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Author : Victorianta Br Tarigan, et al
DOI : 10.32734/lwsa.v9i2.2847
Electronic ISSN : 2654-7066
Print ISSN : 2654-7058

Volume 9 Issue 2 – 2026 TALENTA Conference Series: Local Wisdom, Social, and Arts (LWSA)



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Digital Marketing Strategy Analysis in Increasing at The Sekolah Tinggi Ilmu Manajemen Sukma Medan

Victorianta Br Tarigan, Arlina Nurbaity Lubis, Iskandarini

Magister Manajemen, Universitas Sumatera Utara, Indonesia

victoriantatrg2000@gmail.com, arlinalubis10@gmail.com, rini_soetadi@yahoo.com

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi *digital marketing* yang paling efektif dalam meningkatkan jumlah mahasiswa baru di Sekolah Tinggi Ilmu Manajemen Sukma Medan. Pendekatan yang digunakan adalah metode penelitian kualitatif deskriptif dengan analisis matriks SWOT, EFAS, dan IFAS untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman yang mempengaruhi implementasi strategi pemasaran digital. Data dikumpulkan melalui wawancara, kuisioner, dan dokumen perusahaan. Faktor internal yang mendukung keberhasilan meliputi tim pemasaran berpengalaman dan konten menarik. Hasil penelitian ini terdapat 7 strategi prioritas yaitu tingkatkan strategi komunikasi di WhatsApp dengan desain konten yang lebih menarik dan interaktif. Evaluasi dan alokasikan anggaran pemasaran secara lebih efisien untuk kampanye yang memberikan dampak terbesar. Buat konten video yang informatif dan menarik di Tiktok dan Instagram, mendorong *audiens* untuk membagikannya. Lakukan pembaruan konten secara berkala di website dengan informasi menarik tentang kegiatan kampus. Ini akan membantu menarik perhatian calon mahasiswa dan bersaing dengan kampus lain. Mengadakan pelatihan *digital marketing* terstruktur untuk tim pemasaran penting untuk meningkatkan keterampilan mereka. Pelatihan harus mencakup topik seperti SEO, media sosial, dan analitik. Jalin kerjasama dengan sekolah untuk mengadakan acara bersama, dan gunakan media sosial untuk mempromosikan acara tersebut. Ini akan mengurangi biaya sambil meningkatkan jangkauan.

Kata Kunci: Strategi Digital Marketing

Abstract

This study aims to analyze the most effective digital marketing strategies for increasing the number of new students at the Sukma Medan School of Management. The approach used is a qualitative descriptive research method with SWOT, EFAS, and IFAS matrix analysis to identify strengths, weaknesses, opportunities, and threats that influence the implementation of digital marketing strategies. Data was collected through interviews, questionnaires, and company documents. Internal factors that support success include an experienced marketing team and engaging content. The results of this study revealed seven strategic priorities: improve communication strategies on WhatsApp with more engaging and interactive content designs. Evaluate and allocate marketing budgets more efficiently for campaigns that have the greatest impact. Create informative and engaging video content on TikTok and Instagram, encouraging audiences to share it. Regularly update content on the website with interesting information about campus activities. This will help attract prospective students and compete with other campuses. Conducting structured digital marketing training for the marketing team is important to improve their skills. The training should cover topics such as SEO, social media, and analytics. Collaborate with schools to hold joint events and use social media to promote these events. This will reduce costs while increasing reach.

Keywords: Digital Marketing Strategy

1. Introduction

In the increasingly advanced digital era, social media platforms like Instagram, Facebook, and TikTok have become highly effective tools for reaching prospective students, especially the younger generation who are active online. STIM Sukma can leverage these three platforms as promotional tools to attract high school and vocational school students who are interested in pursuing higher education.

In the world of digital marketing, especially in the context of education, one proven effective strategy for building trust is through the use of testimonials and reviews. In Islamic boarding schools (pesantren), testimonials from alumni, parents of students, and related parties can provide invaluable social proof for prospective students and their parents. Positive reviews can strengthen the credibility of the pesantren and provide a true picture of the quality of education, environment, and life at the pesantren. Testimonials and reviews not only help introduce the pesantren but also foster trust and reduce the doubts of prospective students seeking further information (Alfina Lutfiatun, Moh Nur Fauzi, 2024). Competition between universities to recruit new students is also increasingly fierce. Universities that previously competed solely on educational quality now must compete in marketing.

Digital marketing is a crucial strategic dimension of digital transformation. Digital marketing differs significantly from traditional marketing because it is based on new technologies, responsive and measurable marketing communications, and a multi-channel approach, which enables data-driven orchestration of digital tools (Sulistyowati & Husda, 2023). Digital marketing has emerged as the right solution for educational institutions to expand their reach and increase their visibility. Through the use of social media, websites, email marketing, and digital content, educational institutions can reach a wider audience and interact directly with prospective students. By utilizing digital marketing strategies, institutions can create greater brand awareness, build strong relationships with prospective students, and ultimately encourage them to choose the institution as their place of study. Every company must recognize the importance of utilizing digital trends to enhance their brand image. One effective strategy is digital marketing through social media, which has a positive and significant impact on increasing student numbers.

Google is the most widely used search engine by people from all walks of life, from the lower to the upper classes. By utilizing search engine optimization (SEO) and paid advertising campaigns like Google Ads, companies can increase their reach to a wider audience to find information about the STIM Sukma Medan campus. Search Engine Optimization (SEO) is a series of strategic steps taken by business owners to ensure their promotional websites or blogs rank high in Google search results. This strong ranking allows companies to reach a wider audience effectively (Setyawan et al., 2023).

STIM Sukma itself consists of two study programs: a Diploma 3 (D3) in Human Resource Management and a Bachelor's (S1) in Management. The Bachelor's (S1) in Management comprises five concentrations: Marketing Management, Financial Management, Informatics Management, and Tourism Management. Although the campus accreditation is already B does not guarantee that prospective students will be interested in studying at STIM Sukma, this accreditation does prove that the campus is good in its administration.

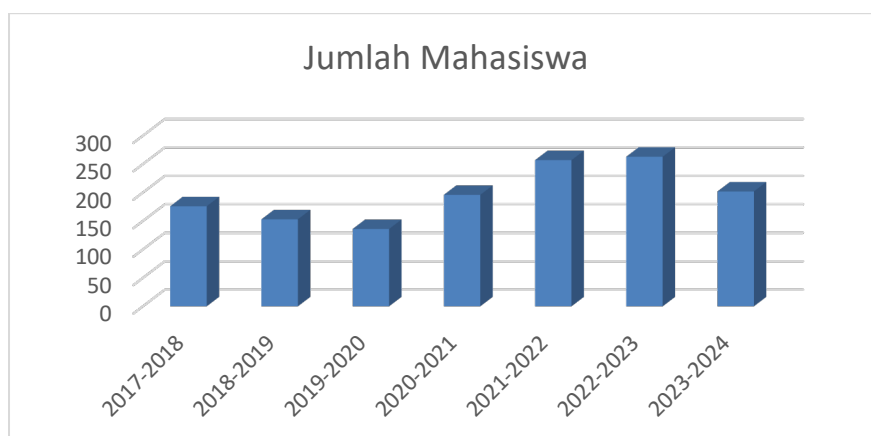


Figure 1.1 Number of Students

The data above shows that the number of new student admissions each year experiences instability or fluctuations, such as in the 2019-2020 academic year, the number of students decreased due to the impact of the Covid-19 pandemic.

The initial enrollment was only 136 students, as many dropped out due to financial constraints. In the 2020-2021 academic year, the number of students at STIM Sukma increased by 44% compared to the previous year. This was due to the improving financial condition of the Indonesian government this year, along with various assistance programs provided to communities

affected by the COVID-19 pandemic. However, in the 2022-2023 academic year the number of new student admissions increased by only 2% from the previous academic year even though the University had made a good digital marketing strategy. A digital marketing strategy is a series of plans to build Grameds' business presence in the digital world or the internet through various digital channels such as social media, SEO, and so on. In other words, Grameds carries out various planned and consistent activities carried out online at the right time to achieve certain business goals (Nandy, 2023).

The focus of this research is the analysis of digital marketing strategies to increase the number of new student admissions at STIM Sukma Medan. This study focuses solely on digital marketing, including Search Engine Optimization (SEO) for websites, WhatsApp Business, and social media marketing such as TikTok, Instagram, and Facebook. It does not address other aspects such as human resource quality, employee performance, campus facilities, academic systems, and so on. The research problem is: How can STIM Sukma Medan increase the number of new student admissions by utilizing digital marketing.

The purpose of this research is to determine the most effective digital marketing strategy for increasing the number of new students at STIM Sukma Medan. The following benefits will be gained from this research: For researchers, it is expected to provide additional information and insight into digital marketing strategies for increasing the number of new students. For the company, it is expected to provide information or input to the company (STIM Sukma Campus) in implementing digital marketing strategies to increase the number of students. For future researchers, it is expected to serve as a reference for future research.

2. Literature Review

Strategy in an organization is a way to achieve the vision and carry out the organization's mission. Conceptually, strategy can be defined as a way to achieve goals. (Tukiran & Amalia, 2020). Corporate-level strategy is about determining what markets a company should serve, business-level strategy is about determining how to compete and typically is regarded as the domain of the general manager (Olson et al., 2021). Strategy is a series of decisions and/or managerial actions that lead to the development of an effective strategy or a number of strategies to help achieve the goals of a company or organization (Ilyas et al., 2023).

Digital is a complex and flexible method, making it an essential part of human life. It is also constantly connected to media, as it continues to evolve from old to modern/new media (Retnasary et al., 2019). Digital marketing or often also called e-Marketing, Online Marketing or Internet Marketing is a marketing practice based on direct marketing which requires a database or consumer data base to track and measure consumer responses (Aryanto & Wismantoro, 2020). Digital marketing has many advantages compared to conventional (offline) marketing strategies, including the ability to measure a strategy's success. Digital marketing also makes it easier for businesses to monitor and meet the needs and desires of potential customers. Furthermore, potential customers can search for and obtain product information simply by browsing the internet, simplifying the search process (Industri et al., 2020). Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually (Puspitarini & Nuraeni, 2019).

2.1. Types of Social Media

2.1.1. Instagram

Instagram is a social media application that provides a fast and fun way to share media through certain platform content, namely snapping photos, selecting filters to change the look and feel of the photo, and being able to add comments to the photo post (Arianti, 2020).

2.1.2. Facebook

Facebook is a social networking site frequently used as a means of socializing online. Facebook is a social networking service in cyberspace used to find new friends, old friends, and more.

TikTok

A social media platform, is a group of internet-based applications built on the ideological and technological framework of Web 2.0, enabling the creation and exchange of information among internet users.

2.2. SWOT Analysis

SWOT analysis is a method used to identify internal (strengths and weaknesses) and external (opportunities and threats) factors that influence a company's success (Mujito, 2023). SWOT analysis is a strategic planning technique with a long history of success, which has proven its value in both corporate and personal settings (Calicohio, 2022).

Steps in conducting a SWOT analysis (Mujito, 2023):

1. Identify internal factors
2. Identify external factors
3. Create a SWOT matrix

4. Analyze the results
5. Design a strategy

Steps in conducting a SWOT analysis (Mujito, 2023):

1. Identify internal factors: Start by identifying the company's internal strengths and weaknesses. Strengths are factors that help the company achieve its goals, while weaknesses are factors that limit its performance.
2. Identify external factors: Next, identify external opportunities and threats that may affect the company. Opportunities are factors that can help the company expand its business, while threats are factors that can impact its performance.
3. Create a SWOT matrix: Once the internal and external factors have been identified, create a SWOT matrix by filling in the columns based on strengths, weaknesses, opportunities, and threats.
4. Analyze the results: Once the SWOT matrix is complete, analyze each factor in the matrix and determine the steps needed to strengthen the company's position.
5. Design a strategy: As a final step, create a strategy that combines the results of the SWOT analysis so that the company can leverage its strengths, address its weaknesses, capitalize on opportunities, and effectively address threats.

3. Methods

The research method used in this study is descriptive qualitative research, emphasizing understanding the real-world conditions of digital marketing strategies using the IFAS Matrix, EFAS Matrix, and SWOT Matrix analysis methods to assess strengths, weaknesses, opportunities, and threats. Qualitative research focuses on the collection and analysis of non-numerical data to understand social and cultural phenomena. This process involves several main steps: data collection, data analysis, and interpretation. This research typically relates to interdisciplinary social and humanitarian issues and focuses on various methodological, naturalistic, and interpretative aspects (data collection, paradigms, and interpretation). This qualitative research emphasizes the use of qualitative paradigms to understand social life issues based on holistic, complex, and detailed real-world conditions/situations. This research process was conducted on digital marketing activities conducted by the Sukma Medan School of Management.

This research was conducted at the Sukma Medan College of Management Sciences on Jalan Sakti Lubis, Simpang Limun No. 80 Medan City, which was implemented from February to May 2025. The Sukma College of Management Sciences (STIM) was established on June 9, 2000 as a non-formal educational institution together with Poly Sukma. Then, as an action of the previous manager and owner of the Sukma Education Foundation, Poly Sukma was changed to the Sukma Medan College of Management Sciences (STIM). STIM Sukma was established on June 9, 2000 with the permission of the Minister of National Education number 100 / D / 0/2000. Initially, STIM Sukma had a campus on Jalan Sisingamangraja. Then, in the form of a contract, STIM Sukma moved to Jalan Laksana No. 58 EF. In 2015, STIM Sukma had its own campus on Jalan Sakti Lubis, Simpang Limun.

The data used in this study are primary and secondary data.

1. Primary Data

Primary data is data collected directly from the source for a specific purpose. The data taken from this study were obtained from direct interviews with marketing staff. Seven campus marketing staff were interviewed directly, including one head of the marketing department and six marketing employees.

2. Secondary Data

Secondary data is data that has been collected and processed by another party, not the researcher. Secondary data sources can include research reports, journal articles, books, published statistics, public databases, and student data from academic departments.

Several data collection methods were used in this study, namely:

1. Observation

A data collection technique used when research concerns human behavior, work processes, and so on (Machfudz et al., 2022).

2. Interviews and Questionnaires

An interview is a communication process used to gather information, opinions, or stories from someone through questions and answers.(Tojiri et al., 2023). The interview method is a method of collecting ethnological research data by asking the source (Machfudz et al., 2022).

3. Literature Review

A technique for gathering data and information through reading references, books, and scientific journals, as well as writing previous theses.

This research used a SWOT matrix approach to analyze and determine decisions. Based on the SWOT matrix analysis, various possible alternative marketing strategies to be used by STIM Sukma Medan were formulated. The combination of SWOT components is a strategy that supports the development of the object's potential, such as: Strengths-Opportunities (SO), Strengths-Threats (ST), Weaknesses-Opportunities (WO), and Weaknesses-Threats (WT) strategies.

Description:

1. SO strategy, which utilizes all strengths to seize and maximize opportunities.
2. ST strategy, which uses the object's strengths to overcome threats.
3. WO strategy, which exploits existing opportunities by minimizing existing weaknesses.
4. WT strategy, which is a defensive activity that seeks to minimize existing weaknesses and avoid threats.

4. Result and Discussions

The Sukma School of Management (STIM) was established on June 9, 2000, as a non-formal educational institution alongside Poly Sukma. Later, as a result of the actions of the previous management and owner of the Sukma Education Foundation, Poly Sukma was transformed into the Sukma Medan School of Management (STIM). STIM Sukma was established on June 9, 2000, with permission from the Minister of National Education number 100/D/0/2000. STIM Sukma was initially located on Jalan Sisingamaraja. Later, under a lease, the campus moved to Jalan Laksana no. 58 EF. In 2015, STIM Sukma acquired its own four-story campus.

As a college focused on management, STIM Sukma also has the tagline "Campus for prospective managers and young professionals." STIM Sukma positions itself as a campus that educates prospective managers and young professionals who aspire to become young entrepreneurs. STIM Sukma is led by lecturers with experience in their respective fields. More than 50% of STIM Sukma's lecturers are practitioners, whose expertise has been tested and measured in the industrial world. With these various components, STIM Sukma is confident that this Vision will be easier and faster to achieve.

a. Vision

"By 2025, to become the Best and Most Excellent Private University in National-Scale Education."

b. Mission

1. To realize good organizational governance (a good university);
2. To realize the implementation of the Tri Dharma of Higher Education that meets stakeholder needs;
3. To create a conducive and dynamic academic culture;
4. To improve the quality of human resources and graduate qualifications;
5. To implement an internal quality assurance system;
6. To establish collaborations with various parties, such as government and non-government institutions, the community, and the business world, both domestic and international, that provide mutually beneficial and sustainable outcomes;
7. To provide welfare and a sense of security for the academic community.

4.1. Company-Owned Digital Marketing

4.1.1. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a crucial process in today's digital world. Essentially, SEO aims to improve a website's visibility and ranking in search engines like Google. By using specific techniques and strategies, website owners can attract more visitors organically, without spending money on advertising. One of the main benefits of SEO is increased visibility. When a website appears on the first page of search results, users are more likely to click on it. This is crucial because most users won't scroll to the second or third page of search results.

4.1.2. WhatsApp Business

STIM Sukma Campus WhatsApp is a communication platform specifically designed to support interactions between students, faculty, and staff on campus. This application plays a crucial role in creating effective and efficient communication.

STIM Sukma Social Media

Instagram

As of March 18, 2025, STIM Sukma's official Instagram account reached a significant milestone with 3,912 followers. This figure reflects positive growth in efforts to build an active and engaged online community. Furthermore, the account has generated a total of 2,551 diverse posts, demonstrating the company's commitment to providing useful and engaging content to its followers. Furthermore, the account follows 121 other accounts, enabling connections and collaborations with various stakeholders.

As part of its broader digital marketing strategy, STIM Sukma has implemented several creative initiatives on Instagram. One key strategy is the use of a blue background for every post. This color not only creates a consistent visual identity but also serves as a distinctive feature that is easily recognized by followers. This way, every uploaded content is immediately associated with STIM Sukma.

4.1.3. TikTok

Our campus TikTok account displays a dynamic, fresh and engaging atmosphere. Every Saturday, we host a live stream at 10 a.m. with themes that reflect current trends. Our speakers vary, including the STIM Sukma campus president, lecturers, students, and alumni, so each session offers a different perspective. With this approach, we ensure the material presented is not monotonous and remains engaging, preventing audience boredom.

4.1.4. Facebook

The STIM Sukma campus Facebook page showcases a variety of exciting activities. With 4.7 thousand followers and 224 accounts followed, this Facebook page is a lively platform for student interaction. Our bio also provides information about the campus call center, so visitors can easily contact us for questions or further information. The campus is committed to attracting more students with informative and engaging content. Join our community and discover an exciting learning experience. Facebook Insights provides an overview of STIM Sukma's account activity on this platform. From February 21 to March 20, there were 8 post impressions, but unfortunately, engagement remained low at 0. This may be due to the lack of posts on Facebook, as our account is more active in sharing exciting moments on Instagram.

In the first stage, the Input Stage, an IFE matrix was generated, depicting the weights and ratings of internal factors (strengths and weaknesses), and an EFE matrix, depicting the weights and ratings of external factors (opportunities and threats) that influence employee engagement among outsourced workers. The results of the questionnaire that was distributed to outsourced staff and permanent employees produced 5 factors which were included in the strengths, 5 factors which were included in the weaknesses, 5 factors which were included in the opportunities, and 5 factors which were included in the threats, so that in total there were 20 factors as follows:

Strengths

1. The video content is very engaging (S1)
2. Instagram is very effective in reaching prospective students (S2)
3. The marketing team has a marketing background (S3)
4. We provide quality cameras to support digital marketing content creation (S4)
5. TikTok is very effective in reaching prospective students (S5)

Weaknesses

1. The marketing team has not received sufficient training in using digital marketing tools (W1)
2. WhatsApp Business is not effective in reaching prospective students (W2)
3. The campus website does not provide information about campus activities (W3)
4. The digital marketing budget is too small (W4)
5. The budget for outreach visits to schools is too small (W5)

Opportunities

1. The marketing team regularly monitors trends relevant to our industry (O1)
2. The marketing team conducts research on emerging trends. (O2)
3. Social media influences the marketing team's perspective on current issues. (O3)
4. The marketing team consistently finds important information through social media. (O4)
5. They tend to trust information they see on social media. (O5)

Threats

1. Difficulty adapting quickly to new industry trends. (T1)
2. Other universities provide relevant information. (T2)

3. Marketing content from other institutions is more engaging. (T3)
4. Other universities' marketing strategies are more engaging. (T4)
5. Using other universities' content as a reference. (T5)

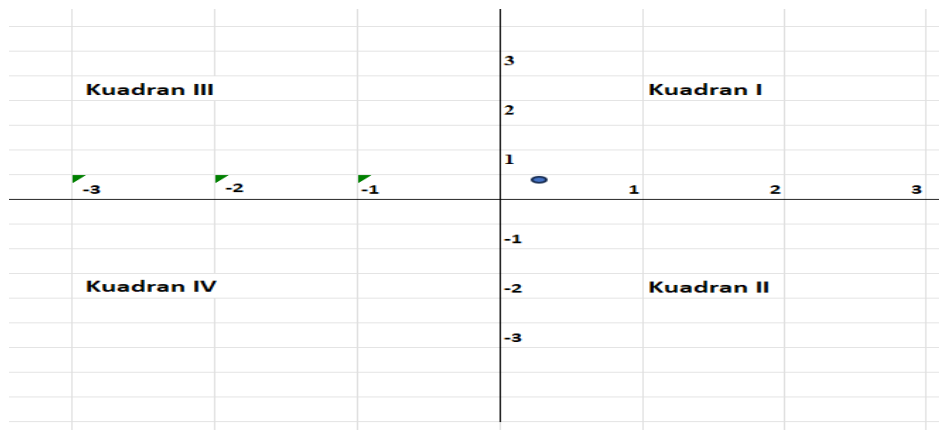


Figure 1.2 SWOT Quadrant Matrix

The coordinates in quadrant I, indicating an aggressive strategy, are shown in Figure 1.2. A company's position in quadrant I indicates a highly favorable situation with strong opportunities and strengths that allow it to capitalize on current opportunities. The strategy best employed by a company in this position is called an aggressive growth policy.

In the final section, the Decision Stage, the attractiveness score and total attractiveness score are calculated using the QSPM. The Attractiveness Score (AS) is obtained from a questionnaire that assesses five marketing staff respondents on 14 new strategies for each factor, both internal and external. Next, the total Attractiveness Score (TAS) is calculated by multiplying the AS by the weights from the IFE matrix and the IFE matrix for each factor, both internal and external. The QSPM results are shown in the table below. Next, a focus group discussion was conducted with five marketing staff representatives, resulting in seven top-ranked priority strategies for immediate implementation by STIM Sukma to increase the number of new students for the 2025/2026 academic year.

Based on the research results, seven key strategies have been formulated to increase the number of new students. These include improving your WhatsApp communication strategy by incorporating more engaging and interactive content design, as well as gathering feedback from prospective students to refine your approach.

1. **Improve Your WhatsApp Communication Strategy:** Improve your WhatsApp communication strategy by designing more engaging and interactive content. Gather feedback from prospective students to refine your communication approach.
2. **Evaluate and Allocate Your Marketing Budget:** Evaluate and allocate your marketing budget more efficiently, focusing on campaigns that have the greatest impact on your marketing objectives.
3. **Video Content Production for Social Media:** Develop informative and engaging video content on TikTok and Instagram, encouraging audiences to share it with their networks.
4. **Website Updates:** Regularly update your website with engaging information about campus activities. This will help attract prospective students and increase your competitiveness with other educational institutions.
5. **Video Content Development:** Develop engaging video content by leveraging the expertise of your marketing team. Increase your ability to adapt to new trends through training, creative collaboration, market research, and effective feedback gathering.
6. **Digital Marketing Training for Your Team:** Implementing structured digital marketing training for your marketing team is crucial to improving their skills. This training should cover topics such as SEO, social media, and analytics.
7. **Partnerships with Universities:** Partner with universities to host joint events and leverage social media to promote them. This strategy will reduce costs while increasing audience reach.

5. Conclusion

Based on the analysis of research data and discussions conducted in the previous chapter, the researcher concluded that there are several implementation strategies that can be developed by STIM Sukma to increase the number of new students using digital marketing: SO (Strength-Opportunity) Strategy is Create informative and engaging video content, encouraging the audience to share it. Focus on issues relevant to emerging trends. WO (Weakness-Opportunity) Strategy is Conduct structured digital marketing training for the marketing team, while utilizing monitored market trends to develop relevant training materials. ST (Strength-Threats) Strategy is Develop engaging video content by leveraging the marketing team's expertise, while increasing adaptation to new trends through training, creative collaboration, market research, and effective feedback WT (Weakness-Threats) Strategy is Improve communication strategies on WhatsApp with more engaging and interactive content designs. Collect feedback from prospective students to refine the approach.

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