

Analysis of the Effectiveness of Digital Strategy in Increasing Product Sales with the EPIC Model Approach

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ABSTRACT

This study aims to evaluate the effectiveness of digital strategy in increasing sales of hijab products at CV Age Group. This research uses market research methods to develop and implement a digital strategy focusing on social media and paid advertising campaigns without involving SEO (Search Engine Optimization) and SEM (Search Engine Marketing). Sales data was analyzed to assess the impact of this strategy on product visibility and sales performance. The results showed that the digital strategy successfully increased the visibility and sales of hijab products. Social media effectively reached a wider audience and improved customer interaction, while paid advertising increased sales. The findings of this implication confirm the effectiveness of digital strategies in marketing hijab products and the importance of strategy updates to maintain a competitive advantage.

Keywords: Digital Strategy, Hijab Sales, EPIC Model, digital marketing, digital strategy effectiveness.

Introduction

The development of information technology is increasingly rapid and affects almost all aspects of life today. The internet is no longer something foreign in society. The presence of the internet seems to eliminate the limits of distance and time to obtain information. Everyone can also communicate with other people in any country in the world. [1]. The internet can be defined as an extensive, worldwide computer network connecting computer users from one place to another worldwide. The Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard [2]. [2]. Technically, the internet is two or more interconnected computers forming a network covering millions of computers interacting and exchanging information. In terms of science, the internet is a library with information in the form of text, graphics, sound, and animation in electronic form. So, the Internet is an effective and efficient means of exchanging information over long distances. [3].

Indonesia is currently ranked 4th in the world in terms of the number of internet users. Out of a population of 273.8 million, 212.9 million are internet users, indicating an internet penetration rate of 77.76%. This high number reflects the importance of the Internet in the daily lives of Indonesians, whether for communication, education, entertainment, or business. [4]. With the growing number of internet users, Indonesia has the potential to advance in various sectors driven by digital technology.

Table 1. Data on Internet Users in Indonesia in 2018-2024

No.	Year	Percentage of Internet Users
1.	2018	55 %
2.	2019	64 %
3.	2020	73 %
4.	2021	76 %
5.	2022	78 %
6.	2023	80 %
7.	2024	82 %

Source: (DataReportal - Global Digital Insights).

Internet usage in Indonesia shows significant growth from 2018 to 2024. In 2018, the percentage of internet users was 55%, which continues to increase yearly. By 2024, it is estimated that this percentage will reach 82%. This increase is driven by advances in telecommunications infrastructure, improved accessibility, and the role of the COVID-19 pandemic in accelerating digital adoption. This high number reflects the importance of the Internet in the daily lives of Indonesians and its potential to drive digital economic growth.

The development of the Internet has also affected economic growth. Various buying and selling transactions that previously could only be done face-to-face or by telephone and post are now much easier because they are done via the Internet. [5]. The development of technology has further expanded free trade, making it seem as if trade has become borderless in space and time. This causes higher competition that must be faced by all parties, especially the company as a producer. Companies must be observant in determining effective marketing strategies for their products to become the choice of consumers. Understanding the market situation and formulating the right strategy will help companies win market competition. One of the strategies carried out is promotion, one of the elements of the marketing mix, which is an intermediary between producers and consumers in communication.

E-commerce transactions in Indonesia have experienced significant growth from 2018 to 2024. In 2018, the value of e-commerce transactions reached 12.2 billion (approximately 175.8 trillion). This figure continued to increase yearly, reaching 21.0 billion (approximately 302.1 trillion) in 2019 and jumping sharply to 32.2 billion (approximately 463.5 trillion) in 2020, driven by increased online shopping activity during the COVID-19 pandemic. In 2021, the value of e-commerce transactions rose to 43.1 billion (about 619.5 trillion) and continued to rise in 2022 to 53.8 billion (about 772.7 trillion). This trend continued in 2023, when the transaction value reached 65.6 billion (around 942.6 trillion), and is expected to reach 80.3 billion (around 1,153.4 trillion) in 2024. [6]. This rapid growth reflects the increasing adoption of digital technologies by consumers and businesses in Indonesia and the widespread internet access and use of mobile devices. In addition, the increase in logistics services and digital payments also contributes to this growth. Promotion carried out by companies today has also experienced a lot of shifts, where promotions through print and electronic media are now shifting to promotions via the internet, especially social media. Platforms such as Instagram, WhatsApp, Facebook, Twitter, and YouTube are used as promotional media because many consumers spend their time online. Social media is an effective place to promote products to consumers because these platforms are often used daily. In addition, social media allows companies to communicate directly with other manufacturers, customers, and potential customers. Social media also gives identity to the brand being marketed and helps spread the message in a relaxed and communicative manner. [7].

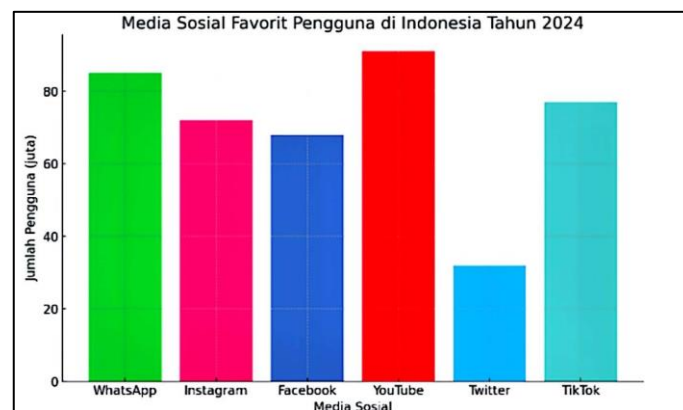


Figure 1. Favorite Social Media Users in 2024 in Indonesia (Source: We Are Social - Digital Report Indonesia 2024)

The We Are Social Survey results show that YouTube is Indonesia's most-used social media platform in 2024, with 42.8% of total internet users. WhatsApp follows this with 39.9%, and TikTok with 36.2%. Instagram also has a significant percentage of users at 33.8%, followed by Facebook with 31.9%, as both WhatsApp and Instagram are subsidiaries of Facebook. Twitter has the lowest % of users among the mentioned platforms, at 15.0%. The popularity of YouTube and TikTok shows that video content is in high demand by internet users in Indonesia. WhatsApp remains the top choice for daily communication as an instant messaging platform. Although Instagram and Facebook are slightly

lower in the percentage of users, remain essential platforms for sharing and discovering content. Users in Indonesia widely use these social media to communicate and share information. [8].

Summarized by We Are Social, the time spent by Indonesians to access social media in 2024 is an average of 8 hours 36 minutes per day to access the internet. During that time, they spend an average of 3 hours and 18 minutes daily on social media. Based on the most used order of first position, Tiktok per day spent 50 minutes or 25 hours per month, YouTube per day spent 45 minutes or 22.5 hours per month, WhatsApp per day spent 40 minutes or 20 hours per month, Instagram per day spent 35 minutes or 17.5 hours per month, Facebook per day spent 32 minutes or 16 hours per month, Twitter per day spent 25 minutes or 12.5 hours per month. The high usage of social media shows how important these platforms are in the daily lives of Indonesians, both for communication, entertainment, and getting information. Social media has become integral to daily online activities [9].

The survey results of Facebook and Instagram usage at Cv. Age Group in 2024 shows that the percentage of users for both platforms is about 30%, with an average daily usage time of 35 minutes per day and a monthly usage time of about 2 hours. Based on these results, CV. Age Group can increase sales reach by focusing on both platforms in digital marketing campaigns, optimizing daily engaging and interactive content, and implementing a long-term strategy with high-quality content. In addition, using paid advertising and advanced targeting tools on Facebook and Instagram can help reach a more comprehensive and specific audience according to the demographics and interests of potential customers. With these strategies, CV. Age Group can plan effective marketing to increase reach and sales through social media.

Facebook is a social media platform launched in 2004 by Mark Zuckerberg, which today has grown from a simple platform for status sharing to one of the largest social media in the world. Originally only used to connect friends and family through text statuses, Facebook quickly added new features such as photo and video sharing, allowing users to capture and share important moments in their lives. In addition, Facebook introduced voice and video calling features, allowing for more direct and personalized communication between users. [10]. With these advancements, Facebook also developed Marketplace, an e-commerce platform where users can buy and sell goods locally. Facebook's role in the world of digital advertising is also increasingly significant. With advanced advertising tools, businesses can target specific audiences based on demographic data, interests, and user behavior. This makes Facebook one of the most effective and efficient advertising platforms in the digital world. Overall, Facebook has evolved into a multifunctional ecosystem that integrates communication, entertainment, commerce, and advertising, making it one of the key pillars of social media. [11].

Arshela Store is one of 9 online stores in the company Cv. Age Group, by selling online and utilizing Facebook social media in running its selling business. Arshela Store is an online store under the auspices of Cv. Age Group was founded at the end of 2017 by Mukhammad Alwi (30 years old). Currently, Arshela Store sells goods such as various types of hijab fashion.

Online Shop 'Arshela Store uses organic marketing, which is a way or strategy to approach consumers that does not depend on paid marketing strategies, namely marketing its products by uploading photos or videos as enjoyable as possible about the products offered and accompanied by descriptions/captions about these products, such as explanations of product names, ingredient names, prices, admin contacts, and interesting words that can attract the attention of potential consumers, also utilizing other Facebook features such as Facebook stories, Facebook feeds, and others as marketing products. This marketing activity is carried out to increase organic reach, where consumers will visit Arshela Store's Facebook social media account.

With the increasing popularity of social media and the increase in social media users every year, especially on Facebook in Indonesia, Arshela Store sales are expected to increase. One of the main factors that may contribute to the decline in Arshela Store sales is the lack of effective promotion. Less routine promotion on Facebook causes Arshela Store products to be less visible to potential customers. Without sufficient exposure, potential customers may not be aware of existing products or offers, so they turn to more active competitors to promote their products. The lack of recruitment to promote products makes customers less exposed to information about new products or special offers that may exist. Information that does not reach these potential customers can decrease interest and trust in the Arshela Store brand. To overcome this problem, Arshela Store needs to increase the frequency and quality of promotions on Facebook.

In today's digital era, marketing through online platforms has become a key component in business strategy, including for fashion products such as hijab. The internet has changed how companies interact with consumers, allowing them to reach a wider audience through various digital

channels. However, in the context of the hijab product market, it is essential to understand how the right digital strategy can affect sales performance. The hijab market, part of the Muslim fashion industry, faces unique challenges, such as the diversity of consumer preferences and the need to face intense competition in the global market. Therefore, implementing effective digital strategies is crucial to increase the visibility and appeal of hijab products in an increasingly competitive market. [2]. Focusing on digital strategy, including social media and paid advertising, offers significant opportunities to market hijab products in a more targeted and measurable way. Social media, such as Instagram and Facebook, allow hijab brands to reach a broad audience with engaging and relevant content. Paid advertising campaigns can target consumers based on demographics, interests, and behaviours, increasing the likelihood of conversion [12]. In a hijab market heavily influenced by fashion trends and cultural preferences, effective digital strategies can provide a significant competitive advantage. This research focuses on evaluating digital strategy in this context to understand how practical these approaches are in increasing sales of hijab products. Therefore, it is essential to examine how digital strategy can be applied in marketing hijab products to achieve optimal results. This research aims to identify best practices in social media and paid advertising campaigns and evaluate their impact on sales. By examining the success of these strategies, the company can adjust its approach to meet market needs and improve competitiveness. The findings of this study are expected to provide valuable insights for hijab businesses in designing and implementing more effective digital strategies and contribute to the development of digital marketing practices in the Muslim fashion industry.

The problem in the external environment of Arshela Store One is the existence of competing stores that sell similar products (clothing) online. Researchers have obtained some competitors from direct interviews with the owner of Ince's shop. Arshela Store competitors that researchers get from Arshela Store owner information. The competitor is a shop that sells online and sells the same product as Arshela Store, namely selling hijab products. Therefore, Arshela Store must run its business more effectively to win the competition with its competitors. This study's journals and supporting research are Utilization of Social Media in Marketing MSME Products in Sidokumpul Village, Gresik Regency [13], Sales Improvement Strategy Through Digital Marketing for MSMEs [14], Effectiveness of Marketplace in Increasing Marketing Concentration and Product Sales for MSMEs in East Java [15].

The study of digital marketing strategies has been overgrown, with much literature outlining its theory and practice. In their book *Principles of Marketing*, Kotler and Armstrong (2021) emphasize the importance of creating customer value through various marketing strategies, including digital marketing. The book provides a solid theoretical basis for how digital marketing can increase customer value and strategy effectiveness. [16]. In *Marketing Management* continues focusing on marketing management that integrates digital approaches in marketing strategies, pointing out that marketing success today relies heavily on understanding and implementing effective digital strategies. [17]. In addition, *A Framework for Marketing Management* provides a helpful framework for understanding and implementing marketing management in the digital age. In digital marketing, additional literature such as *Digital Marketing: Strategy, Implementation, and Practice* delve deeper into digital marketing strategy and implementation. The book presents a practical guide to designing and executing effective digital marketing campaigns, emphasizing the importance of adapting to technological changes and consumer behavior. [18]. In addition, *Digital Marketing: Theory and Practice* provides a local perspective on applying digital marketing theory in the Indonesian context, enriching the understanding of how digital strategies can be used in specific markets. [19][20]. In addition, the book on *Strategic Marketing Management* offers in-depth insights into marketing in the digital age, underscoring the need for adaptive and technology-oriented strategies to achieve success. This book is relevant for this study as it provides a theoretical framework that can be used to understand and evaluate the effectiveness of digital strategies in marketing hijab products. Complementing this review, the work offers additional perspectives on general marketing strategy and marketing management. [21] Which helps form the basis of theory and practice in the context of this study.

While many studies have addressed the effectiveness of digital strategies in product marketing, there is a significant lack of studies specific to applying these strategies in the context of hijab products. Many previous studies focus on using SEO and SEM as critical components of digital strategy. At the same time, the implementation of social media and paid advertising campaigns are often not scrutinized in depth in the context of specific fashion products such as hijab. In addition, existing studies usually do not consider local market dynamics or niche market segments that require specialized approaches. This research aims to fill these gaps by evaluating the effectiveness of social media and paid advertising in marketing hijab products and providing insights into relevant digital strategies for this market. Another gap to be filled is the lack of understanding of how digital strategy can be adapted to meet the

preferences and needs of consumers in different hijab markets. Previous research often takes a general approach without considering the unique factors influencing the hijab market, such as cultural preferences and specific fashion trends. This research will explore how digital strategies can be customized for the hijab market and identify best practices to increase marketing effectiveness. By addressing these shortcomings, it is hoped that this research can provide more specific and relevant practical guidance for companies looking to utilize digital strategies in the hijab market optimally.

Based on the data and exposure results, the researchers are interested in conducting further research on "**Analysis of the Effectiveness of Digital Strategy in Increasing Product Sales with the EPIC Model Approach.**"

Research Methods

Type of Research

The type of research used in this research is descriptive research with a qualitative approach. This research aims to explain events and events that occur in the present in a specific, transparent, and in-depth manner. The qualitative approach was chosen because it allows a more in-depth exploration of how digital strategies are implemented and responded to by consumers. This method suits studies that collect rich and diverse data, such as in-depth interviews, social media content analysis, and case studies. Data was collected through interviews with CV Age Group's marketing manager, analysis of paid advertising campaigns, and evaluation of interactions on social media. Analysis was done thematically to identify patterns and trends in the data relevant to the EPIC model. This specific data collection method involved semi-structured interviews with marketing managers and social media users to gain diverse perspectives on the effectiveness of digital strategies. Content analysis of paid advertising campaigns and social media activities provided additional data on the strategy's impact on engagement and sales performance. This approach allows researchers to explore factors that may not be apparent in quantitative research, such as communication nuances and deep consumer engagement. The analysis results then evaluate how digital strategies can be improved and optimized.

Object of Research

According to Sugiyono, the object of research is "anything that can be a variable that will be studied to find answers to research problems." [22]. The object of this research is the Effectiveness of Digital Strategy in Increasing Sales of Hijab Products.

Research Analysis Unit

The unit of analysis is the unit to be studied or analyzed. The unit of analysis of a study can be an individual, group, organization, company, industry, or country. In this study, the unit of analysis used is the individual, namely the respondents or followers willing to fill out the questionnaire.

Research Location

A research location is a place or area where research is conducted and data is collected. [23]. The selection of research locations must consider several factors, such as ease of access, relevance to the object of research, and support facilities needed for data collection. With the proper location selection, researchers can obtain accurate and representative data to answer research questions [23]. [24]. The researcher's location is at the Age Group company located at Jl. Surabaya Malang Kp. Baru Kecepek Rt.01 / RW.01 Ds. Sengonagung, Kec. Purwosari, Pasuruan Regency, East Java 67162.

Type of Research Data

According to Sugiyono [22], data can be divided into two types, namely qualitative and quantitative. This research uses both kinds of data. Qualitative data is in the form of words, schemes, and images, and in this study, it is in the form of names and addresses of research objects. Meanwhile, quantitative data is in the form of numbers or summarized qualitative data, which in this study is obtained from a questionnaire filled out by consumers or followers willing to become respondents.

Research Data Source

Research data sources can be divided into two, namely primary data sources and secondary data sources. [24], and this research uses both. Primary data is a data source that directly provides data to data collectors, in this case, obtained from questionnaires distributed to consumers or followers

willing to become respondents. Secondary data is a data source that does not directly provide data to data collectors, for example, through other people or documents, and in this study, in the form of sales data from the Age Group company.

Data Collection Methods

Researchers use data collection techniques to obtain quantitative data, which allows researchers to obtain data for a relatively long time. According to Sugiyono [25], data collection techniques can be obtained through observation, interviews, documentation, and triangulation. This study uses data collection techniques through observation, interviews, and questionnaires.

Sampling: Methods and Validity

This study's sampling method uses purposive sampling, which selects respondents who have direct knowledge and experience related to digital strategy and marketing of hijab products. Respondents were chosen from CV Age Group marketing managers, active social media users involved with hijab products, and consumers who participated in paid advertising campaigns. This technique ensures that the data obtained is relevant and representative of the research objectives. The selection of respondents was based on specific criteria, such as experience in digital marketing, involvement in the campaign, and level of interaction with the product. These criteria ensure that the information collected has the quality and depth required for valid analysis. By using purposive sampling, this study achieved reliability and validity of findings by obtaining informative and diverse perspectives from individuals directly involved in the digital strategy and marketing of hijab products. This method supports the accuracy and relevance of the research results in identifying best practices and potential improvements in digital marketing strategy.

Results and Discussion

The reliability test results on marketing effectiveness through Facebook social media obtained an Alpha Cronbach result of 0.503. This value is in the interval 0.4 - 0.5 with a reabel interpretation, so it can be concluded that the research instrument or questionnaire for marketing effectiveness through Facebook social media is reliable or valid.

EPIC Model: Application and Relevance in Research

The EPIC model is a framework designed to evaluate the effectiveness of digital marketing based on four key components: Engagement, Performance, Integration, and Communication. The model was developed to provide an in-depth understanding of how digital strategies affect various aspects of marketing and consumer interactions. [26]. The EPIC model is used to analyze the digital strategy implemented by CV Age Group in marketing hijab products. This study builds on the existing model by emphasizing the application of social media and paid advertising campaigns without including SEO and SEM, often the main focus of previous studies. In its application, this study adapts the EPIC Model to provide a more in-depth focus on how consumer engagement through social media can affect the sales performance of hijab products. The integration of various digital channels and effective communication are also considered in this study. This model enables a more comprehensive analysis of how these elements interact with each other and affect the final marketing outcome. By refining and customizing the EPIC Model, this research provides new insights into how digital strategies can be tailored to specific market characteristics, such as hijab products. It offers practical guidance for implementing more effective marketing strategies in such contexts.

Theoretical Framework: The EPIC Model and Its Relevance

The EPIC model comprises four key elements: Engagement, Performance, Integration, and Communication. Engagement refers to how consumers engage with digital content and campaigns, including interactions and responses to social media. [27]. Performance measures the results of marketing campaigns, such as increased sales and product visibility. Integration assesses how different digital channels are combined to create a consistent marketing experience. [28]. Communication focuses on effective communication between brands and consumers through various digital platforms. In this study, the EPIC Model theoretical framework is used to evaluate the effectiveness of the digital strategy implemented by CV Age Group in marketing hijab products. This model is relevant because it allows in-depth analysis of the aspects that influence the success of digital marketing in the context of hijab

products. This research examines each element of the EPIC Model to understand how digital strategies can be optimized to achieve better results. For example, consumer engagement on social media and communication through paid advertising are analyzed to determine their impact on sales performance. Using the EPIC Model, this research can provide practical guidance and solid theory for more effective digital marketing strategies.

In addition, evaluating the value of Persuasion, Impact, and Communication is relevant. Persuasion measures how effective the marketing message is in convincing the audience to take the desired action, such as buying the product or interacting further with the content. Impact examines the campaign's overall impact on customer perception and behaviour, while Communication assesses the clarity and accuracy of the message delivered. By analyzing these four components, Toko Arshela can gain deep insights into the strengths and weaknesses of their marketing strategy on Facebook and find ways to improve the effectiveness of their campaigns in the future. This research uses a Likert scale with the following scale:

$$Rs = \frac{R (bobot)}{M} \tag{1}$$

Where:

R = Greatest weight - least weight.

M= Number of weight categories.

The Likert scale range used in this study is 1 to 5, so the rating scale range obtained is

$$Rs = \frac{5 - 1}{5} = 0.8$$

The results of the simple tabulation analysis, the *Persuasion* indicator, can be seen in the table below:

From the results of the simple tabulation analysis above, the most dominant respondent's answer is "Agree" with a weight four, and the total respondents who answered Agree were 78 out of 125.

EPIC Rate

The following is the overall EPIC Rate average value from the table of the four dimensions of *Empathy, Persuasion, Impact, and Communication*.

Table 2. Epic Score

No.	EPIC Model	Score	Description
1	<i>Empathy</i>	4,44	Highly Effective
2	<i>Persuasion</i>	3,80	Effective
3	<i>Impact</i>	3,49	Effective
4	<i>Communication</i>	4,38	Highly Effective

Source: Primary Data by 2024

Table 3. Rating Scale

No.	Scale Range	Description
1	4,20 - 5,00	Highly Effective
2	3,40 - 4,10	Effective
3	2,60 - 3,30	Effective Enough
4	1,80 - 2,50	Ineffective
5	1,00 - 1,70	Very Ineffective

Source: Secondary Data, AC Nielsen. [25].

$$EPIC Rate = \frac{X1 Empathy + X2 Persuasion + X3 Impact + Y1 Communication}{4} \tag{2}$$

$$EPIC Rate = \frac{4,44 + 3,80 + 3,49 + 4,38}{4} = 4,02$$

The result of the EPIC Rate is 4.02 if included in the rating scale in the practical category. This shows that efficient marketing through Facebook social media at the Arshela Store is in the effective category. The results showed that the digital strategy implemented by CV Age Group succeeded in significantly increasing the visibility and sales of hijab products. In the context of this study, this achievement shows that social media is an effective tool for expanding audience reach and increasing interaction with customers. High engagement on social media, such as likes, shares, and comments, reflects the strategy's success in attracting attention and maintaining consumer interest. In addition, paid advertising campaigns were shown to directly increase sales conversions, highlighting the effectiveness of this method in driving concrete purchase actions. In the context of the EPIC Model, these results confirm the relevance of the Engagement and Performance elements in evaluating digital strategies. High engagement (Engagement) indicates that the audience responded positively to the digital campaign, while increased sales (Performance) show that the implemented strategy contributed to the desired result. This underscores the importance of integrating social media and paid advertising campaigns in the marketing strategy of hijab products and highlights the need to constantly update and adapt the strategy to remain competitive in a dynamic market.

The findings of this study show that the digital strategy implemented by CV Age Group successfully increased the visibility and sales of hijab products. An in-depth analysis revealed that social media is the main channel for increasing brand awareness and customer engagement. CV Age Group can use platforms like Instagram and Facebook to reach a wider audience and build stronger customer relationships. On the other hand, paid advertising campaigns contributed significantly to the increase in direct sales, indicating that this strategy effectively converts interest into purchase actions. However, the findings also indicate the need for continuous monitoring and adjustment to optimize results, given the ever-changing market dynamics and intense competition. The implications of these findings are highly relevant for digital marketing practitioners, especially in the hijab products industry. Businesses must adopt a strategic approach integrating social media and paid advertising to maximize their marketing impact. Practitioners should consider using data analytics to identify customer behavior patterns and optimize campaigns based on those insights. Implementing strategies based on measurable results and in-depth analysis will help craft more effective and efficient marketing campaigns and increase ROI (Return on Investment).

Conclusion

The research on the effectiveness of digital strategies at CV Age Group, particularly at Arshela Store, reveals that their approach, evaluated using the EPIC Model, is effective with an overall score of 4.02, indicating effectiveness. The Empathy dimension scored highest at 4.44, categorizing it as very effective. The study highlights that social media and paid advertising significantly boosted the visibility and sales of hijab products, confirming the digital strategy's success. However, the study focused on social media and paid advertising, excluding SEO and SEM. Future research should explore these areas and consider consumer preferences and market trends to enhance digital marketing strategies.

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