



# Digital Marketing Management Strategies for Sustaining *Pemberianku.Gift* Micro Business

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## Abstract

**Purpose:** This study aims to analyze marketing management strategies that can improve the competitiveness and sustainability of micro-businesses through the use of digital technology.

**Research Methodology:** The research method uses a qualitative approach with literature studies and observations of several micro-business actors in Indonesia.

**Results:** The research findings indicate that the use of social media, e-commerce, digital branding, and technology-based services can expand market reach and enhance customer loyalty in the beauty industry.

**Conclusions:** The findings show that this strategy increases brand visibility and repeat orders. However, challenges include limited digital human resources, fluctuating advertising costs, and difficulties in measuring the ROI of social media activities.

**Limitations:** This study is limited to the digital marketing strategies implemented in one microenterprise, “Pemberianku.Gift,” which may reduce generalizability to other MSMEs. Data are qualitative and based on observations, interviews, and document review, which may be subject to contextual biases.

**Contributions:** This study contributes to MSME management literature by providing practical insights into effective digital marketing strategies for microbusiness sustainability. It highlights the importance of social media, e-commerce, and customer engagement for market expansion and long-term business viability.

**Keywords:** *Digital Era, Digital Marketing, Marketing Strategy, Micro Business*

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## 1. Introduction

In the rapidly evolving digital era, digital transformation has become a primary need for businesses, including microenterprises. Increasingly fierce business competition demands that Business Micro, Small, and Intermediate (MSMEs) are capable of adapting to technology, especially in marketing (Nuryani, 2022; Putra & Nurhaliza, 2020). Digital marketing is an effective and relevant strategy. Digital marketing offers MSMEs significant opportunities to reach a wider market without incurring large promotional costs (Moleong, 2019; Ningsih & Sari, 2023). Social media, marketplaces, websites, and search engines can be used to build brand identity, increase sales, and foster connections closer to customers. However, challenges such as a lack of digital literacy, limited power sources, and unstructured marketing strategies are still the main obstacles to the implementation of digital marketing in many micro businesses (Bakrie

et al., 2024; Mulyati et al., 2023).

*Pemberianku.Gift*, a micro-enterprise engaged in the field of making hampers and personalized gifts, is an example of an MSME that has started to utilize social media. The marketplace is operational in its business (Ananda & Prasetyo, 2022; Sari & Anggraeni, 2024). However, it still faces various challenges in optimally managing digital marketing. These include inconsistent content strategies, inadequate use of customer data, and the absence of structured long-term planning to strengthen business sustainability using digital platforms. Amidst the growing consumer trend of relying on the Internet for information search, product and recommendation, sustainability business micro depends on the ability to adapt to digital consumption patterns (Arifianto & Sari, 2021; Suyanto et al., 2021). Therefore, a marketing management strategy is required for digital rights, planned, and oriented term long use to ensure that *Pemberianku.Gift* is not only capable of enduring but also developing in the era of digitalization in the present and future (Syafudin & Wijaya, 2024).

Based on data from the Ministry of Cooperatives and SMEs, SMEs contribute more than 60% to Indonesia's Gross Domestic Product (GDP) and absorb more than 90% of the national workforce. However, many SMEs experience difficulty in maintaining their existence, especially amidst technological disruption and changes in consumer behavior due to digitalization (Febriani et al., 2022). Therefore, appropriate and adaptive marketing management strategies are essential to ensure the sustainability of micro, small, and medium-sized enterprises (MSMEs) (Farida, 2022; Fauziah & Ramadhan, 2022). Micro-enterprises (MSMEs) play a vital role in the national economy, particularly in creating jobs, reducing poverty, and driving local economic growth. However, sustainability of UM often faces challenges, one of which is financial management (Kamil et al., 2022; Kusuma & Sugandi, 2018; Suyanto et al., 2021). Many small and medium enterprises (SMEs) fail due to a lack of effective financial management, especially in the digital era, which demands fast adaptation. This article aims to study the strategy of financial management, which can help UM endure and develop sustainably over time. Microbusinesses (UM) are one of the backbones of the Indonesian economy (Barokah et al., 2024; Suyanto et al., 2021).

Nuryani (2022) found that the effectiveness of promotions in influencing purchasing decisions is highly dependent on the promotional strategy's ability to create consumer awareness and interest in the product. Microenterprises such as *Pemberianku.Gift*, which provides custom-made gift products, are a form of entrepreneurship with significant potential for growth through the use of digital media (Febriani et al., 2022; Kusuma et al., 2022). However, the sustainability of this business is highly dependent on the management's ability to formulate and implement targeted and efficient digital marketing strategies. It is also adaptive to the dynamics of the market. Ardhiyanti et al. (2022) and Yulianti et al. (2012) emphasized the importance of a comprehensive analysis of external factors in formulating marketing strategies, including macro- and microeconomic situations that can influence consumer behavior.

Digital marketing management strategies encompass various aspects, such as social media utilization, search engine optimization (SEO), digital advertising (ads), and the use of e-commerce platforms to create added value and customer loyalty. Through these strategies, micro-businesses can strengthen their brand position, increase sales, and create long-term relationships with consumers (Kotler & Keller, 2016). Alma (2016) and Widiyanto et al. (2023) explains that customer loyalty not only provides long-term financial benefits, but also reduces the cost of acquiring new customers and increases brand value.

Based on this background, this study was conducted to formulate and evaluate the most effective digital marketing management strategy to support sustainability in the micro *Pemberianku.Gift* business in 2025. This study aims to identify and analyze digital marketing strategies that *Pemberianku.Gift* can implement to support business sustainability. The primary focus of this study is on how digital marketing management can strengthen the competitiveness and adaptability of micro-enterprises in the

ever-changing digital era.

## 2. Literature Review

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### 2.1 Digital Marketing for MSME Sustainability

Digital marketing has emerged as a strategic driver for the sustainability and competitiveness of MSMEs. Platforms such as social media, marketplaces, and e-commerce platforms allow microbusinesses to expand market reach, build brand awareness, and foster customer engagement (Valentin et al., 2023). Implementing structured digital marketing strategies can enhance visibility, drive sales, and strengthen long-term customer loyalty, making microbusinesses more sustainable in both local and global markets (Santika & Suardana, 2023; Suwarni et al., 2026).

Despite its advantages, the literature also highlights persistent challenges in adopting systematic digital marketing strategies (Rizkita et al., 2023). Many MSMEs face limited human resource capacity, inconsistent content strategies, and low digital literacy, which can hinder effective implementation and outcomes. Comprehensive digital marketing adoption—including e-commerce, analytics, and CRM systems—is emphasized as essential for improving sustainability performance (Agustina et al., 2023; Noer et al., 2025).

### 2.2 Social Media and Digital Platforms Utilization

Social media platforms play a central role in the digital marketing strategies of micro and small enterprises. They serve as low-cost channels for promotion, customer interaction, and content distribution, helping MSMEs strengthen brand identity and attract new consumers (Cheng & Shiu, 2019). Systematic reviews show that social media is widely used to facilitate sales and engage customers, although its effectiveness varies with implementation quality and consistency (Sahid & Hazan, 2024).

Integrating social media with broader digital practices—such as marketplace listings and SEO—further enhances MSME performance. Case studies of multi-platform strategies reveal that consistent use across Instagram, TikTok, and e-commerce can improve online presence and reinforce marketing effectiveness, although challenges like limited reach and content adaptation persist for many microbusinesses (Akhmad & Nurohman, 2024; Cheng & Shiu, 2019).

### 2.3 Customer Engagement and CRM in Digital Marketing

Customer engagement is a key outcome of effective digital marketing, especially when combined with CRM practices. Studies show that linking social media use to CRM systems can improve customer involvement, influence innovation outcomes, and strengthen competitive performance among SMEs (Akhmad & Nurohman, 2024; Cheng & Shiu, 2019). Engaged customers are more likely to make repeat purchases, promote the brand through word-of-mouth, and enhance the business's overall performance (Syahrial & Berlian, 2021).

CRM and customer data analysis allow businesses to personalize communication, track consumer behavior, and tailor offerings more effectively, contributing to sustainable performance. Research on adaptive e-CRM models emphasizes how digital transformation in MSMEs is supported by integrating CRM with social platforms and analytics, enhancing competitiveness and market responsiveness (Akhmad & Nurohman, 2024; Cheng & Shiu, 2019).

### 2.4 Challenges, Digital Literacy, and Human Resource Capacity

One of the most commonly cited barriers in digital marketing adoption is limited digital literacy among MSME owners and staff (Syahrial & Sudono, 2021). Studies specifically investigating the influence of digital literacy and social media utilization on marketing performance show that digital skills significantly

affect the success of online strategies, with higher literacy leading to better performance outcomes (Lestari et al., 2025). These findings underscore the importance of training and capacity building to strengthen digital marketing practices.

Other challenges include inadequate technological infrastructure, lack of analytics usage, and inconsistent e-commerce integration. Research on digital marketing adoption strategies shows that organizational readiness, access to tools, and structured planning play crucial roles in enabling effective digital transformation and sustaining competitive advantage among MSMEs (Akhmad & Nurohman, 2024; Sahid & Hazan, 2024).

### 3. Methodology

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This study uses a descriptive qualitative approach to describe and analyze the digital marketing strategy implemented by the micro-enterprise *Pemberianku.Gift*. Data were collected through in-depth strategy analysis with the business owner, observations of digital marketing activities (social media, marketplaces, websites), and other relevant documentation. This method was deemed appropriate because the research emphasizes a deeper understanding of digital marketing practices and their impact on business sustainability (Moleong, 2019).

#### 3.1 Data Analysis Technique

Data analysis was carried out through the following steps:

1. **Data Reduction:** Identifying important information related to digital marketing strategies and challenges faced by *Pemberianku.Gift*.
2. **Data Presentation:** Compiling information in the form of tables or visuals to facilitate analysis.
3. **Conclusion Drawing:** Concluding the appropriate digital marketing strategy for business sustainability based on field findings and relevant theories.

### 4. Results and Discussion

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*Pemberianku.Gift* optimizes e-commerce platforms such as Shopee and Tokopedia to reach new customers; however, most transactions still occur through the WhatsApp Business Platform. This is utilized for consultation products in a direct, distribution catalog interactive, and personalized customer service manner. This approach reflects the use of two-way communication, which is intensive and in accordance with the Uses and Gratifications Theory, where customers utilize digital media to obtain information satisfaction and emotional connection. In addition, the business has begun managing its customer database through Google Sheets, which it uses for follow-up and loyalty discounts to encourage repeat purchases. *Pemberianku.Gift* also utilizes e-commerce platforms such as Shopee and Tokopedia to reach new customers, but most transactions still occur through WhatsApp Business. This platform is used for direct product consultations, interactive catalog distribution, and personalized services. This reflects the use of two-way communication, which is intensive and in accordance with the Uses and Gratifications theory, where customers utilize digital media to obtain satisfaction information and emotional connection. In addition, the business has started managing a simple customer database via Google Sheets, which is used for follow-up and providing loyalty discounts to encourage repeat purchases. Overall, the digital marketing strategy implemented by memberiku.Gift demonstrates that microbusinesses can survive and thrive in the digital age by leveraging social media, relevant content, and personalized communication with customers. This aligns with the Digital Marketing Framework theory proposed by Chaffey (2019), which states that the strategic integration of various digital channels can drive sustainability. business. This requires increased capacity in management of digital content, social media analytics, and paid

advertising exploration with a measurable approach. With strengthened strategies, My Gift can continue to adapt to market dynamics and maintain its existence as a highly competitive micro-enterprise.

Based on the results analysis, literature studies, and observations on My Gift implementing several digital marketing strategies, including:

1. Marketing Through Instagram and TikTok  
The business actively uses Instagram to showcase custom products, customer testimonials and seasonal promotions. TikTok is used to reach the youth market through creative content creation.
2. Utilization Marketplace (Shopee & Tokopedia)  
Products are professionally displayed in the marketplace with attractive descriptions and visual testimonials to increase customer confidence.
3. Implementation Strategy Content Educative  
Content Which No only sells, but also provides information around idea gifts, gift wrapping tips, and the meaning behind giving gifts.
4. Identification of Digital Marketing Strategies  
The digital marketing strategies implemented by *Pemberianku.Gift* include the following:
  - **Active Social Media Use:** Instagram is used for product catalogs and customer testimonials. TikTok is used for behind-the-scenes content and short promotional videos.
  - **Promotion through Flash Sale in Marketplace:** Flash sales are utilized to increase sales volume in a short period of time.
  - **Collaboration with Local Influencers:** Partnerships with local influencers are conducted to increase brand exposure, although these efforts are still sporadic and their impact is not yet measurable.
  - **Aesthetic Visual Design:** Products are packed with visually appealing designs that adapt to current visual trends.

#### ***4.1 Problems Faced in Digital Marketing Implementation***

Implementing a systematic digital marketing strategy is the key to maintaining and developing microbusinesses in the digital era. Based on the latest literature, MSMEs that can manage digital media effectively tend to experience business growth, which is more stable and adaptive (Abdullah, 2021; Fauziah & Ramadhan, 2022) In addition, a data-driven approach (data-driven marketing) is more important for understanding customers in depth and tailoring offerings to their needs (Ningsih & Sari, 2023). This encourages sustainable business because the strategy is not only oriented on short-term sales but also on long-term relationship development.

A number of problems are faced in today's digital strategy:

- Lack of consistency in social media content, especially in terms of upload frequency and storytelling.
- The lack of utilization of customer data already available through marketplaces and social media.
- Lack of a structured Customer Relationship Management (CRM) system to maintain relationships with existing customers.
- SEO strategies are not yet applied, resulting in very low organic website traffic.

## 5. Conclusions

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Digital marketing management strategies are key to improving the sustainability of micro-enterprises (MEs). The use of social media, e-commerce, digital branding, and responsive customer service has been proven to increase consumer engagement and loyalty. MEs require training and access to digital infrastructure to remain competitive in the digital era. Digital marketing strategies can increase the sustainability of micro-enterprises like *Pemberianku.Gift* by expanding their market reach, building customer loyalty, and creating added value through creative and interactive content. However, long-term optimization requires increased digital human resource capacity and data-analytic-driven strategy evaluation. Government and institution-related initiatives provide training routines for micro-enterprise actors on digital marketing. Micro-enterprises should gradually implement digital transformation according to their business capacity and needs. Collaboration between micro-enterprises through digital platforms can increase competitive advantage and marketing cost efficiency.

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## Author Contributions

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MJF conceptualized the study, supervised data collection, and drafted the manuscript. MIR performed data analysis, prepared tables and figures, and contributed to manuscript editing. Both authors reviewed and approved the final manuscript.

## Conflicts of Interest

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The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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