

Analysis of Digital Marketing Strategies in Supporting Sales at the Logistics Service Company PT Sinar Jaya Fokus

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Abstract:

The development of digital technology is driving significant changes in marketing practices across service-based industries, including the logistics sector, which must adapt to shifting consumer behaviour and increasing industry competition. PT Sinar Jaya Fokus, as a logistics service provider, is expected to utilise digital marketing strategies to enhance promotional effectiveness, strengthen brand positioning, and support sales growth. This research aimed to comprehensively analyse the implementation of digital marketing strategies within the company and evaluate their contribution to improving the sales performance of PT Sinar Jaya Fokus's logistics services. This study employed a qualitative descriptive research method, with data analysed using the STP framework (Segmenting, Targeting, Positioning), the marketing mix (Product, Price, Place, Promotion), and digital marketing analysis. The findings indicated that PT Sinar Jaya Fokus had integrated digital elements into its segmentation, targeting, and positioning processes, as well as into its marketing mix and digital marketing activities, utilising digital platforms to facilitate fast, easy interaction and communication with customers. PT Sinar Jaya Fokus made optimal, integrated use of digital marketing features, enabling digital media to effectively support the company in promoting its logistics services to customers quickly and efficiently. Additionally, the study highlighted that the consistent use of digital marketing tools enabled PT Sinar Jaya Fokus to build stronger customer engagement, gather real-time feedback, and analyse consumer behaviour more accurately. This digital approach not only enhanced promotional outcomes but also contributed to improved service quality and operational efficiency. The integration of digital marketing was therefore seen as a strategic asset that supported long-term business sustainability and strengthened the company's competitive position in the logistics industry.

Keywords: Digital Marketing, Logistics Service Marketing, Sales Improvement

INTRODUCTION

The rapid development of digital technology has driven significant changes in consumer behaviour and operational patterns across various industries, including the transportation and logistics sectors (Astriawati et al., 2022). Contemporary consumers demand not only fast and secure delivery services but also convenient access to information, the ability to place orders, and real-time shipment tracking through digital platforms (Juhana et al., 2024). However, not all companies can keep pace with these developments, resulting in a gap between consumers' digital expectations and the marketing strategies adopted by service providers. PT Sinar Jaya Fokus, a logistics services company that has operated for more than three decades, faces a similar challenge: how to optimise digital technology to enhance sales performance and maintain relevance in an increasingly competitive industry landscape.

Extensive research on digital marketing has confirmed that digital-based promotional strategies play a vital role in strengthening brand awareness, improving customer relationship quality, and increasing sales conversion rates (Chaffey & Ellis-Chadwick, 2019; Kannan, 2017). Kotler and Keller, as cited in Baskoro et al. (2025), emphasise that digital marketing enables companies to communicate more effectively, in a more segmented and measurable manner. Likewise, Chaffey and Ellis-Chadwick, as cited in Andini et al. (2024), demonstrate that the integration of social media, content marketing, and corporate websites provides added

value to consumers and enhances brand credibility. Within the logistics sector, the digitalisation of marketing and service processes has shown a positive impact on customer satisfaction and user loyalty (Wulandary et al., 2023). Nevertheless, research focusing on the implementation of digital marketing in medium-sized national logistics companies such as PT Sinar Jaya Fokus remains limited. This gap highlights the need to examine how digital marketing strategies are applied within the company's operational context.

Optimising digital media—including websites, social media platforms, and instant messaging applications—is believed to expand market reach, improve customer interaction, and influence purchasing decisions (Amrita et al., 2024). The implementation of an effective digital marketing strategy at PT Sinar Jaya Fokus is assumed to be positively associated with increased sales performance. Furthermore, the quality of digital content and the consistency of marketing communication are considered key factors influencing consumer response rates and engagement levels.

Based on this background, this study aims to analyse the digital marketing strategies employed by PT Sinar Jaya Fokus to support the growth of its logistics service sales. The study further seeks to identify the most effective digital media platforms for reaching customers, evaluate the quality of the company's digital marketing content, and assess the extent to which these strategies influence customer purchasing decisions. The results of this study are expected to contribute theoretically to the development of digital marketing research within the logistics industry and to provide practical recommendations for improving the effectiveness of corporate digital marketing strategies.

This introduction underscores that digital transformation has become a critical strategic component for sustaining competitiveness in logistics companies, including PT Sinar Jaya Fokus. As customer reliance on digital-based services continues to increase, companies must develop adaptive, systematic, and data-driven marketing approaches. Therefore, this study is expected to offer a comprehensive understanding of the effectiveness of digital marketing implementation at PT Sinar Jaya Fokus and explain its contribution to enhancing logistics service sales. The findings are also intended to serve as a basis for designing more innovative, measurable, and sustainable digital marketing strategies that enable the company to maintain relevance and strengthen its competitive position within the increasingly dynamic logistics industry.

METHOD

This study used a qualitative approach because it aimed to gain an in-depth understanding of the phenomena related to digital marketing strategies in supporting sales at PT Sinar Jaya Fokus. This approach aligned with the views of McMillan and Schumacher (2018), who stated that qualitative research was a tradition in the social sciences that relied on observing people in their natural environments and understanding their behaviour through their own language and perspectives. Waruwu (2024) emphasised that qualitative research sought to understand phenomena holistically through word-based descriptions in natural contexts. Furthermore, Sumilih et al. (2025) explained that qualitative research emphasised data depth through intensive information gathering without requiring a large sample size. Thus, this research design was intended to comprehensively explore the processes, practices, and considerations underlying the company's digital marketing strategy within its daily operational context.

The research subjects were determined using purposive sampling, which involved selecting informants considered to have the most relevant knowledge and understanding of the research problem. This technique aligned with Sumargo's (2020) view that purposive sampling was used to obtain informants capable of providing in-depth information in accordance with

the research objectives. The informants in this study consisted of the CEO and marketing staff of PT Sinar Jaya Fokus, who were interviewed in 2024, with their identities disguised to maintain confidentiality and respondent comfort. The presence of the researcher served as the primary instrument, as the researcher not only collected data but also interpreted its meaning (Judijanto et al., 2024). The research site was located at PT Sinar Jaya Fokus, Jalan Arjuna No. 12, Kadilangu, Baki, Sukoharjo, Central Java, where the researcher conducted direct observations within the company's work environment. Research data were collected through observation, interviews, and documentation. Observations were conducted to examine digital marketing activities as they naturally occurred. Documentation was used to obtain written and recorded data such as promotional archives, operational records, and other company documents. The research instruments included interview guidelines, field notes, a voice recorder, and a camera, all of which helped the researcher record data thoroughly and systematically.

Data analysis was carried out using a descriptive qualitative analysis technique following the procedures proposed by Lodico et al. (2010). The analysis process included: (1) preparing and organizing the data, (2) reading and becoming familiar with all the data, (3) coding and categorizing the data, (4) compiling detailed descriptions of informants, activities, and the research context, (5) developing major themes, and (6) formulating interpretations that explained the relationships among the findings. To ensure data validity, this study employed credibility testing through source, technique, and time triangulation (Susanto & Jailani, 2023). Triangulation was conducted by comparing information from different sources, checking data consistency using multiple methods, and verifying data at various points in time. Thus, this research design provided a strong methodological foundation for exploring and analysing digital marketing strategies related to sales growth at PT Sinar Jaya Fokus.

DISCUSSION

PT Sinar Jaya Fokus was a logistics and shipping services company that had been operating for more than three decades. The company provided shipping services for various commodities such as garments, furniture, plastics, and other industrial goods through multiple transportation methods. Its extensive experience and competent human resources made the company well known among exporters, importers, and business owners. However, observations indicated that despite PT Sinar Jaya Fokus's strong experience, the company faced challenges in maximising digital marketing to increase sales. An interview with informant Y (CEO) revealed that most customers only viewed information through social media or the company website without proceeding to the transaction process. This indicated a gap between digital marketing activities and sales conversions, thereby necessitating more targeted strategic mapping.

Digital Marketing Strategy Analysis in Sales: Segmentation, Targeting, and Positioning (STP) Strategy

Market Segmentation

Interviews and observations indicate that PT Sinar Jaya Fokus segments its market based on three main aspects:

1. Geographic segmentation (primarily Central Java, East Java, and Jakarta).
2. Demographic segmentation (MSMEs, exporters, importers, and manufacturing companies).
3. Psychographic segmentation (customers who require practical, fast, and transparent logistics services).

Market segmentation aims to identify consumer groups based on common needs. In the case of PT Sinar Jaya Fokus, segmentation has been implemented, but it is not supported by adequate digital analytics data. This results in marketing content that is inaccurate in reaching the most potential audience.

Determining the Target Market (Targeting)

PT Sinar Jaya Fokus targeted the Business-to-Business (B2B) segment as the primary focus of its marketing strategy. This segment was chosen because the majority of the company's customers were corporations or business entities requiring regular and large-volume deliveries, such as exporters, importers, and manufacturing companies. The B2B targeting strategy was considered appropriate because this market offered relatively high stability with consistent delivery frequencies, allowing for better revenue predictability. Furthermore, B2B customers tended to conduct large-volume transactions, resulting in a higher transaction value per customer compared to individual customers. This targeting also allowed PT Sinar Jaya Fokus to build long-term relationships through consulting services, export–import document management, and more personalised customer service, all of which supported customer loyalty and enhanced the effectiveness of digital marketing.

In addition to B2B, PT Sinar Jaya Fokus also attempted to reach the Business-to-Consumer (B2C) segment, particularly individuals and MSMEs requiring smaller-scale delivery services. This effort was carried out through the use of social media, the company website, and instant messaging platforms. However, observations indicated that the targeting strategy for B2C was suboptimal. The digital content prepared remained general and not specific to the needs of individuals or MSMEs. For instance, the information provided tended to focus on rates or shipping procedures without offering practical guidance, special promotions, or solutions tailored to B2C characteristics. Furthermore, the company had not utilised digital data for deeper segmentation, such as analysing customer behaviour, geographical location, delivery frequency, or communication preferences, which limited the effectiveness of reaching the B2C segment.

These limitations resulted in low levels of interaction and conversion within the B2C segment. Digital marketing activities for B2C had not generated significant engagement, either in the form of comments, inquiries, or transactions through digital channels. This indicated that although the B2B market was stable and the primary source of revenue, the B2C segment still held significant untapped potential. With more precise targeting strategies and tailored content, the company could have expanded its market share, increased awareness among individuals and MSMEs, and driven purchasing decisions more effectively.

To increase the effectiveness of its targeting strategy, PT Sinar Jaya Fokus needed to take several strategic steps. First, the company needed to utilise data analytics to understand B2C customer characteristics and behaviour, including location, commodity type, shipping volume, and communication preferences. Second, it needed to develop specific and relevant digital content, such as simplified shipping guides, special rate packages for MSMEs, door-to-door service promotions, and tutorials on using instant messaging applications for ordering. Third, the company needed to integrate a multi-channel communication strategy so that content delivered through social media, the website, and instant messaging platforms was tailored to the distinct characteristics of both the B2B and B2C segments. Fourth, it needed to establish evaluation metrics—such as engagement, conversion rates, and the number of transactions—to assess targeting effectiveness and guide continuous improvements.

By implementing these steps, PT Sinar Jaya Fokus could have maintained a stable B2B market while also opening growth opportunities in the B2C segment. This would have enhanced

the effectiveness of its overall digital marketing strategy and supported the company's efforts to increase sales and strengthen its competitive position within the logistics industry.

Positioning of PT Sinar Jaya Fokus

PT Sinar Jaya Fokus positions itself as "The Best Forwarder in Central Java." PT Sinar Jaya Fokus positioned itself by highlighting the company's service quality, delivery speed, technical expertise, operational experience, and reputation built over more than three decades. This positioning served as the company's primary differentiation in responding to the increasingly competitive logistics industry, particularly in the Business-to-Business (B2B) segment, which required service assurance, efficiency, and delivery reliability.

Theoretically, positioning was a marketing strategy process that allowed a company to differentiate itself from competitors through messages that were relevant, consistent, and memorable for consumers (Khairi et al., 2024; Rohmat, 2016). In other words, positioning was not merely a slogan or tagline, but needed to be reflected in all marketing activities, communications, and customer interactions. In the context of PT Sinar Jaya Fokus, effective positioning encompassed four main dimensions: consulting services, delivery speed, expertise in handling specific commodities, and international operational experience.

1. Consulting Services as Strategic Added Value

PT Sinar Jaya Fokus offered consulting services related to shipping procedures, export–import processes, document management, and compliance with international regulations. These consulting services provided added value that helped customers reduce risks, expedite shipping processes, and minimise operational costs. However, observations indicated that these consulting services were rarely promoted in digital content, resulting in low public awareness of this strategic advantage. In contemporary digital marketing practices, consulting services should have been presented through educational content to build corporate credibility—for example, through blog articles, video tutorials, webinars, or customer success case studies.

2. Delivery Speed as a Key Value Proposition

Delivery speed constituted a crucial factor influencing customer decisions when selecting logistics services. PT Sinar Jaya Fokus demonstrated competitive delivery performance through both sea and land transportation modes. However, such information had not been systematically communicated on digital platforms. The absence of concrete evidence—such as on-time delivery statistics, infographics, or customer testimonials—made claims regarding delivery speed less convincing. According to Kotler and Keller (2016), value propositions that were not communicated persuasively tended to fail in differentiating a company from its competitors. Therefore, delivery speed should have been emphasised as a primary component of the company's digital content strategy.

3. Expertise in Handling Specialised Commodities

Expertise in handling specific commodities—such as garments, furniture, industrial goods, and fragile items—represented an important competitive advantage in the logistics sector. However, digital content produced by PT Sinar Jaya Fokus remained general and did not emphasise this specialisation. In the B2B context, the ability to handle specialised commodities frequently served as a key purchasing decision factor. A stronger positioning strategy required highlighting this expertise through educational and persuasive content, such as demonstration videos of handling procedures, articles on safe shipping practices, or testimonials from clients acknowledging service quality.

4. International Experience as a Competitive Differentiator

With over 30 years of experience, PT Sinar Jaya Fokus has handled various international shipments of differing complexity. This international experience should have served as a major differentiating factor in the company's digital marketing strategy. However, the company's digital media had not yet leveraged this narrative effectively, making it difficult for potential customers to compare the company's competency with forwarders that actively emphasised modern digital services. International experience could have been presented through cross-border shipping success stories, international certifications, or infographics illustrating global reliability.

5. Challenges in Implementing Positioning Through Digital Marketing

Observations revealed several challenges that hindered the implementation of the company's positioning on digital platforms, including:

- a) Digital content that remained mostly administrative and informative—providing only rates, procedures, and contact details without persuasive narrative elements;
- b) A lack of storytelling and concrete proof—such as case studies, testimonials, or data visualisation to validate competitive advantages;
- c) Inconsistent integration of positioning—where the claim “The Best Forwarder in Central Java” was not displayed uniformly across platforms, leading to weak customer perceptions.

6. Strategic Implications

These inconsistencies weakened the effectiveness of digital marketing, especially in terms of engagement, brand recall, and sales conversion. Weak positioning made it difficult for customers to differentiate PT Sinar Jaya Fokus from competitors with more assertive and innovative digital strategies. Consequently, the company's digital marketing activities did not significantly contribute to increased sales or strengthened customer loyalty.

7. Implementation Recommendations

To strengthen its positioning and enhance digital marketing effectiveness, PT Sinar Jaya Fokus needed to:

- a) Develop content emphasising its competitive advantages—consulting services, delivery speed, specialised handling expertise, and international experience;
- b) Utilise storytelling and concrete evidence—such as case studies, testimonials, operational videos, and visualised delivery data—to build credibility;
- c) Integrate positioning messages consistently across all digital channels, including websites, social media, email marketing, and instant messaging platforms;
- d) Measure the effectiveness of digital positioning through engagement metrics, conversion rates, and customer feedback;
- e) Adopt supporting technologies—such as tracking features, automated quotation systems, and CRM—to strengthen customer interactions and reinforce its positioning as a professional and trusted forwarder.

By implementing these strategies, PT Sinar Jaya Fokus's positioning could serve as a strong differentiation tool, reinforce the company's professional image in the logistics sector, increase customer loyalty, and support sales growth through sustainable digital marketing practices.

Marketing Mix of Services in a Digital Context

In terms of product, PT Sinar Jaya Fokus's core services include sea and land freight, door-to-door delivery, document processing, and technical export–import consulting. However, these value-added services are not effectively communicated through digital media, resulting in content that does not clearly highlight the company's problem-solving capabilities. According to Pamujianto et al. (2024), service process quality is crucial due to the intangible nature of services, making clear product communication essential. Regarding pricing, tariff information is available but not efficiently conveyed through digital channels. Customers are still required to inquire manually through WhatsApp, which reduces the efficiency of the marketing process and creates friction in the customer journey.

In terms of place, digital channels are not yet fully optimised as distribution platforms. The company's website is not designed to facilitate online quotation requests, and social media platforms do not feature clear calls to action that guide customers toward service inquiries or transactions. In terms of promotion, digital promotion remains a major weakness. Existing content does not demonstrate a targeted promotional strategy, such as educational explanations of shipping procedures, success case studies, customer testimonials, or informative video content. According to Agusta et al. (2025), educational content is one of the most effective tools in digital marketing, yet PT Sinar Jaya Fokus has not implemented this approach optimally.

Digital Marketing Implementation at PT Sinar Jaya Fokus

The use of websites, social media, and messaging applications at PT Sinar Jaya Fokus indicates that its digital strategy remains suboptimal. The company website functions primarily as an information and contact directory, yet its design and structure do not support a comprehensive user experience. The absence of essential features such as a tracking system, automated quotation tools, and chatbots places the company below the standard of modern logistics service providers. On social media platforms such as Facebook, Instagram, and TikTok, content uploads are inconsistent, and the materials shared tend to be informative rather than persuasive. The lack of strong visuals, storytelling, and interactive elements results in low engagement, which contradicts contemporary digital marketing principles that emphasise interactive and customer-centred content. Meanwhile, WhatsApp and email remain the company's main communication channels and provide relatively quick responses. However, these processes are still performed manually and are not supported by a Customer Relationship Management (CRM) system capable of storing, tracking, and managing customer data in an integrated manner. This limitation reduces the effectiveness of customer interactions, follow-up processes, and long-term relationship-building efforts.

SWOT Analysis of Digital Marketing Strategy

SWOT analysis is a strategic tool used to evaluate the strengths, weaknesses, opportunities, and threats in PT Sinar Jaya Fokus's digital marketing strategy. Based on observations, interviews, and internal documentation, the following analysis is presented:

1. Strengths

PT Sinar Jaya Fokus has more than 30 years of experience in the logistics industry, which strengthens its reputation among various stakeholders, including exporters, importers, and MSMEs. This extensive operational experience serves as a key asset in building customer trust, demonstrating the company's competence in handling diverse types of shipments. The company is also supported by skilled and knowledgeable human resources who possess a deep understanding of logistics operations. This allows PT Sinar Jaya Fokus to provide professional consulting services, solve customer logistics challenges, and deliver

effective shipping solutions. These strengths form a strong foundation for building a digital marketing strategy that emphasises credibility, reliability, and service excellence, enabling the company to attract new customers while retaining existing ones.

2. Weaknesses

Despite its experience and strong reputation, PT Sinar Jaya Fokus faces several weaknesses in its digital marketing execution. A major weakness is the inconsistency of digital content on both the website and social media platforms. Existing content tends to be administrative, such as shipping rates and procedures, and does not effectively highlight the company's competitive advantages, including consulting services, delivery speed, and expertise in handling specialised commodities. The website also lacks interactive features, such as a tracking system, automated quotation tools, or chatbots, resulting in a limited user experience and reduced potential for sales conversion. Additionally, the company has not yet implemented an integrated Customer Relationship Management (CRM) system, causing customer data to be underutilised for targeted marketing, personalised content, and automated follow-up with prospects and customers.

3. Opportunities

Externally, PT Sinar Jaya Fokus faces significant opportunities arising from the increasing demand for logistics services driven by the growth of trade, rising export–import activities, and the expansion of MSMEs in Indonesia. Ongoing digital transformation also provides opportunities to expand market reach through optimised use of digital platforms. With the right digital marketing approach, the company can attract new customer segments, enhance brand awareness, and increase engagement and conversion rates. Additionally, advancements in digital technology—such as social media optimisation, content-based marketing, and automation systems—offer opportunities to streamline transactions, quotations, and customer communication. Leveraging these opportunities allows the company to align with market trends, enhance operational efficiency, and strengthen its competitive position in the logistics sector.

4. Threats

PT Sinar Jaya Fokus also faces several external threats. Competition in the logistics industry is increasingly intense, especially from digital-based forwarders that offer modern features such as real-time tracking, automated quotation systems, mobile applications, and integrated online service platforms designed to enhance customer convenience. These technology-driven services attract consumers who prioritise efficiency, transparency, and speed. If PT Sinar Jaya Fokus does not accelerate its digital marketing optimisation and adopt similar innovations, the company risks losing market share, particularly among younger consumers, B2C customers, and MSMEs who are highly adaptive to technology. Additionally, regulatory changes, fluctuating transportation costs, and economic uncertainties pose further threats to the stability of the company's operations and the effectiveness of its digital marketing strategy.

Integrating Field Findings with Theory

Observation, interview, and documentation data show that PT Sinar Jaya Fokus's digital marketing strategy is not yet effective in increasing sales conversions. This finding aligns with Sugiyono's (2018) perspective that a deeper understanding of a phenomenon helps reveal the root of a problem, which in this case is weak digital marketing implementation. It also supports

Kotler and Keller's (2016) view that digital marketing must be systematically designed using the STP framework and an appropriate marketing mix to achieve optimal impact.

CONCLUSION

Based on the results of a study aimed at analyzing PT Sinar Jaya Fokus's digital marketing strategy, identifying the most effective digital media, evaluating digital content quality, and measuring the influence of digital marketing on customer purchasing decisions, it can be concluded that the company's digital marketing implementation is still in the development stage and has not yet achieved optimal effectiveness. The company's efforts to utilise websites, social media, and instant messaging applications demonstrate an awareness of the need for digitalisation, but this utilisation is not yet supported by adequate technological infrastructure, content consistency, or a strategic approach aligned with modern digital marketing principles. The findings show that the company has not successfully integrated the STP concept into its digital activities, as market segmentation is conducted broadly without digital data analysis, the primary B2B target market is not consistently reflected in online content, and the company's positioning as "The Best Forwarder in Central Java" is not effectively communicated. Furthermore, although WhatsApp and social media generate the highest interaction rates, they do not drive customers to conversion because they lack calls to action, landing pages, automated quotation systems, and real-time tracking features, whereas the website does not function as a strategic digital touchpoint. The quality of digital content also remains suboptimal, lacking educational value, engaging visualisations, storytelling elements, service excellence demonstrations, customer testimonials, and evidence of expertise in handling specialised commodities, thereby weakening value perception and reducing its influence on purchase intention. As a result, the company's digital marketing activities have not had a significant impact on purchasing decisions, with most users who access digital platforms failing to proceed to the transaction stage due to weak differentiation, limited technological support, and the absence of CRM-based lead management. Overall, the study concludes that PT Sinar Jaya Fokus has substantial potential to increase sales through digital marketing, yet requires comprehensive restructuring through data-driven strategies, strengthened differentiation-oriented content, improved digital technology capabilities, and a systematically designed digital marketing pipeline to enhance conversion. With these improvements, the company has the opportunity to reinforce its competitive position, enhance customer relationships, and achieve sustainable sales growth in an increasingly dynamic logistics industry.

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