

Analysis of Digital Marketing Communication Strategies of Tasgrosirsederhana in Influencing Consumer Behavior on the Shopee Platform

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ABSTRACT

Objective: The rapid digital transformation encourages MSME players to adopt effective marketing communication strategies in order to be able to compete on e-commerce platforms. Tasgrosirsederhana is one of the MSMEs engaged in women's fashion products, especially the sale of bags, which has been operating on the Shopee platform since 2020. Based in Pasuruan Regency, East Java, this store has managed to reach the national market with more than 550 thousand followers and product sales every month. The purpose of this study is to examine how the digital marketing communication strategy applied by Tasgrosirsederhana is able to shape consumer behavior based on the theory of the hierarchy of effects approach of Robert J. Lavidge and Gary A. Steiner. **Method:** This study uses a descriptive qualitative method with data collection techniques in the form of direct observation, digital documentation, and in-depth interviews with store managers and active consumers. **Result:** The results of the study show that digital marketing strategies have successfully steered consumers through the six stages of the effect hierarchy model. Namely: increasing awareness through paid advertising, conveying knowledge through detailed and attractive product information, forming liking through affordable prices and responsive services, strengthening preferences through promotions and positive reviews, building conviction through live streaming and testimonials, and encouraging purchases through a satisfying shopping experience. **Novelty:** This overall strategy shows that planned and structured digital marketing communication can be the main strength of MSMEs in increasing competitiveness in the digital.

INTRODUCTION

In the digital era like today, practical buying and selling transactions are increasingly in demand, including shopping for daily necessities online rather than at physical outlets. This is due to the increase in internet penetration and the use of smartphones, as well as the adoption of digital lifestyles by the public [1]. Related to the explanation above, the change towards digital encourages MSME actors to continue to adapt and understand digital marketing, not only to increase sales, but also to expand the scope of their business. Digital marketing is an activity that offers or sells products or services by utilizing digital media or internet-based electronic communication networks [2]. The use of digital marketing provides benefits in the form of a means to promote and build a product image. In addition, digital marketing has a great opportunity to help MSMEs increase their business profitability [3].

The government must also play an active role in organizing training and providing assistance to MSMEs to improve their understanding of digital literacy and the ability to utilize digital technology [4]. Government contributions such as the Go digital MSME Program, which was launched in 2020 as an effort to encourage the digitalization

of MSMEs in utilizing digital technology, expanding the market through e-commerce and improving business operational efficiency. Quoted from research [5], the Ministry of Cooperatives and SMEs reported that as many as 20.76 million MSMEs have been connected to the digital ecosystem in 2022. This number has increased by 26.6% compared to the previous year, which was recorded as many as 16.4 million MSMEs. This shows that 32.44% of the total 64 million MSMEs in Indonesia have entered the digital realm. By 2023, the government targets as many as 24 million MSMEs to join the digital ecosystem. Then in 2024, the government hopes that MSMEs will enter the digital realm as many as 30 million units. This shows that many MSMEs have been digitally connected and increasingly aware of the importance of digital transformation to maintain the continuity and development of their businesses.

Although many MSMEs have joined digitally, not all of them are able to optimize their digital marketing communication strategies optimally. This is due to various obstacles, such as limited resources, lack of understanding of technology, and lack of implementation of an integrated marketing communication strategy [6]. According to [7] marketing communication itself is the process of delivering messages and information that is designed in a planned and focused manner on the target audience to promote a company's products, services or brand. Meanwhile, marketing communication strategies are related to a structured plan in the process of delivering messages or information. This includes the selection of effective methods, media and approaches to build awareness, attract interest, and encourage purchasing decisions from consumers. In addition, this strategy also includes planning messages and visuals gradually and continuously evolving with the flow of change.

In the context of digital marketing, e-commerce platforms are a suitable and effective medium to support the digitalization of MSMEs. Some of the things offered by e-commerce platforms are, the ease of accessing the desired online shop, seeing product choices, knowing product prices, knowing product quality through buyer comments, and how payment is made [8]. With the convenience provided, MSME actors can reach and also form a target market for products offered to potential consumers [9]. One of the most widely used e-commerce platforms in Indonesia today is Shopee.

Shopee is an e-commerce platform in the form of an application that functions as a forum for electronic commerce, such as buying and selling, marketing goods and services, and online transactions. Shopee provides various marketing features designed to help MSME players increase the visibility and competitiveness of their products, such as the use of paid advertising features, live streaming, discounts and visual content. As explained by [10], the platform should be a competition venue for MSME actors to fight for customer attention and loyalty. In this context, MSMEs need to make a marketing communication strategy decision that must be made in order to survive [11].

As the largest e-commerce platform in Indonesia, even in Southeast Asia, Shopee provides various product categories that meet almost all consumer needs. One of the leading categories that Shopee focuses on is fashion. Not only is this category one of the most sought-after, but it also reflects changing trends and consumer preferences that are constantly evolving. The main advantage of Shopee in this category lies in the diversity

of product choices offered including, men's, women's, and children's clothing as well as supporting accessories such as bags, shoes, watches and others.

Tasgrosirsederhana is one of the MSMEs engaged in the fashion sector and has successfully utilized the Shopee platform in its marketing activities. Initially, Tasgrosirsederhana only served direct sales, and began to serve online sales by utilizing the Shopee platform since February 2020 under a username (@tasgrosirsederhana). Based in Gempol District, Pasuruan Regency, Tasgrosirsederhana operates an online warehouse, online store and logistics outlet to carry out its business activities focusing on the sale of women's bags, wallets and some women's clothes. Tasgrosirsederhana offers products at more affordable prices, especially for customers from the middle to lower class, without compromising on quality and functionality value.

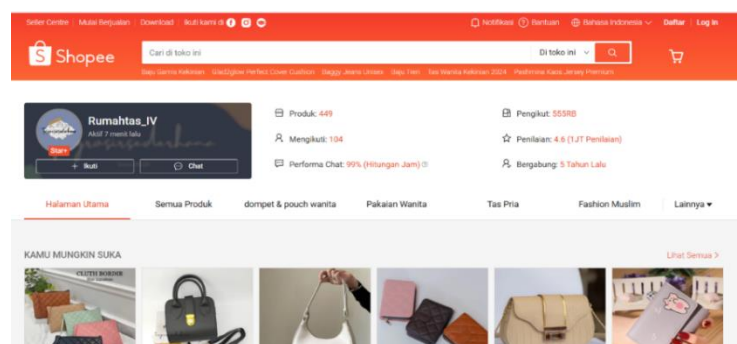


Figure 1. The front page of the Shopee Tasgrosirsederhana account.

Source : <https://shopee.co.id/Tasgrosirsederhanasederhana>

The success of Tasgrosirsederhana in the digital realm is reflected in a significant achievement, namely having more than 550 thousand followers on Shopee. In addition, based on sales data in 2024, Tasgrosirsederhana recorded total sales of 450,809 units with an average of 37,567 units per month. The data shows sales fluctuations throughout the year, with the lowest achievement in March (27,609 units) and the highest achievement in December (65,941 units) (data source: interview results). The significant spike in November and December was in line with Shopee's massive shopping campaign (11.11 and 12.12), which became an important momentum in increasing transactions. This achievement illustrates that Tasgrosirsederhana is not only a representation of the great potential of MSMEs in Indonesia in the digital realm, but also emphasizes the importance of digital transformation as a strategic step to remain relevant and able to compete in the e-commerce era.

In recent years, various literature on digital marketing communication has shown that marketplace platforms have a crucial role in supporting digital marketing communication strategies for MSMEs [12]. for example, which examines digital marketing communication strategies, with an emphasis on integration between the use of Shopee features and promotional activities on social media to drive sales. Meanwhile, [13] which highlights how to utilize features such as Store Promo, Shopee Live, and Store Chat in building interaction and maintaining customer loyalty. Furthermore, research [14] shows that the Shopee Live feature accompanied by discount offers is able to increase consumer engagement and encourage increased transactions. The research by [15] found

that paid advertising-based marketing communication strategies and structured promotions are effective in increasing store visibility, although in implementation they still face obstacles such as limited resources and low digital literacy.

According to the theoretical perspective, this study uses the theory of the hierarchy of effects. The theory of the hierarchy of effects, developed by Robert J. Lavidge and Gary A. Steiner in 1961, is a model of marketing communication that describes the stages that consumers go through before making a purchase decision [16]. This model identifies three main aspects that influence the process: cognitive (knowledge), affective (emotion), and conative (action). Consumers are considered to go through these steps in sequence before finally deciding to buy a product or service. The Effects Hierarchy Model includes six main stages arranged in order, starting from, starting from the stage of awareness, knowledge, liking, preference, conviction to the final stage of purchase.

The theory of the hierarchy of effects, provides guidance for marketers, especially MSMEs who carry out digital marketing activities as a compiler of the right marketing communication strategy by targeting each stage in the consumer decision-making process. Through an in-depth understanding of these stages, MSMEs can create appropriate messages to encourage consumers to move from one phase to the next until they finally reach a purchase decision. The application of this model also serves as a framework to recognize the barriers that consumers may face at each stage, so that marketing communication strategies can then be adjusted to overcome these obstacles [17]. Thus, this study aims to analyze the digital marketing communication strategy implemented by Tasgrosirsederhana as one of the MSMEs that have succeeded in utilizing the Shopee platform.

RESEARCH METHOD

This study applies a descriptive qualitative approach. According to [18], the qualitative approach is a very effective method for gaining a deep understanding of the individual in the face of complex phenomena. The descriptive method is used to provide a systematic overview of the digital marketing communication strategy implemented by Tasgrosirsederhana. According to Sugiyono in [19], this method is relevant when research aims to describe a situation, symptom, or phenomenon that is taking place factually. In this context, the descriptive method helps the researcher in detailing the data obtained.

The object of this research is the online store Tasgrosirsederhana (@tasgrosirsederhana), an MSME engaged in fashion, especially the sale of women's bags and several clothing products. Tasgrosirsederhana runs business activities actively through Shopee and has a sizable customer base. This research was carried out at Legok RT 10 RW 03, Gempol, Pasuruan, which is the operational location of the business that is the focus of the research. This study uses primary and secondary data types. Primary data was obtained through an in-depth interview with Ivan Zulkifli who acts as a store manager as well as the admin of the Tasgrosirsederhana online store, as well as observing the role of Shopee in its marketing activities. In addition, this study involves consumers as well as followers who shop so as to provide a perspective on their experience of

transactions. Meanwhile, secondary data were obtained from books, journals and articles that supported this research.

The data analysis process is carried out through the stages of data reduction, data presentation, and conclusion drawn. The data reduction stage includes the selection process, restructuring, and simplification of the information that has been obtained. Furthermore, the data presentation stage is carried out after all data is filtered and rearranged in the form of a structured descriptive narrative, by relating field findings to the shells to the theory used. In the final stage, conclusions are drawn based on the results of interpretation of the data that has been analyzed, so that it can answer the formulation of the problem and achieve the research objectives. All research is supported by relevant marketing communication theory, namely the theory of the hierarchy of effects of Robert J. Lavidge and Gary A. Steiner (1961). This theory is the main foothold in understanding how the strategies applied are able to encourage consumers to move from one stage to the next, starting from the awareness stage to the purchase decision stage.

RESULTS AND DISCUSSION

1. Awareness

In the context of marketing communication, especially in promotional activities, awareness refers to the level of audience recognition and understanding of a brand, product or service so that it can build trust from potential consumers. This stage is the first step for customers before they start considering a purchase or to a further stage. To gain a broader understanding of the strategy to increase consumer awareness in product marketing, an interview has been conducted with Ivan Zulkifli as the manager and admin of the Tasgrosirsederhana online store. The results of the interview were presented, as follows:

"So, so that potential consumers can more easily know or get acquainted with the products we sell. We are always active in using Ads on Shopee, starting from paid and free. The purpose of this use is for our products to appear frequently in search engines or similar product recommendations. So, when potential consumers are looking for products that suit their needs, our products become one of the products displayed among others."

From the explanation presented above, the use of paid advertising plays an important role in increasing product visibility and building brand awareness for potential consumers. By appearing in search results and recommendations, products become more often seen and recognized. The high frequency of appearances on various pages can encourage consumers to find out more about the product. One of the effective features such as "Similar Product Ads" also expands the marketing reach, where Tasgrosirsederhana products can appear as an alternative when potential consumers see products from other stores, that way, the product has the opportunity to compete directly with competitors. However, the effectiveness of paid advertising is largely determined by the continuous optimization of marketing strategies. Evaluation of ad performance such as click-through rate (CTR) analysis and return on ad spend (ROAS) are the

measuring factors in determining the next step. This is relevant to research [20], which explains that through budget adjustments, precise keyword selection, and accurate market segmentation, advertising effectiveness can be continuously improved to obtain optimal results. To obtain results regarding the level of consumer awareness, interviews were also conducted with Instagram users as well as Tasgrosirsederhana consumers on the Shopee platform. As follows :

@icenayang on 25/03/25.

"The first time I knew it was when I was looking for a bag for a walk on Shopee, I accidentally saw that Tasgrosirsederhana simply appeared in the search results and it turned out to match the model of bag I was looking for, so I checked in the store."

@sekarard on 26/03/25.

"If I first found out, when I searched for the keyword Cheap Bags on Shopee, this store appeared in the search results. I was interested in checking it out because Tasgrosirsederhana also has good reviews."

From the results of interviews with consumers, it can be concluded that one of the triggering factors for consumer awareness is through the search menu on Shopee. This can happen when potential consumers want to find a product that suits their needs. After seeing the relevant products, potential consumers are encouraged to check the store further.

2. Knowledge

The knowledge stage explains that potential consumers who are already familiar with a brand begin to look for more information about the available products. At this stage, the initial awareness that has been formed, turns into a deeper desire to know more about the product. Based on the results of the interview, Ivan explained how the strategy implemented by Tasgrosirsederhana is in providing further knowledge of its products to potential consumers, as follows:

"In order for people to be more with the products we sell, we always provide clear information. Such as photos that match the product category, and include a detailed description of the product starting from materials and sizes. In addition, in each product we add content in the form of product-related videos, as well as promotions."

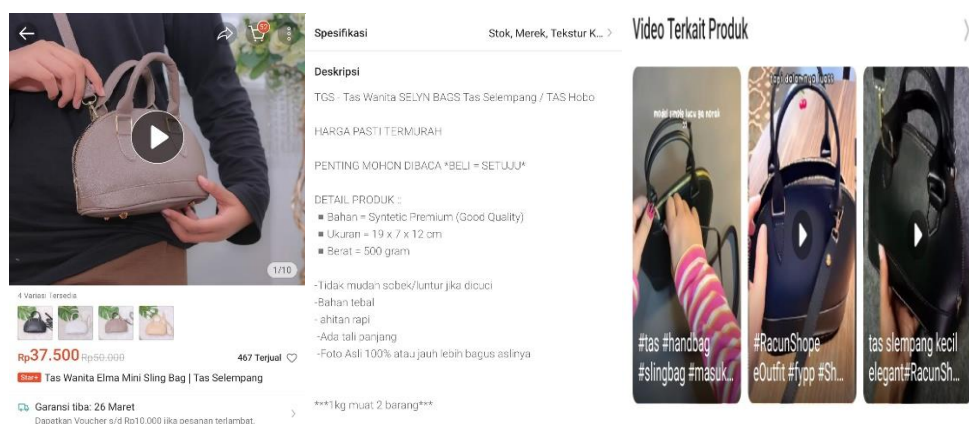


Figure 2. Photos, descriptions and related video content of any of Tasgrosirsederhana's products are.

Source : <https://shopee.co.id/Tasgrosirsederhanasederhana>

Through the results of the interviews obtained, it was explained that Tasgrosirsederhana forms the knowledge of potential consumers through the provision of complete and accurate product information. This strategy is realized by displaying attractive photos and real-life representations of the product, as well as detailed descriptions that include materials, sizes and features. In addition, Tasgrosirsederhana also presents video content for each product which aims to provide clearer visualization. According to research [21], this video content not only provides information, but also serves as a promotional tool to attract consumer interest. In order to obtain information about the level of consumer understanding of the products offered by Tasgrosirsederhana, the researchers also conducted interviews with Instagram users who have also transacted through Shopee. As follows:

@friscasc on 27/03/25.

"In my opinion, the photos used in the products are very interesting, they look like expensive items, the description of the information is also quite complete. Coupled with related videos, we know better what the original product looks like."

The results of the interview explained that consumers considered the presentation of product information to be interesting and informative. Clear product visuals, detailed descriptions, and video support are considered effective in increasing understanding and interest in the products offered.

3. Liking

The liking stage is the phase where potential consumers begin to have an emotional interest in a product or brand. In the world of marketing, the liking phase has a significant role because it indicates that potential consumers are starting to have a preference over their competitors. Therefore, companies often seek to strengthen emotional relationships with consumers to maintain their interest and attachment. In an interview with Ivan, he explained the strategies that can be applied so that potential consumers are interested and like Tasgrosirsederhanaderhana products. As follows :

"In order for potential customers to like the product, we set a relatively cheap price of just under 50 thousand, because it is indeed the target of potential buyers in the lower middle class. In addition, we also continue to consistently reply to chats or messages quickly, so that we continue to give a positive impression of the store to consumers."

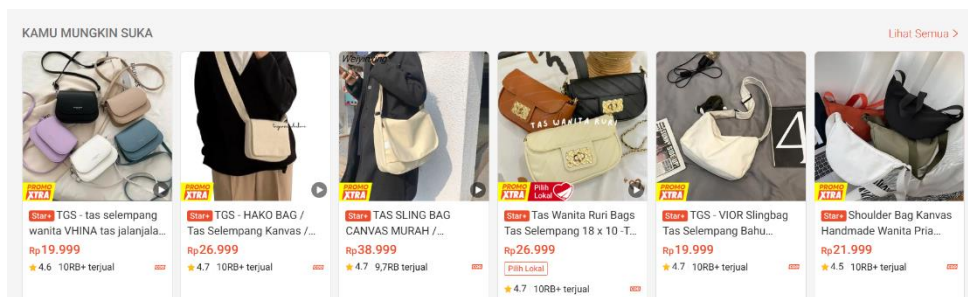


Figure 3. The prices of some of the products offered by Tasgrosirsederhana are.

Source: <https://shopee.co.id/Tasgrosirsederhanasederhana>

As from the results of the interviews obtained, it is known that Tasgrosirsederhana simply sets the price of the product below 50 thousand rupiah, adjusting to the target

market of the lower middle class. These affordable prices encourage faster purchasing decisions and allow for bulk purchases, both for personal use and resale. In addition, Tasgrosirsederhanas always maintains speed in answering consumer messages as a form of good service. This is in accordance with research [22], that responsiveness in answering messages not only increases customer satisfaction, but also prevents potential customers from switching to other stores due to delays in replying. In order to identify the emotional responses and consumer interest in Tasgrosirsederhana, the researcher conducted interviews with one of the Instagram users and active consumers on the Shopee platform. As follows:

@oktaviia on 28/03/25.

"I like the current model, plus the affordable price of the product. In addition, I am also happy when I want to ask about the product, the admin response is friendly and the fast response is very helpful. So far so good, it deserves to be given 5 stars."

The results of the interviews show that consumers have a positive experience of the store, which is influenced by product design that follows trends, affordable prices and responsive service. If these factors are continuously maintained or improved, then it is likely that more and more customers will like and recommend the product.

4. Preference

At the preference stage, potential consumers have obtained a lot of information about the product or brand, by comparing various options based on aspects such as quality, price, benefits offered, and brand image. At this phase, potential consumers still haven't come to a final decision to buy, but tend to lean more towards one particular brand than another. According to the results presented by Ivan Zulkifli, the strategy of forming the preferences of potential Tasgrosirsederhana consumers, as follows:

"The effort we make to make consumers more inclined to our brand is by providing vouchers provided by Shopee, such as free shipping and cashback. Especially during events on twin dates every month such as, 12.12, 1.1, Shopee will provide larger discounts or discounts to consumers during that period."

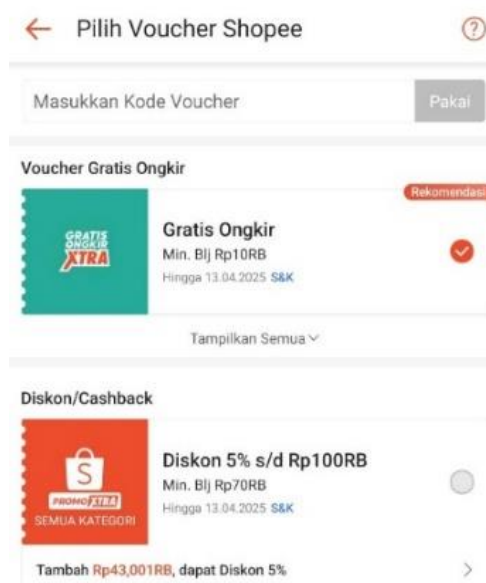


Figure 4. The display of discount vouchers offered on each Tasgrosirsederhana product.

Source: <https://shopee.co.id/Tasgrosirsederhanasederhana>

Based on the results of the interview, it was explained that one of the strategies implemented by Tasgrosirsederhana is in attracting consumers to prefer their brands is through the provision of various forms of promotions, such as free shipping vouchers and cashback provided by Shopee. This can provide benefits that can be directly felt by consumers. In addition, big promotional moments such as Shopee 12.12 or Shopee 1.1, are used as important opportunities because in this period consumers are more active in comparing offers. In this condition, consumers will be more selective and careful, so brands that provide more attractive promos have a greater chance of becoming an option. These findings are in line with the results of a study [23] which shows that promotional strategies in the form of discounts, cashback, and free shipping have proven to be effective in driving consumer purchase decisions in e-commerce. To find out the tendency of consumers to choose Tasgrosirsederhana compared to other online stores, interviews were conducted with Instagram users who have shopping experience. As follows:

@vellysf_ on 29/03/25.

"I chose this store because they sell cheap products compared to other stores. I was surprised to see that the usual bag costs around 100 thousand, but in this store it only costs 30 thousand. In addition, according to the experience of shopping at the Tasgrosirsederhana online shop, I always get profitable vouchers such as free shipping, discounts and cashback. So that the original price of the product is not deducted from shipping costs and others."

In these findings, it shows that consumers choose Tasgrosirsederhana based on rational considerations and personal experience. Competitive pricing and additional perks such as vouchers, discounts, and cashback reinforce consumers' preference for stores over competitors.

5. Conviction

Conviction is a crucial stage that marks that consumers are very close to the act of purchase. After going through the previous process, at this stage consumers not only show interest in a brand, but also begin to have a strong belief that the brand is the most appropriate choice to choose. This belief is the basis that strengthens the decision before actually making a purchase. As explained by Ivan Zulkifli in forming the confidence of potential consumers in Tasgrosirsederhana products, it is , as follows:

"In shaping the confidence of potential consumers, we always consistently maintain stars from reviews. So, usually there are several factors that make our reviews drop, for example when consumers receive products that do not match the original order, or the quality of the product decreases when received. These factors can occur due to negligence on our part or from the delivery service, but we also provide bubble wrap to anticipate this. In addition, if the product received by the consumer is not suitable or in good condition, we are willing to take responsibility for replacing."

Based on the results of the interviews submitted, it emphasized the importance of maintaining review ratings as an effort to build consumer confidence. In the context of e-commerce, where buyers cannot see or touch directly, reviews from previous customers are the main reference in assessing the credibility and quality of products. This is in line with the findings [24], where reviews and ratings have been shown to play a central role

in influencing consumer confidence and purchasing decisions. However, there are several causes of the decline in reviews. Generally caused by product mismatches or damage during delivery, this can come from the negligence of store employees or expedition services. To anticipate this, Tasgrosirsederhana always uses bubble wrap and provides a post-purchase guarantee in the form of a refund if the product has problems. This step aims to strengthen potential consumers' confidence in the credibility of the store. Furthermore, Ivan also added another strategy related to how Tasgrosirsederhana is to form the confidence of potential consumers, as follows:

“For the latter, our efforts to build the confidence of potential consumers, we take advantage of the live streaming feature on Shopee. During live streaming, potential consumers can ask questions related to products such as availability, or just want to be shown the desired product. With the use of this feature, we will establish direct communication with consumers, thus providing them with more complete information.”



Figure 5. Live streaming on the Tasgrosirsederhana online store.

Source: <https://shopee.co.id/Tasgrosirsederhanasederhana>

In the results of the next interview, Ivan explained that the live streaming feature on Shopee is used as an effective visual communication medium because it is able to build stronger trust of potential consumers, compared to just through text or images. In the live broadcast, potential consumers can interact with the seller, so they have the opportunity to ask for details of the product. This two-way interaction allows sellers to provide more in-depth explanations that cannot be conveyed through written descriptions alone. Live streams are routinely carried out in two sessions every day, namely morning to noon from 09.00 to 14.00, and afternoon to night from 16.00 to 21.00. In the morning to afternoon session, the live stream is focused on reaching consumers who are actively shopping at the beginning of the day, while the afternoon to evening session is used to attract consumers who are more active in shopping during leisure hours after work or activities. In this study, interviews were also conducted with Instagram users as well as

consumers who have shown trust in the Tasgrosirsederhana online store, so as to provide a better understanding of the process of forming trust before purchasing decisions are made. As follows:

@lwyraaa on 05/04/25.

“The thing that convinced me to buy products in this store is that each product has a good rating in the reviews. Usually, the rating is 4.5 and above, quite high. The existence of this review feature is very important, especially for people like me who are afraid that product orders are not the same as photos and descriptions.”

@keziarny on 06/04/25.

“Regarding the certainty of buying at Tasgrosirsederhana, it is , I am quite sure from seeing the good reviews and ratings. This is quite influential, because I can find out whether the product is good or not, what the form of the shipping packaging is. They are also often live, some time ago I had asked for a spill of the product, so that I could get a direct picture so that I was more confident to checkout. “

Based on the results of interviews with 2 consumers, it was revealed that confidence in purchasing decision-making was influenced by informative and persuasive digital experiences. The consistency of reviews will affect the view of potential consumers on the quality and credibility of the store, and live streaming activities regularly strengthen consumer trust because it helps in real-time interaction with sellers.

6. Purchase

The purchase stage is the peak phase in the consumer decision-making process, where individuals finally make a purchase after going through a series of previous stages. This stage shows that consumers are not only familiar with and interested in the product, but have also been confident enough to make a purchase decision as a result of an effective communication stimulus. To identify the factors that influence consumers' decisions in making purchases at the Tasgrosirsederhana store, researchers conducted interviews with Instagram users who have had experience shopping through the Shopee platform. As follows:

@intanafanii on 07/04/25.

“I have made 3 purchases at the Tasgrosirsederhana store. The reason I chose this store is because of its diverse product models, and most importantly the price is affordable. Of course, I dare to recommend this store to others because in addition to the varied model, the store's service via chat is very helpful and quick response.”

@krinadwirhm_ on 08/04/25.

“At that time I wanted to buy a sling bag, and then found this store in the yard of another bag shop. After I considered it further, I finally bought it for only 20 thousand. Very cheap, this price is already net of other costs such as service and shipping costs. Chances are, for me to recommend it to others because the reviews from previous buyers are also good.”

Based on the results of the interviews, consumers' decisions to make purchases at Tasgrosirsederhana's store are simply influenced by various interrelated factors such as affordable prices, products with varied designs, responsive service, and positive reviews. These factors are in line with research [25], which explains that price factors and

consumer reviews have been shown to have a significant influence on both purchase decisions and customer loyalty as well as the tendency to recommend stores to others.

CONCLUSION

Fundamental Finding : The research shows that the implementation of digital marketing communication strategies by Tasgrosirsederhana through Shopee successfully encourages consumers to go through all stages of the hierarchy of effects, starting from awareness built through paid advertising, knowledge shaped by complete product information, liking formed through affordable prices and responsive service, preference reinforced by promos, confidence strengthened by positive reviews and live streaming, and purchasing decisions influenced by satisfying shopping experiences that encourage repurchase and recommendations. **Implication :** Overall, it can be concluded that the digital marketing communication strategy implemented by Tasgrosirsederhana has corresponded to the stages in the theory of the hierarchy of effects and proves that MSMEs are able to compete in a competitive e-commerce ecosystem with careful planning and optimal use of technology. **Limitation :** This study highlights the success of strategies on the Shopee platform but does not discuss external factors such as wider competition, demographic differences, or shifts in digital advertising trends that may also influence consumer decision-making. **Future Research :** Future research may focus on comparing strategies across platforms, exploring long-term sustainability of consumer loyalty from promotions and live streaming, and assessing the role of new technologies like AI personalization or social commerce in strengthening MSMEs' competitiveness.

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