

The Role of Digital Marketing in Increasing Sales (Case Study on Small and Medium Enterprises at Kerupuk Singkong Cap Tawon)

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INDEXING

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ABSTRACT

This study aims to investigate the role of digital marketing in increasing sales for the cassava cracker SME "Cap Tawon" in Malang, East Java, Indonesia. The study uses a quantitative approach, analyzing data from a survey involving 20 respondents (mostly women aged 24–39). It explores the impact of several dimensions of digital marketing: transaction costs, interactive communication, incentive programs, and website design. Findings show that the SME effectively utilizes various social media platforms (Facebook, Instagram, WhatsApp Business, and TikTok) for marketing purposes. Facebook and Instagram are used to present visually appealing content, while WhatsApp Business facilitates customer communication and transactions. TikTok targets a younger demographic. The results indicate a strong positive correlation between the use of these platforms and increased sales and customer reach. The study also reveals that digital marketing enables cost-effective promotional strategies while fostering customer relationships and loyalty. The SME's use of digital marketing has led to a sales increase of up to 30% and expansion into new markets. The study concludes that digital marketing is crucial for SMEs in today's digital landscape. It highlights the importance of creating engaging content, offering incentives, facilitating customer interaction, and maintaining an appealing online presence.

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INTRODUCTION

The development of information and communication technology in the modern era has brought significant changes to various aspects of people's lives (Graham & Dutton, 2019). The presence of the internet not only facilitates access to information and communication but also changes people's behavior patterns in daily activities, including in terms of consumption and economic transactions (Hamari *et al*, 2016). The use of the internet, which was initially limited to communication media, has now evolved into social media, e-commerce, and various other digital platforms used for online buying and selling (Valerio *et al*, 2019).

In Indonesia, internet user growth continues to increase significantly each year. According to data from the Indonesian Internet Service Providers Association (APJII), in 2018 the number of internet users reached 171.17 million people, or about 64.8% of the total population. By 2022, this number had increased to 204.7 million people, with 191.4 million of them being active social media users (Salpa, 2023). In addition, 67.5% of internet users utilize digital search engines to find information about brands, and 47.1% visit the official websites of those brands. This data indicates that digital marketing now plays a crucial role in supporting the sales success of a brand.

This trend also impacts small and medium enterprises (SMEs) in Indonesia. SMEs are now required to be able to adapt to digital transformation in order to survive and compete in an increasingly competitive market. As stated by Maulana, (2017), SMEs must be able to maximize the benefits of digital developments to avoid being left behind. A proper digital marketing strategy, especially through social media and websites, can be an effective means of expanding market reach, increasing purchasing interest, and building consumer loyalty.

Based on this background, this study aims to examine the role of digital marketing in increasing sales among small and medium-sized enterprises (SMEs), with a case study of the cassava chip business "Cap Tawon" in Malang, East Java. This research is expected to provide practical and academic contributions regarding effective digital marketing strategies for SMEs in today's digital era.

LITERATURE REVIEW

Digital marketing encompasses various channels such as websites, social media, and e-commerce platforms used for promotion, interactive communication, and online transactions (Khrais *et al*, 2023). Previous studies, such as those conducted by Hasugian (2018), emphasize the importance of website design as an effective medium for promotion and information, while Arief and Suwita (2016) demonstrate that the need for fast and accurate information makes digital media the primary choice in modern business communication. In the context of SMEs, properly implemented digital marketing strategies can enhance product visibility, expand market share, and increase sales volume. This can be achieved through the utilization of social media, which not only serves as a communication tool but also as a means to build brand image and create closer interactions with consumers.

RESEARCH METHOD

In this research, the author uses a quantitative approach method, as this study investigates the influence between research variables and tests the hypotheses that have been formulated previously, with a focus on explaining the relationship between variables. This study takes a sample from the population and uses a questionnaire as a data collection tool, thus the data from the study is obtained from the questionnaires that are distributed. The location chosen by the researcher to conduct this study is at Jl. Melati Dusun Banjar Tengah Rt:01 Rw:04 Banjar Tengah Sumbersekar, Dau, Malang Regency, East Java 65151 at the UKM Kerupuk Singkong Cap Tawon.

RESULT AND DISCUSSION

Characteristics of Respondents

The research data were obtained from questionnaires distributed to 20 regular customers of the cassava chips SME cap tawon. The characteristics of the respondents include Gender, Age of the respondents explained as follows:

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Gents	4	20%
Ladies	16	80%
Total	20	100%

Based on Table 1, it can be seen that the number of male respondents is 4 respondents or 20%, whereas the number of female respondents is 16 respondents or

80%. Thus, it can be concluded that the majority of respondents in this study are female, with a percentage of 80%.

Table 2. Characteristics of Respondents

Age	Frequency	Percentage
24 - 27	11	55%
28 - 31	7	35%
32 - 35	1	5%
36 - 39	1	5%
Total	20	100%

Source: (Based on Gender)

Based on table 4.3, it shows that respondents aged 24–27 years consist of 11 respondents or 55%, respondents aged 28–31 years consist of 7 respondents or 35%, respondents aged 32–35 years consist of 1 respondent or 5%, and respondents aged 36–39 years consist of 1 respondent or 5%. Thus, it can be concluded that the majority of respondents in this study are aged between 24 and 27 years with a percentage of 55%.

Respondent Response Results

Marketing has now evolved into a more modern form of digital marketing. Marketing activities that have shifted from the real world to the cyber world are driving the development of device-based Internet and increasingly sophisticated consumer behavior. Marketing has no choice but to start in the online world, and companies must follow people's behavior to avoid falling behind in the ordinary world. 'Marketing activities in the Digital Marketing era today include: website advertising, websites and micropages, web banners, mobile marketing, branding apps, mobile banners, social media, social media, and key leaders in ideas,' said Kemas. All of the marketing activities above are the result of the significant role played by IT professionals in the marketing industry in transforming technology into an effective marketing environment.

Social media has now become a trend in marketing communications. Social media is a group of Internet-based applications that are based on the ideology and technology of the Web, allowing Internet users to share informational content. The Web is the foundation of social media. Furthermore, responses from respondents regarding the indicators contained within the variable of MSME efforts can be seen in MSMEs that exist in Siak since using the Digital Marketing system.

Analysis of the Influence of Digital Marketing

The utilization of Digital Marketing is an important strategy in the digital era that allows businesses to grow faster, reach a broader audience, and build stronger relationships with consumers. However, the success of Digital Marketing requires the right strategy, understanding of technology, and adaptation to changes in digital trends. Below are the respondents' responses regarding the Digital Marketing of UKM Kerupuk Singkong Cap Tawon.

Table 3. Respondent Responses About Digital Marketing

No	Question items	Respondent's answer									
		SS (5)		S (4)		KS (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	Item 1	10	50%	9	45%	-	-	-	-	1	5%
2	Item 2	12	60%	8	40%	-	-	-	-	-	-
3	Item 3	8	40%	12	60%	-	-	-	-	-	-
4	Item 4	7	34%	13	65%	-	-	-	-	-	-
5	Item 5	9	45%	11	55%	-	-	-	-	-	-

As shown in Table 3, the response results indicate that 99% of the total 100 answers agree or strongly agree on the role of Digital Marketing in increasing sales for the Cassava Chips UKM Cap Tawon. This indicates that digital marketing strategies are considered very effective by the majority of respondents in enhancing product existence and sales.

Analysis of the Utilization of Digital Marketing

Table 4 Respondents' Responses Regarding the Utilization of Digital Market

No	Question items	Respondent's answer									
		SS (5)		S (4)		KS (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	Item 6	11	55%	9	45%	-	-	-	-	-	-
2	Item 7	10	50%	10	50%	-	-	-	-	-	-
3	Item 8	9	45%	11	55%	-	-	-	-	-	-
4	Item 9	9	45%	11	55%	-	-	-	-	-	-

As shown in Table 4, the responses indicate that all respondents (100%) agreed and strongly agreed on the utilization of Digital Marketing in their business activities. No respondents provided negative responses, such as Disagree, Strongly Disagree, or Neutral. This reflects a very positive perception of the role of Digital Marketing in helping business actors improve marketing effectiveness.

Business Performance Analysis

Table 5. Respondent Responses About Business Performance

No	Question items	Respondent's answer									
		SS (5)		S (4)		KS (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	Item 10	11	55%	9	45%	-	-	-	-	-	-
2	Item 11	9	45%	11	55%	-	-	-	-	-	-
3	Item 12	10	50%	10	50%	-	-	-	-	-	-
4	Item 13	11	55%	9	45%	-	-	-	-	-	-

As shown in Table 5, all respondents' responses to the business performance indicators indicate positive values, where 100% of the respondents' answers fall into the Agree (S) and Strongly Agree (SS) categories. There were no respondents who provided negative responses regarding the aspects measured in relation to business performance. This indicates that, in general, the respondents have a very positive view of the business performance of the Tawon Cassava Chips SMEs.

DISCUSSION

The Role of Digital Marketing in Increasing Sales for Cassava Chips UKM Cap Tawon

Survey results show that the majority of respondents rated digital marketing positively, especially in aspects of interactive communication, incentive programs, website design, and cost efficiency. Social media platforms such as WhatsApp Business, Instagram, and TikTok have proven to be effective as promotional channels and customer interaction. Digital marketing not only increases purchasing interest but also expands market reach and strengthens customer loyalty through two-way communication and quick responses.

The Influence of Digital Marketing on Sales

Digital marketing interactivity is rated highly by respondents (average score >88), indicating that customer engagement through social media strengthens the emotional connection between SMEs and consumers. Cap Tawon SMEs utilize social media for testimonials, education, promotions, and discounts, which impacts the increase in demand from both local and external markets. These findings reinforce the view that digital marketing has a real and measurable influence on sales growth.

Challenges in the Implementation of Digital Marketing

UKM Cap Tawon faces several challenges in digital marketing, including: Limited time and human resources, as the entrepreneurs are still focused on production. Lack of technical skills, such as managing advertisements and social media analytics. Inconsistent content, both in terms of visuals, messaging, and frequency. A limited promotional budget, resulting in promotions that are still organic.

CONCLUSION

Based on the research findings, it can be concluded that Digital Marketing plays a significant role in increasing sales for the UKM Kerupuk Singkong Cap Tawon. The use of social media such as Facebook, Instagram, WhatsApp Business, and TikTok has proven effective in expanding market reach, building customer interaction, and delivering promotions efficiently and targetedly. Effective digital marketing strategies include the utilization of engaging visual content, responsive communication, targeting young demographics, and low-cost promotions.

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