

## Metamorphosis from Upstream to Downstream as a Strategy to Increase Turnover

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### Abstract

**Research aim:** The purpose of this study is to analyze the marketing strategy applied by Toko BmB Puring Kediri to increase product sales.

**Design/Method/Approach:** This research uses a descriptive qualitative approach. Where I got information by conducting interviews to business places and interviews with 2 informants, namely business owners and store management.

**Research Finding:** The background of the formation of the BmB Puring Shop business began in 2020. The informant's business is engaged in the field of leaf ornamental plants, namely puring ornamental plants. How to set the price at the BmB Puring Shop depends on the type of id sold because different ids have different prices, in addition to that judging from the size of the puring and the color of the menor, the more menor, the more expensive the price. Meanwhile, the advantage of this BmB Puring Store that differentiates it from other stores is the quality of the products it sells. How to market puring products in this store through the tiktok live e-commerce platform. The distribution of the product is carried out directly to consumers without intermediaries of collectors or wholesalers. Meanwhile, the delivery of this puring product itself has reached outside Java and Bali.

**Theoretical contribution/Originality:** This research is expected to be able to add information in the field of marketing strategy, especially for MSMEs of the puring type of ornamental plants. This research also provides additional insights in the field of economics, especially in the field of marketing to increase sales turnover.

**Practitionel/Policy implication:** For MSME owners, this research is expected to provide recommendations and information related to the strategy to increase turnover applied in the business. For readers, this research is expected to be an additional source of reference for those who are interested in topics regarding marketing strategies to increase sales turnover. Meanwhile, for local governments, this research is expected to provide input or solutions in formulating MSME marketing strategy policies. As well as encouraging the government to continue to support the sustainability of MSMEs, especially in the puring ornamental plant industry sector in Kediri Regency.

**Research limitation:** The limitation in this study is the lack of complete sales information data because the business owner has not done bookkeeping between the incoming and outgoing money used to produce this puring plant.

**Keywords :** Marketing Strategy, Increasing Turnover, Distribution

## 1. Introduction

The ornamental plant that is trending today is Puring. The purring plant (*Codiaeum variegatum*) or usually known as Croton is an ornamental plant that is currently widely loved by the public. This is because it has aesthetic value from a variety of shapes, patterns, and colors that are so varied that they are used as ornamental plants [1]. Although it used to be known as a companion plant for tombs and was underestimated, because it functions as a marker of a grave that has been aged. However, currently the purring plant is actually a great opportunity for the plant loving community so that it is widely cultivated.

The purring plant is so attractive that many people cultivate it as a decoration in their yards. The various types of ornamental plants that the community chooses to plant eventually become an attractive business opportunity. One of the most preferred ornamental plants, including in East Java, is Puring. In Kediri Regency, many ornamental plant sellers offer types of purring, such as in the Pule, Pagu, Sambi, Ngadiluwih, and several other locations.

The ornamental plant contest facilitated by the Regent of Hanindhito, Himawan Pramono, or familiarly called Mas Dhito, on November 21, 2021, was able to boost sales of purring during the pandemic. SY revealed that the development of apple purring in Kediri Regency is the largest in Indonesia. In fact, it is said to be able to compete with the Busarin variety from Thailand. Moreover, in Kediri Regency, said SY (Purring Farmer from Ngadiluwih District, 2022), there is a superior variety that was able to win first place during the contest. The purring, which was later named Puring Putri Panjalu, was even able to reach a price of nearly two million. "There are other types that are also the best varieties in Kediri Regency. His name is Puring Jayabaya," [2]

The purring farmer, who has nearly 300 varieties, explained that he and the Croton Kediri community received facilities to support the development of this purring. Among them are training in the use of planting media, pest and drug management, to export training. SY hopes that the government's attention will continue to be given to advance purring marketing. In the long term, the Kediri Regency Government needs to provide assistance, especially in the purring export process (Kediri Regency Communication and Information Service, 2022). The Acting Head of the Kediri Regency Dispertabun explained, Kediri Regency barometer of national ornamental plants, one of which is the purring plant, where Kediri farmers have succeeded in developing the best quality purring crosses and winning national events. SY hopes that the purring farmers of Kediri Regency will be more developed and independent. In fact, in the future, Purring Kediri ornamental farmers can export. "Hopefully our farmers (purring) will become trendsetters in the development of Indonesian floriculture," [2].

RA is an ornamental plant farmer who currently only specializes in cultivating purring type ornamental plants. RA started the business of becoming a purring farmer starting in 2020. Previously, RA was a farmer of Romosan ornamental plants which included broccoli, rombusa, and asoka plants. In 2019 RA received quite a lot of orders for romosan plants outside the island of Bali. At that time, RA only focused on being a supplier of romosan plants. So without thinking long, RA immediately sent the order outside the island of Bali, the cost of which from the beginning of the shipping process was borne by himself. However, when they arrived in Bali, it turned out that the consumers who ordered the order disappeared

without news. Even the romosan plant has been received by the person concerned. From then on, RA had lost a lot of capital. The romosan plants that he sent to Bali were about 500 types, and they did not make as much money as he expected. So, in 2019 RA decided to stop being an ornamental plant farmer because the capital he hoped to advance his business had been lost.

In 2020, at the beginning of covid-19, RA met with one of his friends who is now also a supplier of puring type ornamental plants named ST Puring. In that year, RA had told the beginning of his bankruptcy in becoming a farmer who was an ornamental plant entrepreneur. His friend, ST Puring had first become a puring ornamental plant farmer at that time and ST also recommended RA to try something new, namely by becoming a puring type ornamental plant farmer. At that time, RA was still fond of being an ornamental plant farmer, because he had perseverance and patience in caring for a plant. Finally, RA agreed to the recommendation from ST to try to become a farmer of ornamental plants.

Initially, RA only tried 5 types of puring for him to treat at his home. The maintenance is very easy and the selling price is also high. And from then on, RA decided to become a farmer of ornamental plants of the puring type. Initially, RA only had 100 types of puring, which were in great demand by customers at that time. Over time, RA was tempted by the results he got that 1 year earlier. In mid-2020, RA began to cut puring for reproduction. There are several types of puring that he has succeeded in multiplying, including wide-leaved puring such as (Zaskia, ayu ting-ting, oscar, caroten beauty, yellow carrot, egg, etc.). One of the reasons he multiplies wide-leaved puris is because the purpuris is quite easy in terms of care and also some of the plant medicines used are easy to find.

In contrast to round leaf puring types such as (Busarin, yellow stone, bagaskara, black rose, etc.) which have special care in the cuttings process and also the planting process. However, RA is not discouraged in trying to multiply the types of puring. He tries to cut round leaf types such as (Rehana, red cherry, kemuning, and clara). Finally, he succeeded in propagating the type of round leaves. After being multiplied, RA did not immediately sell it. There was a moment when he always kept his cuttings for sale in the future.

In early 2021, RA has succeeded in propagating its own broad-leaved and round-leaved types of cuttings. And in that year RA began to market its products with a digital marketing strategy carried out through e-commerce such as shopee, tiktok, and several content on youtube. Digital marketing strategies involve using social media and digital technologies to increase engagement, build relationships, and promote products [3]. At that time, RA pursued his own sales through shopee live, tiktok live, and created content on youtube related to the types of puring that were ready in his store. RA is assisted by his wife in marketing puring through e-commerce. Slowly RA began to get a response from customers who were always waiting for the latest type of puring id in their store. RA decided in 2021 to open a puring-type ornamental plant shop which he named "BmB Puring".

Since 2021 until now, "BmB Puring" has been widely known by the wider community, even the delivery of this puring plant has reached outside the island of Java. Because among other puring shops, the "BmB Puring" store always provides the latest types of puring that not many competitors have. Thanks to RA's perseverance and tenacity, now

"BmB Puring" sales are increasing year by year. And the turnover obtained is no longer hundreds of thousands but has reached millions every month.

The tiktok marketplace was chosen by the BmB Puring Store in marketing its purring products because many people are currently more fond of looking for something through the trending fyp. Which makes it easier for buyers to find products that are trending today. No longer young people, but ladies and gentlemen already know how to use the features in the TikTok Live application. The purpose of the study is to describe how BmB Puring's marketing strategy was when it went bankrupt and started its business in early 2020.

### 1.1. Statement of Problem

In previous research related to the Inventory of Puring Type Ornamental Plants, it is still quite significant, considering the many types of id purring and its potential utilization that has not been recorded comprehensively. The urgency of this research lies in the marketing strategy of purring ornamental plants with a more targeted approach in understanding market trends, to support the development of a more sustainable ornamental plant industry. Therefore, the problem statement taken in this study is: 1. How are the marketing strategies implemented to increase sales turnover? 2. What is the intensive strategy that farmers do when distributing their products to consumers directly?

### 1.2. Research Objectives

The purpose of the study was to identify and analyze the elements of the marketing strategy applied by Toko BmB Puring to increase sales. Thus, this study makes an important contribution to understanding the dynamics of the Puring ornamental plant market as well as the effectiveness of marketing strategies in achieving optimal sales.

## 2. Method

This study uses a descriptive qualitative approach. The data was collected through in-depth interviews with related parties at the BmB Puring store. Direct observation of different marketing practices as well as analysis of documents related to marketing strategies that have been implemented. The purposive sampling technique was used to select informants who had a deep understanding of BmB Puring's marketing strategy when it went bankrupt in 2019 and started its business again in early 2020.

In this study, the researcher was at the location after obtaining permission to carry out the research which included a visit to the research site of the BmB Puring Store in Krebet Hamlet, Pagu Village, Wates District, Kediri Regency. The determinants of research informants are based on the following criteria:

**Table 1. Informant Criteria**

Informant Criteria	Information
1. Relevance	The researcher will ensure that the informant is relevant or important related to the research issue to be researched.
2. Recommendation	The researcher selects informants based on

	recommendations from store owners.
3. Rapport	The researcher established a close relationship with the informant of the store owner.
4. Readiness	The researcher asked about the availability of informants to be part of this study.
5. Reassurance	Furthermore, the researcher ensures correctly that the information provided by the informant is clear, appropriate, and trustworthy.

Based on the criteria set, 2 informants were found consisting of the owner or owner of the BmB Puring Shop, and the management of BmB Puring, consisting of 1 man and 1 woman.

Data collection was carried out through in-depth interviews where each researcher visited the BmB Puring Store and interacted intimately with business owners. This research is focused on the individual business of the BmB Puring store which is part of a group of SMEs engaged in the business of ornamental plants of the type of purring. The subject of the study is the business owner, namely RA. This study took place from May to November 2024, with researchers following and observing the development of BmB Puring's business directly for seven (7) months. Here is a series of interview questions in this study:

**Table 2. Interview Instruments**

<b>Problem Formulation</b>	<b>Interview Questions</b>
1. What marketing strategies are implemented to increase sales turnover?	1. What is the background of your business? 2. Engaged in the field of plants, what is your business? 3. How do you set a price on each type of purring id? 4. What is the advantage of this BmB Puring Shop over other purring shops? 5. How do you market the product to meet your sales target?
2. What is the intensive strategy that farmers do when distributing their products to consumers directly?	6. What strategy do you use to distribute your products to consumers? 7. How well do you use digital marketing strategies in your product marketing? 8. Since when did you start distributing this purring plant directly to consumers?

The next stage is the presentation of data in the form of tables and descriptions of interview results so that they can be analyzed systematically and structured. In the process of presenting data, it is important to ensure that the data obtained is valid and trustworthy. In this study, valid and reliable cannot be measured quantitatively but based on the assessment and consideration of the researcher. The validity test of the data was carried out using time triangulation, namely by comparing data obtained at different times. In the interaction between the researcher and the informant, the researcher often asks questions that have similar meanings to ensure that the informant's answers can be declared valid. Some of the visits made by the researcher are recorded in the following table:

**Table 3. Data Collection Schedule**

<b>It</b>	<b>Visiting Time</b>
1.	May 20, 2024
2.	June 10, 2024
3.	July 8, 2024
4.	July 24, 2024
5.	August 6, 2024
6.	August 28, 2024
7.	2 September 2024
8.	October 5, 2024
9.	19 November 2024
10.	30 November 2024

### 3. Results and Discussion

#### a. Result

##### **Test the validity of the data.**

Data collection in this study was carried out for seven (7) months through in-depth interviews with a story telling approach between the researcher and the owner. Every time the researcher visited the BmB Puring Store, the same question was asked repeatedly to the informant and the answers given were consistent.

##### **Problem Formulation Data Reduction 1.**

The results of the interview were related to the marketing strategy applied to increase the sales turnover of the BmB Puring Store.

**Table 4. Problem Formulation Data Reduction 1.**

<b>Question</b>	<b>Result</b>
1. What is the background of your business?	The answers from all informants show that the background of the formation of the BmB Puring business was due to the bankruptcy of the previous ornamental plant business.
2. Engaged in the field of plants, what is your business?	The results of the answers from the two informants stated that the business currently engaged in is engaged in the field of leaf ornamental plants, namely puring ornamental plants.
3. How do you set a price on each type of puring id?	From the answers of the two informants, the method of setting the price depends on the type of id sold, whether the id is rare or not, how the stock will be in the future, the size of the id, and the ministry.
4. What is the advantage of this BmB Puring	The results of the answers from the two informants,



Shop over other purring shops?	at this BmB Puring store is famous for the quality of purring that is very menor, beautiful, and rare. Many customers feel that the purring at the BmB store is different from the purring in other stores even though the type of id is the same.
5. How do you market the product to meet your sales target?	The answers from all informants stated that they market their products through e-commerce platforms including Shopee Live and TikTok Live. But currently they are focusing on marketing only through tiktok live.

Source: Primary data from the interview results of the BmB Puring Kediri Store (2024)

Based on the involvement during the data collection process, some of the results of in-depth interviews conducted from August 6 to November 30 became important points in this study, including:

**The background of the formation of the BmB Puring Shop business began in 2020.** And it began to grow rapidly in 2021 until now. Before that, Mr. RA also opened a Romosan ornamental plant shop. Then the business went bankrupt and started the business again in 2020 which is engaged in the field of ornamental plants of the purring type.

*“Dulu saya itu juga jualan tanaman romosan mbak seperti (brokoli, rombusa, dan asoka) tapi sempet kena tipu orang Bali jadi uang nya gak kembali modal habis gak tak teruskan lagi”. (Wawancara dengan informan RA, 6 Agustus 2024 pukul 19.30)*

It is similar to the results of previous research that bankruptcy and failure start from not having good management principles [4]. At that time, according to the informant, in terms of the business that has been running for about 7 years since 2015, it will grow rapidly when it gets an order to go outside the island of Bali because the informant feels that if he has succeeded in receiving orders to go outside the island, his business will be increasingly known by many people throughout Indonesia, but who would have thought that this was the beginning of the bankruptcy of his business.

**The informant's business is engaged in the field of leaf ornamental plants, namely purring ornamental plants.** Since a long time ago, the informant has been engaged in the leaf type ornamental plant business, starting from the romosan, agglomoma, and what is currently being run is the purring type.

*“Dulu aku sudah mencoba menanam berbagai tanaman hias mbak, gak hanya sekali dua kali gagal dalam perawatan. Dulu pas masih ada aglonema sering sekali waktu mau panen tiba-tiba salah dalam perawatan gak jadi panen. Karena aglonema kan susah ya perawatannya berbeda dengan purring ini”. (Wawancara dengan informan RA, 6 Agustus 2024 pukul 19.30)*

Before the informant finally decided to focus on this purring plant, the informant had conducted various trials of planting purring, propagating by grafting and cuttings, and finding out how to maintain it in accordance with the weather conditions where they lived. There are several types of collection purring ids that are rare and widely sought after by consumers, including:



Puring Apel Busarin



Puring Bagaskara



Puring Yellow Stone

**How to Set Prices at the BmB Puring Store depends on the type ID sold.** For example, collection purings are sold at prices ranging from 50,000 to 200,000 depending on the size of the puring. However, we can also set a price below 20,000 still in the category of collection puring, but it is slightly different because this puring is easy to get. In addition, another category is seen from the scarcity of the puring, there are several puring that are rare because the interchanger no longer has stock, such as puring putri panjalu, and hybrid. This hybrid is essentially a type of id puring that is still rare and does not know whether it will be reproduced or not in stock. And the last one is depending on whether the menor is the puring, because there are some purings that are still not too menor, but many have asked so they are sold at different prices.

*“Kalo saya jual puring ini beda-beda mbak harganya, tergantung jenis id apa, ukurannya, langka apa tidak. Kalo saya sih beda dari toko lainnya kalo mematok harga mbak. Soalnya harga itu membawa rupa ya. Dan kebanyakan konsumen kami sudah paham dengan hal itu.” (Wawancara dengan informan LS, 28 Agustus 2024 pukul 10.00)*

**The advantage of the BmB Puring Shop lies in the quality of its products.** Similar to the results of previous research, it is defined that product quality is the whole of a product, everything that can be offered to a market to meet the desires or needs of consumers for quality products [5]. From the information that has been provided by the informant that they are aware of the many differences in product quality from one store to another, so that the BmB Puring Store prioritizes good product quality and in accordance with consumer needs. The price is not the main problem for the owners because they prioritize consumer satisfaction when shopping at the BmB Puring store.

*“Saya sih mengutamakan kualitas produk mbak, saman bisa lihat sendiri kan di live nya toko lainnya yang produk gak layak jual aja masih mereka pasarkan, ya soalnya mereka tidak memiliki banyak stok seperti toko kita. Dan terlebih lagi dari segi usahanya alhamdulillah masih maju toko kami. Kan dari situ kelihatan mbak*



*konsumen mau order di toko mana dengan berbagai produk yang sudah disajikan di live itu.” (Wawancara dengan informan RA, 28 Agustus 2024 pukul 10.30)*

**How to market products at the BmB Puring Store by going live on the tiktok platform.** As said by the informant, before they focus on marketing products through the tiktok live platform, they have first explored which platform is more efficient for marketing their products. With their consistency in marketing their products live, they finally decided to market this purring product through 1 platform, namely tiktok live. Although there are many challenges and obstacles when marketing products through the tiktok live platform, with RA's consistency they can penetrate a very drastic live audience until the tiktok account is violated. However, their efforts to restore the account were successfully restored, finally until now they have succeeded in marketing the best-selling purring product on the TikTok platform.

*“Saya kalo pemasaran purring lewat tiktok live mbak, dulunya sih semua platform kita jelajahi seperti shopee live pernah terus membuat konten di youtube juga pernah sampai live di youtube juga pernah mbak. Tapi kenapa sekarang fokus ke tiktok live aja karena kita telusuri lagi ternyata memang pasar kita ya di tiktok. Di tiktok ini wis banyak followers e mbak dan konsumen nya juga dari berbagai pulau Luar Jawa.” (Wawancara dengan informan LS, 2 September 2024 pukul 18.30)*

## Problem Formulation Data Reduction 2.

The results of the interview are related to the intensive strategy carried out by farmers when distributing their products to consumers directly.

**Table 5. Problem Formulation Data Reduction 2.**

Question	Result
1. What strategy do you use to distribute your products to consumers?	The results of the answers of the two informants, which they did to distribute their products to consumers were carried out directly without going through intermediaries such as collectors or traders.
2. How far do you deliver when distributing purring plants to consumers?	All the informants' answers said that the delivery of their products had reached outside the islands of Java and Bali, even most of the customers at the BmB Puring Store were from outside Java.
3. Since when did you start distributing this purring plant directly to consumers?	As a result of the answers from the two informants, they have started distributing their own products to consumers for about 3 years and are currently running for 4 years.

Source: Primary data from the interview results of the BmB Puring Kediri Store (2024)

**For the distribution of this purring product, the informant said that they distributed directly to consumers.** So the product selected through tiktok live is then confirmed to the marketing management immediately prepared to be sent to the consumer's address. Without having to involve a second collector or trader again. So the products sold are indeed fresh according to the conditions described during the live.

*“Kalo distribusi purring ini mbak kami langsung memprosesnya ketika ada yang order. Jadi orang-orang gak perlu lagi diarahkan untuk konfirmasi ke pedagang kedua. Kami harus benar-benar menyiapkan produk yang dipilih konsumen itu sesuai*

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*dengan yang dilihat di live tersebut.” (Wawancara dengan informan LS, 2 September 2024 pukul 18.45)*

In addition to the TikTok live platform, sometimes informants also promote their puring through whatsapp status which makes it easier for consumers to order puring plants according to the availability of stock at that time. To meet the needs of consumers, the informant provides an ordering system that makes it easier for consumers to shop.

**The delivery of puring products at the BmB Store has reached outside Java and even Bali.** Puring products marketed through the tiktok live platform are now widely known by people throughout Indonesia. Most of the regular consumers or loyal customers of this BmB Puring store come from outside Java.

*“Kalo pengiriman nya sih udah sampai Luar Pulau Jawa mbak, bahkan ada loh konsumen kita yang dari Bali. Mereka tidak meragukan kualitas puring kami meskipun ada di jalan sekitar 4 sampai 6 harian ini. Karena kami meyakinkan konsumen kami bahwa packing kami akan sangat aman meskipun pengirimannya ke Luar Pulau.” (Wawancara dengan informan RA, 5 Oktober 2024 pukul 08.00)*

It is similar to previous research that the use of efficient and appropriate delivery routes will result in goods or services that are distributed to good conditions accompanied by efficient delivery time and minimal costs [6].

**The distribution of puring plants directly to consumers has been running for about 3 years and is currently running for 4 years.** Before starting this type of puring ornamental plant business, the informant mentioned that there used to be collectors who came to sell rosoman plants from the informant's agricultural products. But now the informant has the determination to market his own products because the turnover obtained is more and can also interact directly with consumers.

*“Dulu mbak kalo mau panen dan siap dijual itu ada pengepul yang datang. Kalo sekarang mah saya jual sendiri mbak langsung ke konsumen. Ya bisa dilihat omzet yang diterima banyak terus saya bisa kenal akrab sama konsumen juga. Kalo jalannya sih udah ada 3tahun lebih mbak seusia anak saya tapi kalo hitungannya sekarang udah mau 4 tahun.” (Wawancara dengan informan RA, 5 Oktober 2024 pukul 08.30)*

This is similar to previous research which defines distribution as an activity that must be carried out by entrepreneurs to distribute, send, disseminate, and deliver goods that are marketed to consumers [6]. From what has been conveyed by the informant to distribute products to consumers directly, so that there is no damage in the packing process to delivery because this is one of the responsibilities of the informant when handing over products to consumers in safe conditions.

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**b. DISSCUSION****1. Marketing Strategy Implemented by BmB Puring Store to Increase Sales Turnover**

**The use of the TikTok social media platform as the main marketing.** That the informant feels that utilizing the TikTok platform as the main marketing tool is one of the profitable opportunities in marketing his products. The informant felt that the TikTok platform was very effective in selling the products offered. In addition, the TikTok platform is the key to its success in drastically increasing sales turnover. Even though it was as crowded as it is today, in the past, informants felt that when they first used the TikTok platform, the audience was quiet. However, with the informant's perseverance by consistently carrying out the scheduled live hours, the video activity that he uploaded finally the informant can be pointed at now. This is similar to previous research which stated that the TikTok application is now widely loved by the public, by using this media can make it easier for users to do marketing [7].

**BmB Puring stores have implemented an efficient digital marketing strategy to increase the visibility of its products and reach a wider market.** One of the social media platforms that is actively used is TikTok. By building a strong presence on the TikTok platform, informants can regularly interact with potential customers and increase awareness about their purring products. Through engaging and relevant content, such as creating attractive product videos and images, and special offers provided by BmB Puring Store managed to attract more people's attention and increase audience engagement. It was also revealed in previous research on the number of website visitors increasing significantly, showing an increase in product visibility and appeal. Positive customer base growth indicates the effectiveness of the strategy in reaching and attracting potential consumers [8].

**In addition to social media, the implementation of e-commerce is also a significant strategic step for this BmB Puring Store.** With a good e-commerce platform, customers can easily browse and buy products online. This not only increases convenience for customers, but also allows BmB Puring Stores to reach a wider market, even beyond their geographical area. In addition to increasing product visibility, this strategy also helped BmB Puring Stores to expand their market reach. By optimizing the use of search engines and SEO (Search Engine Optimization) strategies, they can improve their website's ranking in search results. This is especially important considering that many consumers today search for products and brands through search engines. By ensuring the appearance of BmB Puring Stores in relevant search results, these stores can attract more organic traffic and potential customers to their site. Similar things were also expressed in previous research that stated that the implementation of creative online marketing strategies will experience a significant increase in sales, which provides a solid basis for further research on the positive impact of innovation in marketing [9].

**2. Intensive Strategy Carried out by BmB Puring Farmers when Distributing Their Products to Consumers Directly**

**The implementation of distribution carried out by the BmB Puring Store is by distributing products directly to consumers without going through collectors or wholesalers.** This strategy is carried out to maintain product quality so that it remains safe in

the hands of consumers. In addition, so that the products distributed from the agricultural products of these puring farmers can be accepted by consumers in a fresh condition. The intensive strategy implemented by Toko BmB Puring in distributing its products to consumers is carried out effectively. Among them, BmB Puring Shop utilizes various distribution channels that allow it to reach consumers wider and faster. BmB Puring stores establish direct partnerships with traditional markets, such as farmers' markets and wholesale markets, so that products from BmB Puring stores can directly reach consumers without intermediaries. In addition, BmB Puring Shop also utilizes direct sales through online stores and social media. The store leverages local e-commerce apps to sell puring products and offers direct delivery to consumers' addresses. This of course provides convenience to consumers and expands our market reach. This was also revealed in previous research, namely that an important factor in smoothing the flow of goods from producers to consumers is the right selection of marketing channels. Inefficient marketing channels will occur if marketing costs are greater and the value of the products marketed is smaller [10].

#### 4. Conclusion

The research as a whole has achieved its goal, which is to analyze efficient digital marketing strategies to increase the visibility of puring products in BmB Stores and reach a wider market. One of the social media platforms that is actively used is TikTok. By building a strong presence on the TikTok platform, informants can regularly interact with potential customers and increase awareness about their puring products. Through engaging and relevant content, such as creating attractive product videos and images, and special offers provided by BmB Puring Store managed to attract more people's attention and increase audience engagement.

This research contributes to MSMEs that are the object of research, namely the BmB Puring Shop. Where overall the strategy of increasing turnover carried out by BmB Puring still has shortcomings from the researcher's perspective, namely there is no bookkeeping between this month's profit and the next month. Therefore, at the end of this study, the researcher provides suggestions that will be implemented by the researcher.

The limitation of this study is that it is only carried out on one puring MSME and has not involved other MSMEs as research subjects. It is hoped that the next research can involve MSME groups. So that the results can provide various interpretations related to the management of marketing strategies that support the success of MSMEs.

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