

ANALYSIS OF ONLINE MARKETING STRATEGIES TO INCREASE SALES IN THE DIGITAL ERA

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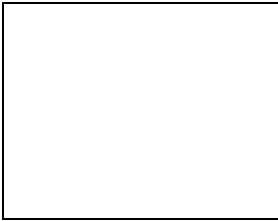
ABSTRACT

Introduction: This study aims to analyze the online marketing strategies implemented by Toko Busana Elwan to increase sales in the digital era and to identify the supporting and inhibiting factors in their implementation. Online marketing has become an important strategy for Muslim fashion business actors because it can expand market reach, improve consumer interaction, and support the sales process more effectively.

Methods: This study employed a qualitative method with a case study approach. Data were collected through interviews, observation, and documentation at Toko Busana Elwan. The research informants consisted of the business owner, employees, and consumers. The collected data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing/verification.

Results: The results show that Toko Busana Elwan implements online marketing strategies through the use of marketplaces, social media, digital content, live streaming, and promotional programs such as discounts and flash sales. The platforms used include Shopee, TikTok Shop, Instagram, Facebook, WhatsApp Business, and Tokopedia. Shopee and TikTok are considered the most effective platforms for increasing sales because they provide direct transaction features, product promotion, and consumer interaction. The supporting factors in implementing online marketing strategies include the availability of various digital platforms and reseller networks from several regions. Meanwhile, the inhibiting factors include limited human resources, limited product stock, minimal customer reviews, and dependence on paid promotions.

Conclusion and suggestion: This study concludes that online marketing plays an important role in increasing sales at Toko Busana Elwan in the digital era. The online marketing strategy implemented has moved in the right direction, although it has not yet been fully optimized due to obstacles in social media management, stock information updates, and



customer testimonial strengthening. Therefore, Toko Busana Elwan is advised to provide a dedicated digital marketing administrator, improve the quality of promotional content, update product information regularly, encourage customers to provide reviews, and optimize the use of social media and marketplaces so that online marketing strategies can run more effectively and sustainably.

INTRODUCTION

The development of information and communication technology has brought significant changes to various aspects of life, including business and marketing activities. Digital transformation has changed the pattern of interaction between producers and consumers, so that marketing activities are no longer limited to conventional methods but have shifted toward the use of digital platforms that are more effective and efficient. The use of the internet, social media, marketplaces, and various digital applications has created new opportunities for business actors to reach a wider market without being limited by space and time Hermansyah & Astini (2024).

The increasing number of internet users and digital economic activities in Indonesia supports this development. Based on the report of the Indonesian Internet Service Providers Association (APJII), Indonesia's internet penetration rate reached more than 79% of the total population in 2024. In addition, the e-commerce sector remains the largest contributor to the national digital economy. This condition indicates that society is increasingly accustomed to using digital platforms in various activities, including searching for product information, interacting with sellers, and conducting online transactions. This phenomenon encourages business actors to adapt by utilizing digital marketing as part of a business strategy oriented toward the needs of modern consumers.

Digital marketing is currently one of the most widely used strategies by business actors to increase business competitiveness. Through digital marketing, companies can build more interactive communication with consumers, increase product visibility, and obtain information about market needs and consumer behavior more quickly. According to Kotler and Armstrong, digital marketing is a marketing activity that utilizes digital technology and the internet to create, communicate, and deliver value to customers effectively Astria & Santi (2021). Therefore, the ability to adopt digital marketing strategies is an important factor in maintaining business sustainability in an increasingly competitive environment.

One sector that has experienced the positive impact of digital marketing development is Micro, Small, and Medium Enterprises (MSMEs). The implementation of online marketing strategies can help MSMEs expand market reach, increase brand awareness, and improve the sales volume of the products offered Islachiyana et al. (2023). Furthermore, the use of social media as a marketing medium has been proven to significantly increase MSME sales because it

provides convenience in promotion and communication with consumers Azmi et al. (2024). With relatively lower costs compared to conventional marketing, digital marketing has become an effective alternative for MSMEs to compete in an increasingly competitive market.

The Muslim fashion industry is one of the MSME sectors that has experienced rapid development in recent years. The increasing public awareness of Muslim fashion and the development of sharia fashion trends have encouraged sustainable growth in this industry. Alkahfi et al. (2022) explain that the Muslim fashion industry in Indonesia grows by approximately 7% annually. This condition creates great opportunities for business actors, but at the same time increases the level of competition among business actors. Therefore, an effective marketing strategy is an important need to maintain and improve business competitiveness.

On the other hand, changes in consumer behavior further strengthen the importance of digital marketing in the Muslim fashion industry. Modern consumers tend to use the internet to search for product information, compare prices, read customer reviews, and conduct online transactions before making purchasing decisions Ardani (2022). This behavior shows that the existence of digital platforms functions not only as promotional media but also as a means that influences the consumer decision-making process. Thus, business actors are required to be able to provide complete, attractive, and easily accessible information through various digital platforms.

One MSME that has utilized digital marketing in its business activities is Toko Busana Elwan, located in Cirebon Regency. Toko Busana Elwan operates in the Muslim fashion sector and actively uses various digital platforms such as Shopee, Tokopedia, TikTok, Instagram, Facebook, and WhatsApp Business to market its products. In addition to utilizing social media and marketplaces, Toko Busana Elwan also implements various promotional strategies, such as digital content creation, live streaming, discounts, flash sales, and paid advertising to attract consumer interest.

Although online marketing provides various benefits in increasing sales, its implementation is not free from challenges. Several obstacles commonly faced by MSMEs include limited human resources, insufficient ability to manage digital media, limited promotional capital, and suboptimal product stock management (Supandi & Johan (2022);Islachiyana et al. (2023). In addition, increasingly intense competition on digital platforms requires business actors to continuously innovate in creating marketing content that is attractive and relevant to consumer needs. These conditions also become challenges faced by Toko Busana Elwan in optimizing its online marketing strategy.

Research on digital marketing in MSMEs has been widely conducted by previous researchers. Hermansyah & Astini (2024) found that digital marketing strategies play an important role in increasing business visibility and influencing consumer purchasing decisions. Muhimmah & Rofiki (2021) showed that online marketing can increase sales volume in fashion

businesses through the use of social media and marketplaces. Meanwhile, Islachiyana et al., (2023) emphasized that the implementation of digital marketing in Muslim fashion businesses can expand markets and increase product sales. These findings indicate that digital marketing contributes positively to the development of MSMEs.

However, most previous studies have focused on the effectiveness of social media or marketplace use in increasing sales. Studies that comprehensively examine online marketing strategies by integrating the forms of strategies used, supporting factors, and inhibiting factors in their implementation in Muslim fashion MSMEs are still relatively limited. Therefore, there is still a research gap that needs to be further examined, particularly in the context of Muslim fashion businesses that face dynamic competition and changes in consumer behavior in the digital era.

The novelty of this study lies in its attempt to analyze online marketing strategies more comprehensively through the identification of strategies implemented, supporting factors, and inhibiting factors in their implementation at Toko Busana Elwan as a Muslim fashion MSME. Unlike previous studies that tend to focus on the effectiveness of certain digital media, this study provides a more comprehensive picture of online marketing practices implemented in real business conditions, so that it can provide both theoretical and practical contributions to the development of digital marketing strategies in the MSME sector.

Based on the explanation above, this study aims to analyze the online marketing strategies implemented by Toko Busana Elwan to increase sales in the digital era and to identify the supporting and inhibiting factors that influence the implementation of these strategies. The results of this study are expected to provide theoretical contributions to the development of digital marketing studies in the MSME sector and serve as evaluation material and recommendations for business actors in optimizing online marketing strategies to improve business competitiveness and sales.

METHODS

This study employed a qualitative method with a descriptive approach to analyze the online marketing strategies implemented by Toko Busana Elwan in increasing sales and to identify the supporting and inhibiting factors in their implementation. The research was conducted at Toko Busana Elwan, located in Sumber District, Cirebon Regency. This location was selected purposively because the business has implemented various digital platforms as marketing media.

The research informants were selected using purposive sampling and consisted of the business owner, employees, and consumers of Toko Busana Elwan. Data were collected through semi-structured interviews, observation, and documentation to obtain comprehensive information regarding the online marketing strategies implemented.

The data were analyzed using the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. The validity of the data was tested through source triangulation and technique triangulation by comparing information obtained from various informants and data collection methods to improve the credibility of the research findings.

RESULT AND ANALYSIS

The results and analysis are presented based on the findings obtained from interviews, observation, and documentation at Toko Busana Elwan. This section focuses on two main aspects: the online marketing strategies implemented by Toko Busana Elwan and the supporting and inhibiting factors in the implementation of online marketing. The findings are also analyzed by referring to relevant theories and previous studies used in the research.

Online Marketing Strategies Implemented

The online marketing strategy of Toko Busana Elwan is implemented through a combination of marketplaces, social media, and direct communication services. Marketplaces such as Shopee, TikTok Shop, and Tokopedia are used as transaction channels because they provide product catalogs, prices, reviews, ordering, payment, and delivery features in one integrated system. Meanwhile, Instagram, Facebook, TikTok, and WhatsApp Business are used as media for promotion, interaction, product information dissemination, and customer service. This finding is in line with Muhimmah & Rofiki (2021), who explain that online marketing strategies in fashion businesses can be implemented through digital media such as WhatsApp Business, Instagram, Facebook, and TikTok. Similarly, Islachiyana et al. (2023) found that marketplaces and social media are commonly used by Muslim fashion businesses to increase sales.

The findings show that Shopee and TikTok are the platforms that contribute the most to increasing sales. This is because both platforms function not only as promotional media but also as channels that are directly connected to the purchasing transaction process. Consumers can view products, obtain price information, read reviews, interact with sellers, and complete payments in one application. This condition is consistent with Ardani (2022), who states that digital consumer behavior is influenced by the ease of ordering, available payment methods, product information quality, and customer reviews. Therefore, the effectiveness of Shopee and TikTok indicates that ease of access and transaction speed are important factors in consumer purchasing decisions in the digital era.

In terms of content, Toko Busana Elwan implements a routine content creation strategy. The content used includes product photos, product videos, and promotional posts. Product photos are more commonly used on marketplace platforms such as Shopee because consumers need clear and neat visual displays. Meanwhile, videos are more dominantly used on TikTok because the platform emphasizes moving content that is more interactive and attractive to audiences. This finding is supported by Wulandari et al. (2025), who state that TikTok content

plays a role in developing branding and increasing audience interaction in digital business. Azmi et al. (2024) also emphasize that creative content in digital marketing can help fashion MSMEs increase product attractiveness to consumers.

In addition to routine content, Toko Busana Elwan also uses promotions in the form of discounts and flash sales. Discounts are usually offered during certain moments, such as religious holidays, special events, or the store's anniversary. Flash sales generally follow programs provided by marketplaces, especially Shopee. These promotional strategies function to increase product attractiveness, encourage purchases in a short period, and strengthen the store's position amid online competition in Muslim fashion products. This finding is in line with Siregar et al. (2025), who explain that digital promotion can influence sales growth in clothing stores. Thus, discounts and flash sales can be understood as digital promotional strategies that encourage faster consumer purchasing decisions.

Toko Busana Elwan does not use influencers on an ongoing basis. The store once used a brand ambassador for product photo purposes, but this strategy was discontinued due to problems with its TikTok account, which was considered to have content similarities with other products. This finding shows that the use of promotional figures in digital marketing needs to be accompanied by strong brand identity, content rights management, and visual consistency to avoid risks to the store's promotional accounts. In this context, Hermansyah & Astini (2024) emphasize that digital marketing is not only related to platform use but also to strengthening business visibility, consumer engagement, and brand image in a sustainable manner.

In general, the online marketing strategy implemented by Toko Busana Elwan has had a positive impact on sales. However, sales growth remains highly dependent on paid promotions. Based on the interview results, online sales tend to increase when the store uses paid advertising, while without advertising, sales growth is not very significant. This condition indicates that the organic reach of Toko Busana Elwan's content has not been fully optimized. This is relevant to Hermansyah & Astini (2024), who explain that digital marketing strategies require high dedication of time and creativity so that promotional content can run consistently. Therefore, Toko Busana Elwan needs to strengthen audience interaction, content consistency, customer testimonials, and digital community management so that it does not rely too heavily on paid advertising.

Supporting and Inhibiting Factors in Online Marketing

The main supporting factors in the implementation of online marketing at Toko Busana Elwan are the availability of various digital platforms and the existence of reseller networks from several regions. Digital platforms allow the store to reach wider consumers without geographical limitations. In addition, the presence of resellers from Bogor, Pontianak, and Lombok indicates that Toko Busana Elwan's products not only attract end consumers but also attract other parties to market the products continuously. This finding is in line with Hermansyah & Astini (2024), who state that digital marketing can increase business visibility and expand market reach. Islachiyana et al. (2023) also found that social media, marketplaces,

and reseller networks are important parts of digital marketing implementation in Muslim fashion businesses.

Nevertheless, the implementation of online marketing still faces several obstacles. The most prominent obstacle is the absence of a dedicated administrator to manage social media and marketplaces. So far, the administrator has focused more on preparing orders, while stock information updates, consumer responses, review management, and digital content strengthening have not been handled optimally. This limitation of human resources affects service speed, promotional consistency, and the store's ability to build relationships with consumers. This finding is consistent with Supandi & Johan (2022), who explain that one of the obstacles faced by MSMEs in online marketing is limited ability in digital marketing management. Therefore, the success of online marketing is not only determined by the availability of digital platforms but also by the readiness of human resources to manage those platforms.

Another obstacle found is limited product stock. Some products sought by consumers are sometimes unavailable because the production process is carried out outside the region. This condition can reduce transaction opportunities, especially in online marketing, which requires accurate and fast stock information. When the desired product is unavailable, the store attempts to offer alternative colors or sizes that are still available. This finding is relevant to Islachiyana et al. (2023), who show that limited capital and product management can become challenges in Muslim fashion businesses. In addition, Mey Kurnia Lestari et al. (2022) explain that fashion MSMEs face challenges related to changing product trends and limitations in product management that may affect consumer interest.

The next inhibiting factor is the lack of customer reviews and testimonials on digital platforms. In digital consumer behavior, customer reviews function as social proof that can increase the trust of prospective buyers. The low number of reviews causes prospective consumers to have limited information about previous buyers' experiences. This finding is in line with Ardani (2022), who states that digital consumers tend to compare product and service quality by looking at reviews or testimonials from previous buyers. Nurussufiah et al. (2022) also explain that inadequate product information and descriptions can become weaknesses in online marketing. Therefore, customer review management is an important aspect in building consumer trust.

Table 1. Summary of Findings and Analysis of Online Marketing Strategies at Toko Busana Elwan

Aspect	Main Findings	Analysis
Digital platforms	Shopee, TikTok Shop, Tokopedia, Instagram, Facebook, and WhatsApp Business are used for promotion, transactions, and communication.	Multi-platform use expands market reach, but integration is needed so that promotion, transactions, and services run more effectively.
Promotional content	Content is created through product photos and videos; photos are more	The content strategy has adapted to platform characteristics, but a content

	dominant on Shopee, while videos are more dominant on TikTok.	calendar and narrative variation are needed to increase organic reach.
Sales promotion	Discounts are offered during certain moments, and flash sales follow marketplace programs.	Promotions can attract short-term purchases but are not sufficient to build loyalty if they are not supported by service quality and customer reviews.
Paid advertising	Online sales growth is still strongly influenced by the use of paid advertising.	Dependence on advertising indicates that organic engagement and digital community strategies are not yet optimal.
Reseller network	Resellers come from several regions, such as Bogor, Pontianak, and Lombok.	Resellers become a distribution asset that expands the market and reflects trust in the product.
Human resources	There is no dedicated administrator for social media, marketplaces, stock, reviews, and consumer responses.	Limited human resources are the main obstacle because digital marketing requires routine, fast, and responsive management.
Product stock	Some products are often unavailable because production is carried out outside the region.	Limited stock can reduce sales conversion and encourage consumers to switch to other stores.
Customer reviews	Customer testimonials and reviews are still minimal.	The lack of reviews reduces social proof, while digital consumer trust is strongly influenced by previous buyers' experiences.

Based on the overall findings, the online marketing strategy of Toko Busana Elwan has moved toward an adaptive digital marketing pattern. The store has utilized marketplaces as transaction channels, social media as promotional channels, and WhatsApp Business as a direct communication channel with consumers. This strategy aligns with the needs of digital consumers who expect easy access to information, fast transactions, various product choices, and clear services. This supports Ardani's (2022) view that digital consumer behavior is influenced by ease of ordering, payment methods, service quality, and product information available online.

However, the strategy has not yet been fully optimized because cross-platform management has not been strongly integrated. Shopee and TikTok are more effective in increasing sales because they provide direct transaction features, while Instagram and Facebook are still more dominant as promotional and brand awareness media. This imbalance in platform functions indicates the need for a more integrated marketing system, such as scheduled content management, stock synchronization, transaction link strengthening, and customer data management. This finding strengthens the study of Hermansyah & Astini (2024), which states that effective digital marketing should be able to increase online presence, consumer engagement, and purchasing decisions sustainably.

The main weakness that needs improvement is digital management, particularly the provision of a dedicated administrator. A dedicated administrator is needed to manage content uploads, update stock, respond to consumer messages, manage paid advertisements, collect testimonials, and evaluate the performance of each platform. Without structured management, online marketing tends to depend on paid advertising and is not yet able to generate sustainable organic growth. Therefore, strengthening human resources is an important need so that online marketing strategies can run more effectively, efficiently, and sustainably.

Thus, the online marketing of Toko Busana Elwan can be considered fairly effective in expanding market reach and increasing sales opportunities. However, its effectiveness still needs to be improved through stronger human resources, more accurate stock management, optimization of customer reviews, and integration of content strategies across platforms. If these factors are improved, the online marketing strategy of Toko Busana Elwan has the potential to become more efficient, sustainable, and more impactful in increasing sales in the digital era.

CONCLUSION

This study concludes that Toko Busana Elwan has implemented online marketing strategies as an effort to increase sales in the digital era. The strategies are carried out through the use of various digital platforms, such as Shopee, TikTok Shop, Instagram, Facebook, WhatsApp Business, and Tokopedia. Among these platforms, Shopee and TikTok are considered the most effective in supporting sales growth because both provide direct transaction features, product promotion, consumer interaction, and marketing programs such as discounts and flash sales. In addition, Toko Busana Elwan also utilizes photo and video content as promotional media to attract consumer attention.

The findings show that online marketing contributes positively to increasing sales, although the increase is still highly dependent on paid advertising. The main supporting factors in implementing online marketing strategies are the availability of various digital platforms and the existence of reseller networks from several regions. These two factors help Toko Busana Elwan expand its market reach, not only to local consumers but also to consumers outside the Cirebon area.

However, the implementation of online marketing strategies at Toko Busana Elwan has not yet been fully optimized. Several obstacles were found, including the absence of a dedicated administrator to manage social media and marketplaces, limited product stock, minimal customer reviews and testimonials, and dependence on paid promotions. These obstacles affect content management, customer service, product information updates, and the development of prospective buyers' trust.

Therefore, Toko Busana Elwan needs to strengthen digital marketing management by providing a dedicated administrator, improving the quality of promotional content, updating

stock information more accurately, encouraging customers to provide reviews, and optimizing organic interaction on social media. Through these improvements, online marketing strategies can run more effectively and sustainably and can increase sales more optimally in the digital era.

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