
Boosting Sales Turnover of Sumber Podang Honey with Digital Campaign

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Abstract

Research aim : This study aims to analyze the effectiveness of digital campaigns in increasing sales turnover in MSMEs Sumber Podang Honey.

Design/Method/Approach : This study uses a qualitative approach with in-depth interviews and participatory observation as a data collection method. The informants involved are consumers and owners at MSMEs Honey Sumber Podang

Research Finding : The results of the study show that using the 5R sales strategy and through the digital sales strategy campaign can be used as an effective strategy in increasing sales turnover in MSMEs Honey source podang and also expanding the reach of sales promotion.

Theoretical contribution/Originality : This study provides new insights into the importance of sales strategy in the context of sales promotion through digital campaigns, especially in terms of efforts to increase sales turnover. These findings add to the literature on managing online sales strategies.

Practitioner/Policy implication : This study recommends the application of digital sales strategy campaigns in small and medium-sized companies to increase sales results.

Research limitation : The limitations of this study are the focus on one location and the lack of generalization of results. Further research is suggested to cover more locations and industry variations.

Keywords : Increased Turnover, Digital Campaign, MSMEs

1. Introduction

In the ever-evolving digital era, the marketing of honey products faces new challenges and opportunities that have never been imagined before. Digital technology has changed the way consumers search, choose, and buy products, including honey. However, many honey producers, especially local producers, still face obstacles in optimizing digital platforms to market their products effectively. Although the demand for honey tends to increase due to public awareness of health, the increasingly fierce market competition and dynamics of consumer behavior make traditional marketing strategies less relevant. Technological developments have changed the way of interaction in marketing communication from face to face (conventional) to screen to face (internet marketing), especially with the Covid-19 pandemic since the beginning of 2020[1]. Since being affected by the Covid-19 pandemic, Indonesia has almost experienced changes in all sectors[2]. Consumers are starting to look for natural products such as honey that are believed to have health benefits, including increasing the body's immunity. However, post-pandemic, the trend began to slow down, and competition in the honey market became increasingly fierce. E-commerce and digital marketing platforms are the main means of marketing honey, allowing producers to reach consumers more easily without geographical restrictions. However, this condition also poses new challenges for local products such as Sumber Podang honey in Joho Village, Semen District, Kediri Regency to compete with big brands that have utilized this technology optimally.

One of the main problems in honey marketing in the digital age is the lack of understanding of producers about the importance of digital branding and digital-based marketing. Many honey producers have not fully utilized platforms such as social media, e-commerce, and digital campaigns to reach a wider range of consumers. As a result, they often lose out to big brands that are already established and have structured digital marketing strategies. In addition, consumer education about the uniqueness and quality of honey is still very minimal. The marketing content created often only focuses on direct promotion without providing added value through educational information, such as the health benefits of honey, its production process, or the cultural value associated with the product. This makes it difficult for consumers to distinguish quality local honey from other products that are often mass-produced. This condition is further exacerbated by market dominance by large brands that have greater resources to control digital platforms. These brands can leverage paid advertising, influencers, and search engine optimization (SEO) strategies to reach consumers more effectively. Meanwhile, local honey producers often rely solely on traditional sales or digital platforms without a clear strategy, making it difficult to increase the visibility and competitiveness of their products. This is of course ineffective because the consumers that can be reached are very limited. One of the reasons is the lack of ability and knowledge to use social media in marketing products. In addition, the lack of ability to use information technology so that it is not optimal in utilizing the technology that is already available [3]. On the other hand, great opportunities open up for honey producers to take advantage of the digital era as a means of expanding the market. E-commerce platforms allow manufacturers to sell products without geographical restrictions, while social media provides space to build closer relationships with consumers. Digital campaigns, if designed well, can be a very effective tool for increasing brand awareness, educating consumers, and building customer loyalty.

Digital marketing is a process that can make a business brand name more effective and efficient to maximize a business. The benefit of using digital marketing is as a means to promote and develop the image of a business product [4]. Digital marketing allows consumers to get information about a product through the internet anytime and anywhere. Digital marketing makes it easier for business owners to provide the needs and desires of potential consumers. Marketing with digital marketing is able to reach all people and even with digital marketing will greatly help business actors in the midst of the Covid 19 Pandemic. Based on the results of the research, only about 30% of businesses in Indonesia use digital platforms in managing their businesses. Therefore, digital marketing in Indonesia really needs to be implemented, especially for MSMEs[3]. The importance of digital marketing to build brand branding is becoming more and more apparent in this situation. Branding is not only about introducing a product to consumers, but also building an image, value, and emotional connection between the product and its consumers. Branding as a strategy in global competition that produces designs, brand images, and impressions that attract consumer interest. Considering that currently consumers not only consider the taste but also the aesthetics of the product to be purchased. While product branding is to improve the brand image based on a product [5]. In Sumber Podang honey, a strong and sustainable branding strategy is needed to increase the attractiveness of this product in the eyes of consumers. The local cultural wisdom that is the hallmark of Sumber Podang honey also needs to be integrated in the digital campaign to create a unique attraction that distinguishes it from other products. However, one of the main obstacles in honey marketing is the lack of focus on content education. Content that not only contains promotions, but also education about the benefits of honey, its production process, and local cultural values, can be the key to attracting the attention of a wider range of consumers. For this reason, it is important to study more deeply how digital campaigns can be optimized to market Sumber Podang honey. Digital campaigns are not only a tool to sell products, but also a means to build brands, educate consumers, and create memorable experiences. Through this study, it is hoped that an effective strategy can be found to increase the competitiveness of Sumber Podang honey, expand the market, and make it better known among the wider community. The importance of digital campaigns in the modern marketing world is undeniable, especially in creating added value and competitiveness for local products such as Sumber Podang honey MSMEs. In the face of increasingly fierce business competition, a deep understanding of how digital campaigns affect brand perception is crucial for companies. With a better understanding, companies can design more effective digital campaign strategies to improve brand image and consumer satisfaction. Several previous studies have explored the relationship between digital campaigns and brand perception. However, most of these studies are still limited to certain aspects and do not provide a comprehensive picture of the influence of digital campaigns on brand perception in the era of social media [6]. Therefore, this study aims to identify the main problems in honey marketing in the digital age and explore how digital campaigns can be optimized. By effectively utilizing digital technology, honey producers can increase the competitiveness of their products, expand the market, and create greater added value for consumers. Honey marketing in the digital age is not just about selling products, but also about building strong brands and ongoing relationships with consumers. brands, educate consumers, and build customer loyalty. Based on the description above, the researcher chose to conduct a study entitled "Boosting the Sales Turnover of Sumber Podang Honey with Digital Campaign".

1.1. Statement of Problem

Sumber Podang Honey, as a local product with superior quality and unique cultural values, faces various complex challenges in an effort to increase its sales turnover, ranging from the lack of brand awareness that makes it less known among consumers, to the lack of optimal implementation of digital marketing strategies that should help reach a wider audience; In addition, limited consumer education on the benefits, quality, and superiority of this product compared to other honey further exacerbates the situation, especially in the midst of fierce market competition with big brands that have more mature marketing strategies and larger resources, as well as the dominance of imported and mass-produced products that offer competitive prices; Therefore, a structured approach is needed through an integrated, data-based, and creative digital campaign to overcome these obstacles, increase product competitiveness, and expand the reach of the Sumber Podang honey market in the ever-growing digital era.

1.2. Research Objectives

The purpose of this study is to identify the main obstacles faced by Sumber Podang honey in increasing sales turnover in the digital era, analyze the effectiveness of digital marketing strategies that can be applied to expand market reach, investigate the role of consumer education in increasing awareness and understanding of product quality and benefits, examine the impact of integrated digital campaigns on increasing brand awareness and customer loyalty, as well as providing recommendations for innovative and data-based digital marketing strategies to support the growth of Sumber Podang honey sales in the midst of increasingly fierce market competition.

2. Method

This research uses qualitative methods to deeply explore the challenges and opportunities faced in the marketing of Sumber Podang honey in the digital era. Data collection was carried out through in-depth interviews using the 5R framework (Reach, Relevance, Resonance, Reaction, *and* Relationship) to ensure information was obtained from business owners and consumers. The interviews are designed to find out how digital campaigns reach audiences and how strongly digital campaigns influence audiences. The validity of the data is guaranteed through triangulation of methods, sources, and documents, as well as confirmation of findings to informants through the member checking process.

Data analysis was carried out using the Miles and Huberman (1994) approach, which involved three main stages; data reduction, data presentation, and conclusion drawn. The collected data is reduced by sorting information based on the theme of increasing turnover with digital campaigns. Furthermore, the data was analyzed descriptively to understand the strengths, weaknesses, opportunities, and threats of the approach used. The results of the analysis are examined through discussions with fellow researchers to minimize interpretation. Through this approach, researchers can explore various aspects, including motivations, obstacles, and practices related to the implementation of digital marketing strategies, as well as understand how these factors affect the success of MSMEs in Sumber Podang Honey.

3. Results and Discussion

In carrying out marketing strategies, of course, there are many methods carried out by Sumber Podang Honey MSMEs, one of which is social media Instagram and TikTok. The use of social media is expected to support various marketing activities or help MSME actors in promoting their products, so that they are able to achieve greater profits in a more efficient and effective way. [7]. As a local honey producer, Sumber Podang is committed to providing honey products that are original, unadulterated, and harvested with environmentally friendly methods. In addition to selling pure honey, Honey Source Podang is also active in educating the public about the importance of consuming real honey for health. They often hold educational campaigns through social media, such as the benefits of honey to increase immunity, maintain digestive health, and as a natural source of energy. Interviews were conducted with 2 speakers; Susanti, a woman around 47 years old, who shared her experience as a consumer for 1 year. Susanti is a housewife who lives in Kanyoran Village, Semen District, the interview was conducted at Mrs. Susanti's residence for 40 minutes on Saturday, November 30, 2024. Meanwhile, Mr. Sunarwan, a man aged about 56 years, revealed his business journey as the owner of the Sumber Podang Honey MSME which he has pioneered for approximately 32 years. Mr. Sunarwan is an innovative, hardworking, and caring entrepreneur who also has strong leadership, judging from how to maintain product quality and continue to innovate so that his business grows. The main problems identified were increased sales turnover, increased brand awareness, and marketing cost efficiency.

3.1. Increase Sales Turnover with Digital Campaign

Excerpt of the interview with Susanti – a consumer of Sumber Podang Honey

Interviewer: Can you explain, how did you first know about our honey products?

Susanti: I first found out from an advertisement on social media, if I'm not mistaken, on Instagram. At that time, there was content about the health benefits of honey, and the video caught my attention quite a bit. What interests me is information about health benefits explained simply but clearly. Also, there is a discount promo at the end of the campaign, so I think it's a good opportunity to try. The visual design is also attractive and not boring.

Interviewer: After trying this product, what do you think? Is it in line with the expectations built from the digital campaign?

Susanti : Yes, it is very appropriate. The honey taste is authentic and the quality tastes good. I also feel fresher and less sick since I regularly consume it. The way the information is conveyed in the campaign makes me feel that this product is indeed reliable. Moreover, plus the testimonials of other users who look honest and not made up. I have even shared the campaign post with my friends because I think they also need to know the benefits.

The explanation from Mrs. Susanti shows that the digital campaign has an effect on increasing purchase interest, which is one of the main goals of the digital campaign implemented by MSMEs of Honey Sumber Podang.

Excerpt of the interview with Mr. Sunarwan - owner of MSMEs Source Podang Honey

Interviewer: What is the form of the digital campaign you run? Does this campaign have an impact on your sales?

Mr. Sunarwan: We focus on educating about the benefits of honey for health through social media such as Instagram, TikTok, and marketplaces. The content is in the form of short videos, infographics, and customer testimonials. The impact is very felt. Before the

campaign, our average sales were around 500 bottles per month. After the campaign was running, sales almost doubled, to about 900 to 1,000 bottles per month.

Interviewer: What are the main factors that you think are driving the increase? How do consumers respond to this digital campaign?

Mr. Sunarwan: I think the combination of education that we do and direct interaction with customers through social media plays a big role. In addition, special promos such as discounts and free shipping that we offer during promotions also attract many new buyers. The response was very positive. Many consumers appreciate the way we convey the benefits of honey in a light but informative style. Some even said they felt more confident because we were transparent in showing the production process. This digital campaign has become an important part of our marketing strategy. We plan to continue to innovate, perhaps by expanding to other platforms or making educational programs more interactive.

Mr. Sunarwan's explanation shows that the digital campaign has an effect on increasing sales turnover, which is one of the main goals of the digital campaign implemented by MSMEs of Honey Sumber Podang.

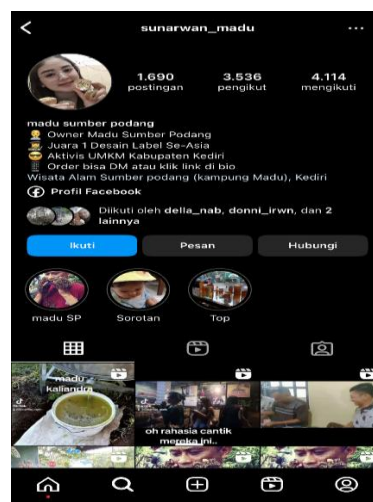


Figure 1. Instagram social media accounts

source: *Instagram MSME Madu*

The results of the study show that the increase in sales turnover by MSMEs of Sumber Podang Honey by utilizing digital-based marketing strategies, this product can reach a wider market segment, both locally and nationally. Sales through digital platforms such as marketplaces, Instagram and TikTok and social media provide easy access for consumers to buy products. This strategy includes promotion of discounts on certain purchase amounts, product bundling offers, and the provision of free shipping services that are in high demand by consumers. In addition, the campaign using content that describes the advantages of Sumber Podang honey, such as its health benefits and natural process of making, successfully built customer trust. Direct sales in the local market also showed an increase thanks to the synergy between digital promotion and offline stores. Consumers who see products on social media tend to buy directly when they are available in the nearest market. This result is in line with the sales volume theory which explains that the factors that can affect the sales of a product are because they always know the wants and needs of their consumers and their purchasing power adjusted to the seller's ability[8]. Where the existence of digital marketing

strengthens product sales. Not only that, payment methods such as digital payments through electronic wallets, bank transfers, and cash on delivery (COD), also increase customer convenience in transactions. These features make it easier for consumers from different demographics to buy honey, thereby increasing the overall sales figures.

3.2. Increased Brand Awareness

Excerpt of the interview with Susanti – a consumer of Sumber Podang Honey
Interviewer: What makes you interested in Podang Source Honey compared to other brands?

Susanti: What interests me is the authenticity of the product. In addition, the branding is very strong. They often share educational information about the benefits of honey, and it makes me feel like this brand is not only selling products, but also caring about the health of its consumers.

Interviewer: How much do you think their digital campaigns have influenced this brand recognition?

Susanti: Very big. I think without that campaign, I probably would never have known about this brand. Additionally, their use of social media is interesting, so it's easy to remember.

Interviewer: Have you recommended Podang Source Honey to others?

Susanti: Already. I recommend it to family and friends because the quality is good and they also love to hear stories about the production process.

The explanation from Mrs. Susanti shows that digital campaigns affect brand awareness, consumers are interested in Sumber Podang honey because of its creative and attractive branding.

Excerpt of an interview with Mr. Sunarwan – owner of MSMEs Honey Sumber Podang

Interviewer: So far, what results do you feel from the efforts to increase brand awareness?

Mr. Sunarwan: The results are very significant. Before we focused on digital strategy, many people didn't know about our brand. After consistently running digital campaigns, we began to receive orders from outside the region, some even from outside the island.

Interviewer: What do you think is the most important element in building brand awareness?

Mr. Sunarwan: Consistency. We always make sure that the message conveyed on each platform is in line with our vision: to provide authentic and quality honey. In addition, transparency in showing the production process also helps build consumer trust

Interviewer: Do you have any specific plans to further increase brand awareness in the future?

Mr. Sunarwan: We plan to launch a wider educational campaign, such as webinars or *interactive live events* . We also want to expand our cooperation with communities and health organizations so that more people are aware of the benefits of our honey.

The explanation from Mr. Sunarwan shows that by increasing brand awareness, Sumber Podang honey is better known to many people, after consistently conducting digital campaigns, Sumber Podang honey orders are increasing.

Increased brand awareness is one of the main impacts of the implementation of digital campaigns by MSMEs Madu Sumber Podang. By optimizing various digital platforms, the brand has managed to create a wider awareness of their products among the public. Digital campaigns are carried out through social media such as Instagram, marketplaces, and tiktok. E-Commerce strongly supports MSMEs and large companies in carrying out buying and selling activities because everyone can access without the need to come all the way to the sales location [9]. The use of social media allows for the rapid and direct dissemination of information to consumers. Posts that utilize a combination of high-quality images, educational videos, and interactive content have managed to capture the attention of social media users. Additionally, the use of relevant hashtags such as #MaduAlami or #KesehatanDenganMadu helps expand the reach of the content. Search engine optimization (SEO) is also a key strategy. Therefore, building trust is a very important factor in online shopping, and cannot be ignored, one of which is by looking at accessible information such as reviews or writings provided by website owners about a product, starting from specifications, advantages and disadvantages of the product and the price of the product[10]. Social media content that discusses the benefits of honey, how to use it, and customer testimonials also increases brand visibility in cyberspace. Offline activities such as attendance at local events, such as bazaars or exhibitions, are combined with digital promotion. Visitors to this event are often directed to follow social media accounts or visit the official website through QR codes, creating synergy between online and offline activities. In the first three months of the campaign, the number of social media followers increased by 50%, and the engagement rate on content reached a much higher number compared to the previous period. This shows that the audience not only recognizes the Sumber Podang brand, but also begins to actively interact with the content presented. This increase proves that the strategies implemented have succeeded in creating a strong brand presence in the digital world, having a positive impact on public awareness.

3.3. Marketing Cost Efficiency

Excerpt of the interview with Susanti – a consumer of Sumber Podang Honey

Interviewer: Do you think such digital advertising is more effective than traditional marketing methods?

Susanti: In my opinion, yes. With digital advertising, I can immediately see complete information, ranging from product benefits, prices, to how to order it. I don't have to come directly to the store or look for reviews anywhere else.

Interviewer: Does digital content like the one created by *Madu Sumber Podang* influence your decision to buy?

Susanti : Very influential. In addition to the information being clear, the appearance is also interesting. I feel that they are more modern and transparent in marketing than other brands that only rely on brochures or billboards.

Interviewer: From your perspective as a consumer, does this kind of digital marketing feel efficient?

Susanti : Yes. I can get the information I need quickly. In addition, because they often provide direct promos on digital platforms, it feels more time-saving and cost-effective for us as consumers.

The explanation from Mrs. Susanti shows that the existence of digital campaign affects purchasing decisions and saves time and costs.

Excerpt of the interview with Mr. Sunarwan – owner of MSMEs Sumber Podang Honey

Interviewer: Has this digital marketing proven to be more efficient than conventional methods?

Mr. Sunarwan: Very efficient. For example, for advertising on social media, we only spend around Rp 1 million per month, but the advertising reach can reach tens of thousands of people. Compare it to installing billboards that can cost Rp 5-10 million with a limited reach.

Interviewer: Besides being cost-effective, what else do you feel is the advantage of digital marketing?

Mr. Sunarwan: With digital marketing, we can immediately get data and feedback from consumers. We know which ads are the most engaging, who our target market is, and how they respond to our products. This is difficult to do with traditional marketing.

Interviewer: How would you rate the success of this digital marketing?

Mr. Sunarwan: We see it from the increase in sales and the number of followers on social media. Since switching to digital marketing, our turnover has almost doubled in a year, while the number of followers on social media has increased by up to 50%. We feel this is the best way to reach consumers at a more affordable cost.

Mr. Sunarwan's explanation shows that digital campaigns have a great influence on marketing costs, and also help increase followers on social media to reach a wide range of consumers at an affordable cost.



Figure 2. Social accounts of tiktok

(source: Tiktok MSME Honey)

Social media has become one of the most effective marketing tools in increasing sales and brand awareness of Sumber Podang honey. Platforms such as instagram, marketplace, and tiktok are used to reach consumers at large and create closer relationships with consumers. Creating Engaging Visual Content such as posts that include high-quality product photos, videos about the honey-making process, and the health benefits of honey

successfully capture the attention of consumers. Engaging visuals reinforce the brand image and increase the audience's chances of sharing the content. Use of Interactive Features: live streaming is used to interact directly with consumers. These interactions not only increase engagement but also build a more personal relationship with consumers. Hashtag Campaigns: The use of hashtags such as #MaduAlami, #Kesehatan Dengan Madu, and #MaduSumberPodang makes it easier for audiences to find content and improves brand image on social media. Promotions and Giveaways: Promotional strategies such as special discounts for consumers with certain purchases and free product giveaways succeed in attracting the attention of new consumers. This activity also encourages an increase in the number of followers on social media. Monitoring and Analytics: Through the insights features available on social media platforms, marketing teams can analyze content performance, understand consumer preferences, and adjust strategies to be more effective in the future.

3.4. Obstacles in the Implementation of Digital Marketing

As a business that focuses on local products, Madu Sumber Podang decided to switch from traditional marketing to digital marketing in order to reach a wider audience. Initially, they were optimistic about this new strategy because of its more affordable costs and potential greater reach. However, this journey is not without its obstacles. One of the biggest challenges is the lack of a competent team in the field of digital marketing. Business owners and their staff are used to traditional marketing methods such as direct selling or brochure distribution. When it comes to creating engaging content, managing digital ads, and analyzing audience data, they feel overwhelmed.

"Initially, we thought that managing social media was just about posting pictures. Apparently, there are many technical things such as SEO and paid advertising strategies that must be understood," said the owner of *Madu Sumber Podang*. In the digital world, competitors not only come from the local area, but also from various other brands that have already used digital strategies. Many of them have big budgets and professional teams that create much more engaging and informative content. "We often see ads from competitors who look more professional. Sometimes, we find it difficult to compete because of budget and experience limitations," added the business owner.

While digital marketing can reach more people, building trust remains a challenge. Some consumers are hesitant to buy products online because they can't see or try the product right away. "Some customers often ask, 'Is this really real honey?' or 'Is it safe to buy from here?' Even though we have tried to show the production process transparently," said Mr. Sunarwan. The digital world is moving very fast, and trends on social media are always changing. Content that is relevant today may not be interesting tomorrow. Marketing teams find it difficult to keep up with trends without losing brand identity. "We have tried to follow the trend by making videos that are going viral, but the results are not satisfactory. Our consumers turn out to prefer educational content to those that are too entertaining," explained Mr. Sunarwan. At the beginning of the implementation, *Madu Sumber Podang* also faced infrastructure constraints, such as poor internet quality in their area. This affects the process of uploading content and interacting with consumers in real-time.

4. Conclusion

Digital transformation through the implementation of a planned marketing strategy has produced a positive impact on Sumber Podang Honey MSMEs. Through an online sales strategy, it is able to make successful sales to MSMEs Sumber Podang Honey, as evidenced by the buyer's interest in promoting to relatives and friends and also trusted with all the benefits that have been written in sales promotions and through a digital campaign strategy able to sell products according to the average sales target. However, in increasing sales turnover in the current digital era, MSMEs of Sumber Podang Honey have not maximized their online sales strategy, namely with the 5R strategy and also digital campaigns designed by utilizing various platforms that are able to increase sales, expand market reach, and create closer relationships with consumers.

In this problem, Sumber Podang Honey MSMEs should be able to maximize their online sales strategy through the 5R strategy and also expand their network in sales strategies through digital campaigns to increase sales turnover at Sumber Podang Honey MSMEs. I think within six months, MSMEs of Honey Sumber Podang will succeed in attracting the attention of many new customers, while maintaining the loyalty of old customers. This success reflects the effectiveness of digital approaches in responding to the challenges of an increasingly dynamic modern market. Increased brand awareness achieved through social media and SEO provides a strong foundation for business sustainability. With engaging and informative content, the brand not only manages to attract attention, but also builds a positive image in the minds of consumers. This shows that there are still wide opportunities to develop MSMEs in the future [11]. The use of data analytics to evaluate and refine marketing strategies has provided a significant competitive advantage. The synergistic combination of online and offline promotion is the main key to this success, proving that innovation and adaptation to technology are the main factors to support the growth of MSMEs in the digital era.

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