayu<sup>3</sup>

<sup>1-3</sup>muhammadiyah university of jember

## Article Info

### Article history:

Received May, 2025

Revised May, 2025

Accepted May, 2025

### Keywords:

Effectiveness

Marketing Strategy

Social Media

Whatsapp

Instagram

Facebook

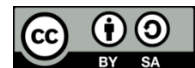
Tiktok

Sales

## ABSTRACT

Jember Regency, East Java, with an area of around 3,306.69 km<sup>2</sup>, is famous not only for its agricultural and tourism sectors, but also as a center for typical regional souvenirs such as suwar-suwir, prol tape, edamame, Jember coffee, and typical Jember chocolate. The existence of various souvenir shops on the main route, city center and tourist locations contributes to the tourism industry and strengthens Jember's identity as a producer of local products that are sought after by tourists. This research aims to find out whether the use of social media Whatsapp, Instagram, Facebook and Tiktok has a significant impact on increasing UD sales. Purma Jati Jember souvenir center. The method used in this research is a descriptive method with a quantitative confirmatory approach. The population of this research is customers from UD. Purnama Jati and followers of UD's social media accounts. Purnama Jati who follows social media Whatsapp, Instagram, Facebook and Tiktok. The sampling method used purposive sampling, the sample was 105 respondents. The results of this research are that marketing strategies via WhatsApp have proven to be effective with an effectiveness level of 84%, Instagram at 85%, Facebook at 77% and Tiktok at 86%. The results of the effectiveness level of social media Whatsapp, Instagram and Tiktok can be said to be "Very Good" and social media Facebook can be said to be "Good".

*This is an open access article under the [CC BY-SA](#) license.*



## Corresponding Author:

Name: Siti Isnaini

Institution Address: Muhammadiyah University of Jember

e-mail: [siti01isnaini06@gmail.com](mailto:siti01isnaini06@gmail.com)

## 1. INTRODUCTION

Jember, a regency in East Java with an area of 3,306.69 km<sup>2</sup>, is known not only for its agricultural and tourism sectors, but also as a center for regional souvenirs. Popular products such as suwar-suwir, prol tape, edamame, coffee, and Jember's signature chocolate are sought after by tourists. The existence of souvenir shops in various strategic locations also supports tourism and strengthens Jember's identity as a producer of

superior local products that are in demand by domestic and foreign tourists.

UD Purnama Jati has been a famous souvenir center in Jember since 2000 that sells local specialty products made from cassava tape, such as prol tape, brownies tape, and suwar-suwir, as well as providing handicrafts, coffee, and local chocolate. Strategically located in Gebang, Jember, this shop utilizes social media such as Instagram, Facebook, WhatsApp, and TikTok for promotion, although the number of followers

is still relatively low compared to the market potential. Product sales through Shopee reached 4,475 units and through Tokopedia as many as 1,062 units, a figure that is still relatively small. This is thought to be due to suboptimal social media marketing strategies, lagging behind competitors, and low brand awareness, even though social media is currently one of the largest promotional channels [1].

Marketing strategy is a marketing logic that provides value to clients and builds mutually beneficial relationships, while marketing is defined as a social and managerial process to meet needs through the exchange of products and values [2]. Marketing strategies using social media, such as increasing posting frequency, interactive content, and social media features, are effective in supporting the sustainability of MSME sales [3]. Social media marketing strategies utilize platforms such as Facebook, Instagram, and TikTok to build customer interactions, increase brand awareness, and trigger sales through engaging content, paid advertising, visual promotions, and influencer marketing.

Various studies have shown that social media is effective as a marketing platform, although the results vary depending on the platform used. Instagram is considered capable of increasing sales through visual content, although not all of its features are effective [4]. WhatsApp is considered superior because of direct interaction with customers, while Facebook has potential but is less efficient according to several studies [5]. TikTok is effective with creative video content and influencer collaboration [6]. However, there is still little research that comprehensively compares the effectiveness of each platform, especially in the context of MSMEs in Jember Regency. This study aims to fill this gap by analyzing the impact of social media marketing strategies on MSME sales in the region.

Selling is a combination of science and art to persuade consumers to make an exchange, and social media has proven effective in supporting this process through attractive promotional language, interactive content,

and collaboration with influencers [7]. However, there is still a gap in the implementation of social media marketing strategies among MSMEs, especially in the souvenir sector. UD Purnama Jati's sales data shows that the results are not optimal even though they have utilized digital platforms. Therefore, this study aims to examine the effectiveness of social media marketing strategies on UD Purnama Jati's sales and provide recommendations for optimizing digital marketing, as well as contributing to the development of MSME marketing strategies in Jember.

## 2. LITERATURE REVIEW

### 2.1 Marketing

Marketing is the process of creating, offering, and exchanging products or services with other parties. The goal is to meet the needs and desires of consumers, and achieve company goals. Marketing is the process of companies identifying customer needs by creating value and building relationships with customers in order to create competitive advantages in competing [8]. Marketing is the process and management of providing individuals or groups with what they need and desire by developing, marketing, and exchanging valuable items with other parties, or any actions that include the distribution of products or services from producers to consumers [9].

### 2.2 Digital Marketing

Digital marketing is defined as the use of digital technology to create integrated, targeted, and measurable communications that help acquire and retain customers while building deeper relationships with them [10].

### 2.3 Effectiveness

Effectiveness is the level of attachment of the output achieved with the expected output from the amount of input in a company or person [11].

### 2.4. Marketing Strategy

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other [12].

### 2.5. Social Media

Social media is a term that describes various technologies used to connect people into collaboration, exchange information, and interact through internet-based messages[13].

### 2.6. Whatsapp

WhatsApp Messenger itself is a cross-platform messaging application that allows someone to exchange information without SMS costs[14].

### 2.7. Instagram

Instagram is an application that can easily share photos on various social platforms by providing a caption feature or photo description that makes Instagram a popular social media[15].

### 2.8. Facebook

Not only for communication, Facebook also has the opportunity as a marketing activity that aims to introduce, improve and establish good communication with customers[16].

### 2.9. Tiktok

TikTok is a social networking app that allows users to view, share, and create short video clips. TikTok, which is aimed at the international market, is based on Douyin, which is widely used in China[17].

### 2.10. Sales

Sales are common in businesses and are the gross amount charged to customers for goods and services[18].

## 3. METHODS

The method used in this study is a descriptive method with a quantitative convirmatoty approach. The population of this study were customers of UD. Purnama Jati and followers of UD. Purnama Jati's social media accounts who follow social media Whatsapp, Instagram, Facebook and Tiktok. The number of samples in this study was 105 respondents. Purposive sampling technique was used in this study. Data collection techniques in this study used questionnaires distributed offline to UD. Purnama Jati customers, observation, interviews and documentation. The data analysis technique in this study was carried out using Microsoft Excel software, which allows for processing,

organizing, and calculating data efficiently, as well as visualizing the results of the analysis through graphs or tables to facilitate interpretation and drawing conclusions. In addition, the data results were measured using effectiveness measurements, total values and full expected values.

## 3. RESULTS AND DISCUSSION

### 4.1 Company Overview

UD. Purnama Jati is a souvenir center in Jember that has been open since 1998 and is well-known among visitors, particularly for cassava tape items such as prol tape, brownie tape, and suwar-suwir. Mrs. Firdausi Nirwanawati owns this business, which also sells edamame pia, coffee, chocolate, and a variety of local crafts. This company began as a result of her husband's retirement, and it flourished following a great response to the tape cake she prepared. Sales were initially made from home before opening a store at Jl. Gang Bungur I No.9, Gebang, Jember. This firm has developed substantially over time, thanks to improved manufacturing capacity and product variety. UD. Purnama Jati now serves consumers both in-store and online. Social media platforms like Instagram, Facebook, WhatsApp, and TikTok are used for online marketing, as are e-commerce sites like Shopee and Tokopedia. Their products are not only sold locally, but also exported to other countries like as Hong Kong and Taiwan. With this triumph, UD. Purnama Jati has become an emblem of Jember souvenirs. Despite the pandemic's impact, UD. Purnama Jati has managed to exist by keeping the quality and flavor of its goods. To extend the market, this shop continues to develop in terms of technology and marketing strategy. Because of their efforts, they received a Bogasari prize in 2017 and have since grown to become an emblem of Jember souvenirs.

### 4.2 Vision and Mission

UD. Purnama Jati's mission is to become a prominent manufacturer of Jember's unique culinary souvenirs while also helping to develop the nation's life via Bogasari. To achieve this goal, UD. Purnama Jati's aim is to develop outlets with customer-

friendly facilities, use success as incentive to deliver greater benefits to the community, and offer high-quality regional specialty items.

The organizational structure at UD. Purnama Jati is made up of various major roles, each with their own set of duties. Mrs. Firdausi Nirwanawati is the CEO and owner of the firm, and she is totally responsible for overseeing its activities, policies, and operations. Mr. Ari Mukti Firmanto serves as the COO, overseeing financial administration and outlet management, including cash flow and financial reporting. Mrs. Dina Rosita, the CMO, oversees marketing and distribution strategies such as product development, pricing, branding, and service enhancement. Mr. Bey Faurinfi, the CPO, oversees the manufacturing process, monitors raw material inventory, and overcomes production obstacles. In addition, there are production staff who make bread from dough to packing, inventory employees who oversee raw material and completed product inventories, shipping employees who fulfill large orders, and outlet personnel who serve customers directly in the store.

#### **4.3 Characteristics Based on Gender**

Out of 105 respondents, 31.43% are male and 68.57% are female. These findings suggest that women are more interested in buying for souvenirs at UD. Purnama Jati than males. Women are more likely to buy mementos than males because they are more concerned with social, aesthetic, and trend factors. Using social media as a marketing approach allows souvenir items to be pushed more readily through appealing imagery, emotive storytelling, and viral trends, all of which are more successful in attracting female customers.

#### **4.4 Characteristics by Age**

From 105 respondents, there are 64.76% male and female consumers aged 20-30 years and 35.24% male and female customers aged 31-50 years in UD Purnama Jati. Respondents are primarily between the ages of 20 and 30, which has a strong spending power and consumption of souvenir items. These souvenir items are often not only for personal enjoyment, but can also be given as gifts or

used for other reasons. Information on these souvenir goods may be received via social media, which is more commonly utilized by that age group.

#### **4.5 Characteristics Based on Education**

From the 105 respondents, 2.86% had an elementary school education (from the elderly), 40.95% had a high school education, and 56.19% had an undergraduate degree. So, based on the statistics, it is possible to deduce that UD. Purnama Jati's consumers are primarily undergraduates of varied ages, ranging from 20 to 50 years. The reason for this is that graduates are more likely to utilize social media and digital platforms, therefore they are more exposed to UD. Purnama Jati's marketing methods, especially if promotions are mostly done online via social media.

#### **4.6 Job-Based Characteristics**

According to the data in table 4.4, 19.05% of UD. Purnama Jati customers are teachers, 10.48% are housewives, 8.57% are freelancers, 8.57% are entrepreneurs, 21.90% are lecturers, 17.14% are students, and 8.57% are pupils. Based on these findings, it is possible to assume that lecturers, instructors, and students outnumber clients from other professions. This is because they spend more time on social media, enjoy purchasing souvenirs, and value high-quality things.

#### **4.7 Index Analysis of Respondents' Answers**

The data for this study were gathered by personally distributing questionnaires to 105 consumers of UD. Purnama Jati in hard copy form, with the goal of measuring the efficiency of social media platforms WhatsApp, Instagram, Facebook, and TikTok in promoting Jember souvenir items. The findings indicate that social media greatly contributes to customer interest. The overall number of replies reveals that WhatsApp received 1,782, Instagram 1,790, Facebook 1,620, and TikTok 1,812. In addition, sales features such as economical prices, stock availability, current promotions, simplicity of ordering via the chat function, and product quality were deemed effective, totaling \$2,184. These statistics demonstrate that UD. Purnama Jati's digital marketing approach is effective and capable of generating customer

attention. In this study, the total anticipated value is evaluated to examine if social media marketing initiatives provide profitable outcomes. This figure is computed by multiplying the highest score of each questionnaire response (i.e. 5), the number of statements (4 per stage), and the number of respondents (105). Using this approach, a total anticipated value of 2,100 is calculated for each social media platform, specifically WhatsApp, Instagram, Facebook, and TikTok. This similar figure implies that each platform has an equal weight of remarks and responders, allowing the findings to be properly compared when measuring the efficiency of each social media as a marketing tool for UD. Purnama Jati.

## DISCUSSION

### *4.1. The Level of Marketing Effectiveness Through Whatsapp in Increasing Sales*

The marketing strategy through WhatsApp at UD Purnama Jati is considered quite effective with a positive response rate of 84%. This media facilitates communication between sellers and customers through story, group, and direct chat features, thus encouraging product purchases. Ease of contact access, fast response, and the use of catalogs, photos, videos, and customer testimonials help build trust and comfort. In addition, WhatsApp facilitates direct transactions, making it a marketing tool that can increase visibility and convert customers into loyal buyers.

### *4.2. Level of Marketing Effectiveness Through Instagram in Increasing Sales*

UD Purnama Jati's marketing strategy through Instagram is considered effective by 85% of respondents. This platform allows for an attractive visual presentation of products through features such as stories, reels, feeds, live, and archives. Creative and interactive content drives interest and purchases, while the live feature supports direct interaction with customers. The archive feature maintains access to previous promotional content. With this visual and interactive approach, Instagram helps expand market reach, increase

customer engagement, and drive sales of UD Purnama Jati's souvenir products.

### *4.3. Level of Marketing Effectiveness Through Facebook in Increasing Sales*

The marketing strategy through Facebook at UD Purnama Jati was considered effective by 77% of respondents, indicating the attractiveness of promotions posted through this platform. UD Purnama Jati utilizes features such as location, hashtags, Marketplace, Facebook Ads, and Live to expand reach, facilitate product searches, and increase interaction with customers. This combination of organic and paid promotions helps increase brand awareness, facilitate access to information, and significantly increase sales of souvenir products.

### *4.4. Level of Marketing Effectiveness Through TikTok in Increasing Sales*

UD. Purnama Jati's marketing strategy through TikTok was considered effective by 86% of respondents, indicating success in attracting attention and encouraging purchases of souvenir products. This advantage is supported by the high number of TikTok users, interactive features such as comments, messages, and TikTok Shop, and creative content that follows trends. Fast and responsive interactions and easy direct transactions on the platform also increase customer trust and comfort. This combination of strategies expands market reach, increases purchasing interest, and significantly drives product sales.

## 5. CONCLUSION

Based on the results of the thesis research on the effectiveness of social media marketing strategies on UD. Purnama Jati sales, it was found that all platforms WhatsApp, Instagram, Facebook, and TikTok were proven to be effective with the categories "Good" to "Very Good". TikTok recorded the highest effectiveness (86%), followed by Instagram (85%), WhatsApp (84%), and Facebook (77%). Each platform has its own advantages, ranging from ease of communication on WhatsApp, visual power on Instagram, product search features on Facebook, to creative and interactive content

on TikTok. Overall, the marketing strategy through social media has succeeded in increasing the visibility, interaction, and sales conversion of UD. Purnama Jati souvenir products significantly.

UD. Purnama Jati believes that maximizing social media marketing methods is critical to increasing revenues. Each platform offers a unique method that may be optimized, such as status updates and customer groups on WhatsApp, Reels and Instagram Shop on Instagram, targeted advertisements and Facebook Marketplace on Facebook, and viral content and live selling on TikTok. Companies may reach more people and improve the efficacy of product

advertising by employing the appropriate technique in each channel. Additional study is needed to investigate other elements that influence the efficacy of social media marketing tactics, such as content quality, customer engagement, platform effectiveness, and the impact of paid advertising. In addition, it is critical to investigate customer perceptions, the function of branding, and loyalty in growing sales. A more in-depth quantitative and qualitative approach is intended to give MSMEs with full information for developing effective and long-term digital marketing strategies.

## REFERENCE

- [1] Y. A. Pranata and R. Amaranti, "Rancangan Strategi Pemasaran Media Sosial Menggunakan Model SOSTAC," *J. Ris. Tek. Ind.*, vol. 1, no. 2, pp. 110–120, Dec. 2021, doi: 10.29313/jrti.v1i2.397.
- [2] K. L. Kotler, P., & Keller, "Manajemen Pemasaran. Edisi 1," Manajemen Pemasaran. Edisi 1. Alih bahasa: Bob sabran, MM.
- [3] A. Sukoco, H., & Krisnaresanti, "Penggunaan Media Sosial Sebagai Adaptasi Strategi Pemasaran UMKM Saat Pandemi COVID-19: Tinjauan Literatur," *Tinj. Lit. J. Manajemen, Akuntansi, Ekon.*, vol. 3, no. 1, pp. 32–40, 2024.
- [4] S. A. Rahman, "STARTEGI PEMASARAN DIGITAL MELALUI INSTAGRAM PADA USAHA DWI ANJANY GALLERY DALAM MENINGKATKAN PENJUALAN BERDASARKAN PERSPEKTIF EKONOMI ISLAM," *J. Asy-Syarikah J. Lemb. Keuangan, Ekon. dan Bisnis Islam*, vol. 6, no. 1, pp. 1–14, 2024.
- [5] E. P. Kuncoro, H. P., Pujiyani, D., Henvi, D. U., Pratiwi, O. Y. P., Fatchurrohman, M., & Sari, "Strategi Pemasaran Dengan Media Sosial Marketing Pada Penjualan Produk Totebag Colour. Fun," *J. Hilirisasi Pengabd. Masy.*, vol. 1, no. 1, pp. 20–24, 2024.
- [6] S. Febriyanti, D. E., & Arifin, "Analisis Strategi Pemasaran Secara Online Melalui Tiktok Dan Instagram Terhadap Volume Penjualan Skincare Justmine Beauty Pada Agen Yuyun Di Lamongan," *Neraca J. Ekon. Manaj. dan Akunt.*, vol. 1, no. 1, pp. 344–352, 2023.
- [7] Diah Pradiatiningtyas, "Analisa Pengaruh Hedonic Shopping Value, Shopping Lifestyle, Dan Positive Emotion Terhadap Impulse Buying Konsumen Dalam Melakukan Pembelian Online Di Marketplace," *Journal Speed –Sentra Penelitian Engineering dan Edukasi Volume 11 No 2 –Mei 2019*.
- [8] P. and K. L. K. Kotler, "Marketing Management, 15th Edition," New Jersey: Pearson Pretice Hall. [Online]. Available: <https://so04.tci-thaijo.org/index.php/jkbu/article/view/104793>
- [9] P. Roymon, "Management Pemasaran Manajemen Pemasaran : Manajemen Pemasaran Modern,," 2020.
- [10] Philip Kotler, *Marketing 4.0: Bergerak dari Tradisional ke Digital - Google Books*. 2019. [Online]. Available: [https://www.google.co.id/books/edition/Marketing\\_4\\_0\\_Bergerak\\_dari\\_Tradisional/i-qGDwAAQBAJ?hl=id&gbpv=1&dq=Kotler+dan+Keller&printsec=frontcover](https://www.google.co.id/books/edition/Marketing_4_0_Bergerak_dari_Tradisional/i-qGDwAAQBAJ?hl=id&gbpv=1&dq=Kotler+dan+Keller&printsec=frontcover)
- [11] S. SYAM, "PENGARUH EFEKTIFITAS DAN EFISIENSI KERJA TERHADAP KINERJA PEGAWAI PADA KANTOR KECAMATAN BANGGAE TIMUR," *J. Ilmu Manaj. Profitab.*, vol. 4, no. 2, pp. 128–152, Aug. 2020, doi: 10.26618/profitability.v4i2.3781.
- [12] K. JASMINE, "Strategi Pemasaran Melalui Media Sosial," *Penambahan Natrium Benzoat Dan Kalium Sorbat Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu*, no. 2008, pp. 9–39, 2020.
- [13] F. Mulyono, "Dampak Media Sosial bagi Remaja," *J. Simki Econ.*, vol. 4, no. 1, pp. 57–65, Aug. 2021, doi: 10.29407/jse.v4i1.66.
- [14] M. P. Edi Suryadi, M. Hidayat Ginanjar, "enggunaan Sosial Media Whatsapp Dan Pengaruhnya Terhadap Disiplin Belajar Peserta Didik Pada Mata Pelajaran Pendidikan Agama Islam," *J. Pendidik. Islam*, vol. 07, p. 22, 2018.

- [15] A. I. Kinanti, A. S., & Imran, "PENGARUH DIGITAL MARKETING TERHADAP BRAND AWARENESS LEMONILO MELALUI INSTAGRAM THE INFLUENCE OF DIGITAL MARKETING ON BRAND AWARENESS THROUGH INSTAGRAM," *eProceedings Manag.*, vol. 8, no. 2, 2021.
- [16] H. Zamanul, "Pengaruh Media Sosial (Facebook, Twitter, Instagram) Terhadap Peningkatan Jumlah Pengunjung Kolam Renang Di Kabupaten Pemalang," *Univ. Negeri Semarang*, 2019.
- [17] W. Murjiati, "Pengaruh Iklan Pada Aplikasi Tik Tok Terhadap Minat Beli Mahasiswa Manajemen Bisnis Syariah IAIN Palopo," *Din. J. Islam. Manag. Bussiness*, vol. 4, no. 1, pp. 37–44, 2022, doi: 10.24256/dinamis.v4i1.3411.
- [18] H. S. Basu Swasta, "Pengertian Penjualan, Jenis, Dan Bentuk Penjualan," 2021.