

## Digital Marketing Strategies in Building a Presence on Social Media

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### ABSTRACT

This study aims to identify digital marketing strategies in building a presence on social media, determine what obstacles and efforts to overcome obstacles in building a presence on social media and the impact of digital marketing strategies in building a presence on social media. The research method used is a descriptive qualitative method with data collection techniques through observation, interviews, and documents involving business students of the Social Sciences Education Department, consumers, and social media users. Data analysis in the study was carried out in three stages, namely data reduction, data presentation, and drawing conclusions. The results of the study show that, first, business students of the Social Sciences Education Department have used digital marketing strategies in building a presence on social media through social media such as Instagram and WhatsApp. Second, business students experience obstacles when using digital marketing strategies, namely a lack of consistent uploads due to having other activities, tight competition, technical constraints, and low consumer trust. The solutions taken are making a schedule, maintaining product quality, affordable prices, using adequate tools, and good communication with consumers. Third, the efforts made by business students have yielded results marked by success in increasing sales, expanding market reach, and building consumer trust.

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## 1. INTRODUCTION

Indonesia has entered the digital era, where society as a whole has embraced a lifestyle inextricably linked to electronic devices, a necessity in this digital age. The digitalization we experience today is unavoidable, as every individual understands how to use social media and accesses all information online. Companies must also maintain an online presence. A marketing strategy is a planned effort to increase public awareness of a company's products. This involves a series of business steps designed to introduce products to potential consumers and encourage them to purchase or use the products and services created by the entrepreneur (Darsana et al., 2023).

In the ever-evolving digital era, strategies implemented through social media content are crucial for maintaining a contemporary and up-to-date appearance. Social media has become a new culture for interacting with people. With a marketing strategy through contemporary social media content, MSME entrepreneurs, or individuals looking to start a business, can leverage consumers' online presence on social media to build strong relationships with them. In this digital era, technology has fundamentally transformed the concept of business. This technological development has not only influenced the way people communicate and interact, but has also transformed the way products and services are marketed to consumers. In this regard, the use of digital technologies, such as social media, websites, and e-commerce platforms, not only opens up access to a wider market but also enables more direct and personal interactions with consumers. (Silaen et al., 2024)

Digital marketing has grown rapidly in the current era due to the widespread use of the internet throughout the world. Many entrepreneurs today utilize digital media marketing due to its many advantages, especially in attracting the

attention of consumers who now shop digitally. Digital marketing is the targeted, measurable, and interactive marketing of goods or services using digital technology. The main goal of digital marketing is to promote brands, build preferences, and increase sales traffic through various digital marketing techniques (Wati et al., 2019).

In Indonesia, the digital trend has spread widely throughout society. The 2020 Digital Study noted that the number of internet users reached 175.4 million at the beginning of the year, demonstrating the vast reach and enormous potential for digital marketing. In fact, the COVID-19 pandemic has accelerated the adoption of digital technology across all sectors, including product and service marketing. This suggests that digital technology is crucial for MSMEs to remain competitive in a market increasingly driven by globalization (Silaen et al., 2024).

Therefore, this digital marketing strategy represents a new culture that can assist entrepreneurs, especially students majoring in Social Sciences Education at UIN Siber Syekh Nurjati Cirebon.

## 2. METHODS

### 2.1 Research Method

The type of research conducted is descriptive qualitative research. According to Saryono (in Nasution, 2023), qualitative research is research used to investigate, discover, describe, and explain the characteristics of social influences that cannot be measured or described. The descriptive method is used because the author will clearly describe the phenomena occurring in the field. This study uses a descriptive qualitative research approach because it presents, describes, or illustrates descriptive data about Digital Marketing Strategies in Building a Presence on social media.

## **2.2 Subject of The Research**

Subject selection is the data source that will be consulted regarding the issues discussed in the research. To obtain accurate data, selecting informants is crucial. Informants must be competent and meet the data requirements. Therefore, the subjects of this study were five students from the Social Sciences Education Department of the Syekh Nurjati State Islamic University of Cyberspace, Cirebon.

## **2.3 Place and Time**

This research was conducted at the Syekh Nurjati Islamic State Cyber University (UIS) in Cirebon, majoring in Social Sciences Education. The department boasts a large number of students actively running businesses, making it interesting for researchers to conduct research on digital marketing strategies for building a presence on social media. The research period, including the preparation of the research report, was from January to June 2025.

## **2.4. Data Collection**

The data collection techniques used are the methods employed by researchers to gather the data needed for the research. The first data collection technique is interviews, which involve direct conversations with informants. The second is observation, which involves observing and recording what occurs in the field. Finally, document study is a data collection technique using available documents. Some of the documentation in this study includes photos from interviews, student posts, and notes.

## **3. RESULTS AND DISCUSSION**

### **3.1 Digital Marketing Strategies in Building a Presence on Social Media**

Interviews with students from the Social Sciences Education Department at the University of Indonesia (UINSSC) show that students in the Social Sciences Education Department have utilized digital marketing, particularly through social media platforms like Instagram and WhatsApp. Furthermore, a marketing mix is also implemented to generate the desired response from the target market. The marketing process is implemented as a crucial element for better planning, and the marketing concept is also implemented to attract consumer attention.

Rahmat Alamsyah utilizes Instagram and employs a pricing marketing mix. He also conducts market research, analyzing trends, and conducting evaluations to ensure the continued growth of his business. This strategy is effective in reaching more customers, increasing interest, and encouraging repeat customers.

Sofia implements a digital marketing strategy by utilizing WhatsApp as a promotional medium. She also employs a marketing mix that includes maintaining product quality, setting appropriate prices, and conducting promotions. The marketing process involves market research, strategic planning, implementation, and evaluation. Her strategy is supported by a production concept, product concept, and marketing concept that focuses on customer satisfaction. This approach has proven effective in reaching more consumers, building trust, and encouraging repeat purchases. These findings align with research conducted by Rizka Dewi Sartika, which states that digital marketing is an effort or method to market a brand or product using digital media. This method is able to reach consumers and accurately

target their needs and desires (Musnaini et al., 2020).

Haslan utilizes WhatsApp as a promotional medium due to its low cost and widespread use. He regularly shares digital posters for his printing services and custom key chains via WhatsApp status updates. In his marketing mix, Haslan focuses on product quality, affordable prices, and promotions. He implements a marketing process ranging from research to evaluation, and utilizes marketing concepts to compete. This strategy effectively reaches more customers and facilitates access to services and products digitally.

These findings align with research conducted by Marta Juandi, who stated that upgrading traditional marketing systems to digital is a good and effective decision. Supported by advanced technology, entrepreneurs and consumers can experience the convenience of digital marketing (Martajuandi, 2021).

Farhan utilizes WhatsApp as a promotional medium for his rengginang products. He implements a marketing mix that maintains product quality, affordable prices, and attractive promotions. The marketing process is carried out in a targeted manner through systematic stages. By embracing product and marketing concepts, Farhan focuses on customer satisfaction. This strategy is effective in reaching more consumers and encouraging repeat purchases.

These findings align with research conducted by Rizka Dewi Sartika, which states that digital marketing is an effort or method to market a brand or product using digital media. This method is able to reach consumers and accurately target them according to their needs and desires (Sartika, 2023).

Ratna Dewi utilizes WhatsApp as a promotional medium for ciput and bag products. She implements a marketing mix that maintains product quality, affordable prices, and promotions such as discounts. The marketing process is carried out through research, planning, implementation, and evaluation. With a product and marketing concept focused on consumer desires, her strategy effectively increases interest and encourages repeat purchases.

These findings are relevant to research by Waruru (2022), which states that digital marketing is one method used by entrepreneurs to increase sales volume and market products effectively and efficiently.

### ***3.2 Obstacles and Efforts to Overcome Obstacles in Building an Existence on Social Media***

The main obstacle Rahmat Alamsyah faced was limited time to consistently upload content or services, which he addressed through a well-planned schedule. Rahmat faced competition by focusing on visual quality and active interaction with customers. Technical issues such as signal and equipment were addressed by choosing and even using Wi-Fi and utilizing adequate equipment. Furthermore, communication and a professional attitude were key to building customer trust.

Interviews with Sofia revealed that her primary obstacle in establishing a social media presence was time management, as she juggles two busy schedules: being an active student and running her business. To address this, Sofia created a schedule to manage her business. By managing her time effectively, this issue was overcome. To compete, Sofia prioritized product quality, affordable prices, and frequent interaction with customers. On the other hand,

technical challenges such as signal and equipment were overcome by practically purchasing the necessary equipment. Good communication was key to maintaining customer trust and loyalty.

These findings align with research by Aqmal (2024), who stated that establishing a social media presence is a significant opportunity in today's digital era, but it is not without challenges. Several obstacles, such as intense competition, time management, and lack of collaboration with others, hindered him from achieving maximum results.

Farhan Rizaldi struggled with consistent product uploads due to his busy schedule and college studies. He overcame this by creating a schedule, preparing content simultaneously, and utilizing his free time. To compete, Farhan focused on unique flavors, low prices, product quality, and active interaction. Signal issues were addressed by changing locations or using Wi-Fi, and product photos were taken using a cell phone and natural light. Responsiveness, honesty, and regular promotions helped maintain his social media presence and maintain customer satisfaction and loyalty.

Interviews revealed that Haslan Hasbe Yusuf struggled with consistent uploads due to his busy schedule and other commitments. He overcame this by creating a schedule and utilizing his free time. To compete, Haslan maintained quality service, offered low prices, and regularly offered promotions. Technical issues were overcome by using Wi-Fi. Fast response times and timely delivery were key to his success in building his business's presence on social media and maintaining customer trust and satisfaction. These findings align with research conducted by Mattoasi (2024), who noted numerous challenges when building a presence on

social media, such as intense competition and time management. These challenges can be addressed to maximize and meet expectations when building a presence on social media.

Interviews revealed that Ratna Dewi struggled to maintain consistent posting due to her busy schedule and orders. She addressed this by creating a schedule, preparing content, and utilizing her free time to post and respond to messages. To compete, Ratna focused on product quality, comfortable design, and active interaction. Signal issues were addressed by finding a better location and utilizing natural light for better product photos. Quick responses, honesty, product delivery, and regular promotions were implemented to maintain customer loyalty. This demonstrates the importance of time management, quality, and communication in building a business presence on social media.

These findings align with research conducted by Beno (2022), who noted that with numerous competitors, digital marketing strategies are easily copied, both in terms of format and price. Digital marketing tends to be dependent on available technology, which can lead to obstacles if technical issues such as signal interference and inadequate equipment occur.

### ***3.4 The Impact of Digital Marketing Strategies in Building a Social Media Presence***

In this study, the author focuses solely on analyzing the impact of digital marketing strategies on building a presence on social media. Strategies that include utilizing WhatsApp and Instagram, along with the marketing mix, are crucial for business success. The marketing process stages are also strategically implemented to ensure greater focus and

efficiency. Furthermore, marketing concepts are also employed to attract consumer attention. The strategies employed by the student entrepreneurs in the Social Sciences Education Department at the University of Indonesia (UINSSC), are effective. This is evident from interviews conducted by the author with students including Rahmat Alamsyah, Sofia Zahrani Ananda, Haslan Hasbie Yusuf, Farhan Rizaldi, and Ratna Dewi, who noted that social media presence is characterized by increased sales, expanded market reach, and built consumer trust.

These findings align with research by Pradiani (2017), which found that the rapid development of information technology is currently influencing various business activities to achieve widespread recognition. Digital marketing is one of the most influential marketing media.

This is supported by research by Maulana et al., which states that social media has a significant impact on modern marketing strategies. Social media has the potential to increase brand awareness, build relationships with customers, and boost sales. By adopting the right approach, companies can leverage it to maximize their marketing success (Maulana et al., 2024).

#### 4. CONCLUSIONS

Student entrepreneurs from the Islamic Studies Education Department at UINSSC (Universitas Indonesia School of Social Sciences) utilize digital marketing strategies through WhatsApp and Instagram to promote their products and services. They implement a marketing mix (product, price, promotion) and a marketing process (research and evaluation). The main obstacle they face is a lack of consistent posting due to their busy schedules and business, which they overcome by scheduling content and using adequate equipment. They compete

through product quality, affordable prices, and active interaction with consumers. This strategy has proven effective in increasing sales, expanding the market, and building consumer trust on social media.

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