

IMPLEMENTATION OF THE SOSTAC METHOD IN DIGITAL MARKETING STRATEGY AT COKLAT VIP MSME IN PONTIANAK

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Abstract

This study aims to design and implement a digital marketing strategy using the SOSTAC model for the VIP Chocolate MSME to expand its market reach and increase profitability. The conceptual framework of this study refers to the SOSTAC model, which consists of six stages: Situation Analysis, Objectives, Strategy, Tactics, Actions, and Control. The research methods include observation, interviews, documentation, and literature review. Based on the results, it can be concluded that an economical promotional campaign with a total cost of IDR 3,600,000 over a three-month period through Facebook and Instagram significantly improved the social media reach and profitability of VIP Chocolate MSME. The campaign reached a total of 214,635 accounts on Facebook and 582,301 on Instagram. Post interactions totaled 1,362 on Facebook and 2,615 on Instagram. Additionally, the number of page followers increased to 20 on Facebook and 705 on Instagram.

Keywords: *Digital Marketing, Innovation, MSMEs, SOSTAC, Strategy*

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INTRODUCTION

Today, the internet has become an inseparable part of human life. Various activities, such as information searches, communication, and even shopping transactions, can now be easily conducted online. Advances in information technology have revolutionized the marketing system, shifting from a traditional face-to-face approach to a digital one via the internet. This allows entrepreneurs to market their products and services more widely and efficiently (Putra, 2021; Chaffey & Ellis Chadwick, 2019). An important strategy for organizations to increase sales figures is to

carry out marketing activities (Prianti, 2020). The digital era has transformed the way businesses are conducted, including marketing strategies. Market players now utilize the internet to reach customers more effectively. Various online platforms such as marketplaces, social media, and websites have become primary tools for marketing products. This online marketing strategy is known as digital marketing. Digital marketing utilizes technology to support marketing activities, such as providing information and communicating with buyers online (Priatama, 2021). In the context of the food and beverage industry, flexible and customer experience-driven digital marketing strategies are key to increasing consumer engagement and loyalty (Chatterjee & Kar, 2020).

Digital marketing strategies utilize technology to support marketing activities, such as providing information, building relationships with customers, and increasing online sales (Kingsnorth, 2022). According to the Digital 2024 Global Overview Report released by Meltwater and We Are Social (2024), more than 66% of Indonesia's population, or approximately 212.9 million people, are connected to the internet. This number increased by 0.8% compared to 2023, indicating steady growth in internet users. Social media penetration in Indonesia is also relatively high, with 139 million users, or approximately 49.9% of the total population. This indicates that social media has become an integral part of Indonesian life. The rapid growth of digital marketing is influenced by high consumer engagement on social media, which is creating new ways to build relationships and influence purchasing decisions (Appel et al., 2020). The online customer experience is a crucial aspect to consider in digital marketing strategies, including for MSMEs (Chaffey, 2021). The growth of internet users in Indonesia in 2024 can be seen in Figure 1.

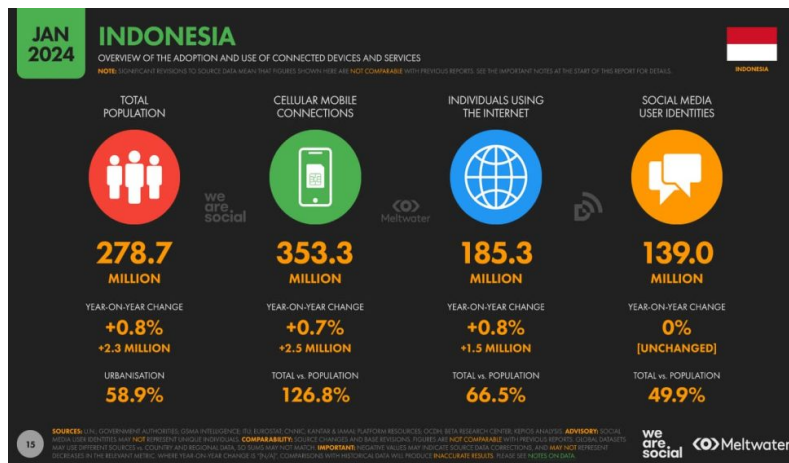


Figure 1. Development of Internet Users in Indonesia in 2024
Source: We Are Social, 2024

Based on Figure 2, Indonesians aged 16 to 64 spend an average of 7 hours and 38 minutes per day using the internet, with 3 hours and 11 minutes of that spent accessing social media. Meanwhile, time spent watching television reaches 2 hours and 41 minutes, listening to streaming music 1 hour and 31 minutes, reading online and print media 1 hour and 26 minutes, and playing console games 1 hour and 12 minutes. Although most media categories experienced a slight decrease in duration compared to the previous year, this data shows that the internet and social media remain the primary channels for daily media consumption by Indonesians. The high duration of digital media usage presents a strategic opportunity for businesses, including MSMEs, to optimize more targeted and data-driven digital marketing strategies.

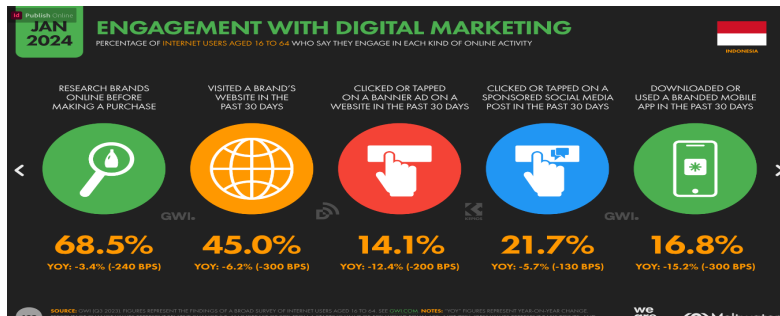


Figure 3. Interaction Between Brands and Consumers Through Digital Marketing
Source: We Are Social, 2024

Based on Figure 3, 68.5% of consumers search for brand information online before making a purchase. This finding indicates the importance of digital marketing strategies for businesses to reach and attract consumers. One growing micro-enterprise in Pontianak is the VIP Chocolate MSME, established in September 2023 and still operating today. Its main products are iced chocolate and matcha iced chocolate, using premium chocolate, matcha, and bread as raw materials, distinguishing it from its competitors.

Based on an interview with the business owner, Ms. Alvi, it was discovered that the Coklat VIP MSME currently only utilizes Instagram as a marketing medium and has not implemented a comprehensive digital marketing strategy. The lack of an effective marketing strategy has led to a decline in sales, which has resulted in slow capital turnover. In the first month of operation, Coklat VIP collaborated with a local Instagram celebrity and achieved daily turnover of over Rp1,000,000 for the first two months. However, after the promotion ended, turnover dropped to below Rp500,000 per day. Further efforts, such as uploading promotional photos and videos on Instagram, have not been able to boost sales. Furthermore, increasingly fierce competition with dozens of other chocolate drink producers in Pontianak is also a challenge. Therefore, Coklat VIP MSME requires a more comprehensive digital marketing strategy to reach a wider range of consumers, build two-way communication, and effectively drive purchasing decisions.

In today's digital era, the popularity of social media continues to grow, and technological advancement has become a crucial factor in winning market competition. Digital marketing has become a vital necessity for companies and businesses seeking to survive and thrive in the era of globalization. According to Wati et al. (2020), digital marketing is the effort to market products or brands through electronic media. To develop a comprehensive and effective digital marketing plan, companies need to implement the right methods. One recommended approach is the SOSTAC model, an acronym for Situation, Objectives, Strategy, Tactics, Actions, and Control. This model offers a simple, clear, and logical planning framework and can be applied to various types of marketing plans. Several studies have discussed digital marketing in MSMEs, particularly in the context of utilizing social media to increase brand awareness and customer engagement (Mellyan, 2020; Ermayda, 2019; Oktaviani, 2018; Safanta, 2019). Research by Taiminen & Karjaluoto (2015) shows that MSMEs tend to adopt cost-effective digital marketing channels such as social media and email marketing to reach new consumers and retain existing ones. Digital strategies tailored to MSME characteristics have been shown to increase promotional effectiveness and competitiveness in the digital market (Dutot et al., 2014). The implementation of data-driven digital marketing, visual content, and the use of interactive platforms have been shown to improve the performance of small businesses in various sectors, including the food and beverage sector (Kannan, 2017; Alalwan, 2018). However, most of these studies

have not examined in depth a structured strategic planning framework, such as the SOSTAC model. The gap analysis of this research lies in the lack of research that directly implements the SOSTAC model in the digital marketing strategies of MSMEs in Indonesia. SOSTAC (Situation, Objectives, Strategy, Tactics, Actions, Control) is a simple yet comprehensive framework and has been proven effective in developing logical and measurable marketing plans (Chaffey, 2022).

Based on these problems, this study aims to design and implement a SOSTAC-based digital marketing strategy for the VIP Chocolate MSME. The innovation of this study lies in the systematic application of the SOSTAC model to increase the effectiveness of digital promotions, expand marketing reach, and improve MSME profitability. The implications of this research result are expected to not only have a direct impact on the development of the VIP Chocolate MSME, but also serve as a practical reference for other MSMEs and policymakers in strengthening the digital transformation of the small business sector.

RESEARCH METHODS

This research method includes observation, interviews, documentation, and literature review. This study uses the SOSTAC approach, which consists of six stages: Situation Analysis, Objectives, Strategy, Tactics, Actions, and Control. This model is a popular strategic planning framework in digital marketing (Chaffey, 2022). An explanation of each stage in the SOSTAC model is as follows:

Situation analysis is the initial phase in preparing an e-marketing strategy. This phase examines the business environment, including activities, interactions, and marketing strategies, addressing both internal and external environmental factors that could impact the business through a SWOT analysis.

- a. The first step in situation analysis is customer insight, understanding the reasons and ways in which individuals and groups engage in consumer activities is fundamental to fully understanding customers.
- b. The next step is competitor analysis, which involves observing the social media platforms of competitors similar to the Pontianak VIP Chocolate MSME.
- c. Next, we will examine the channels implemented by the Pontianak VIP Chocolate UMKM.
- d. SWOT Analysis

In this phase, the strengths, weaknesses, opportunities, and threats of the VIP Chocolate MSME in Pontianak will be identified. This will then produce a SWOT analysis strategy.

1) Identifying the Strengths of VIP Chocolate MSMEs in Pontianak

In order to recognize the advantages of Pontianak VIP Chocolate MSMEs compared to other competitors, this was done using interview and observation techniques without going through intermediaries, namely directly with Pontianak VIP Chocolate MSMEs.

2) Identifying Weaknesses of VIP Chocolate MSMEs in Pontianak

In order to find out the weaknesses of the VIP Chocolate MSME, an interview technique was carried out with the owner by asking questions about the weaknesses of the Pontianak VIP Chocolate MSME, in addition to that, direct observation was carried out by observing what technology was applied to the Pontianak VIP Chocolate MSME.

3) Identifying Opportunities for VIP Chocolate MSMEs in Pontianak

The weighting and rating phase of the SWOT analysis is categorized into two factors: internal strategic factors, which consist of strengths and weaknesses, and external strategic factors, which include opportunities and threats. Furthermore, a weighting score and rating are assigned to each factor. The scale for weighting internal and external strategic factors ranges from 1 (most important) to 0 (unimportant) and from 4 (outstanding) to 1 (poor). The total score is then determined by multiplying the weighting and the scale. Coordination with the VIP Chocolate MSME in Pontianak is essential for implementing the weighting and rating.

4) Identifying Threats to VIP Chocolate MSMEs in Pontianak

Identifying various conditions that are dangerous or problematic for the Pontianak VIP Chocolate MSME is very essential, for example those that can cause losses for the Pontianak VIP Chocolate MSME which is carried out using interview techniques and comparing with similar competitors.

5) Weighting and Rating Scoring in SWOT Analysis

The weighting and rating phase of the SWOT analysis is categorized into two factors: internal strategic factors, which consist of strengths and weaknesses, and external strategic factors, which include opportunities and threats. Furthermore, a weighting score and rating are assigned to each factor. The scale for weighting internal and external strategic factors ranges from 1 (most important) to 0 (unimportant) and from 4 (outstanding) to 1 (poor). The total score is then determined by multiplying the weighting and the scale. Coordination with the VIP Chocolate MSME in Pontianak is essential for implementing the weighting and rating.

The next phase is to construct a matrix space analysis to obtain scores for each factor. Once the assessment scale has been obtained, the SWOT quadrants are constructed. The horizontal coordinates can be calculated mathematically by subtracting the business strengths from the business weaknesses. The vertical coordinates can be calculated by subtracting the business opportunities from the business threats.

1. *Objectives*

Objectives are useful for achieving goals and targets. The procedure for setting goals and targets is a crucial guideline for developing e-marketing. The objectives phase describes the 5S elements: sell, serve, speak, save, and sizzle, as applied to the VIP Chocolate UMKM in Pontiana

2. *Strategy*

The strategy phase is one of the essential phases of SOSTAC. The strategy is formulated optimally and precisely. In this phase, the VIP Chocolate MSME in Pontianak applies a Comprehensive Digital Marketing Strategy, which maximizes the competitive potential of similar businesses.

3. *Tactics*

The tactics phase encompasses the stages of system progress and transformation based on the strategies that have been designed and implemented. This phase involves the implementation of the 4P digital marketing strategy (Product, Promotion, Price, and Place) of the VIP Chocolate MSME in Pontianak.

4. *Actions*

Once the tactics have been developed, it's time for the actions phase, which involves processing them into a series of actions. In this phase, the impact of the tactics will be systematically implemented and measurable for the VIP Chocolate MSME in Pontianak.

5. *Control*

Control is the final phase of the SOSTAC method, which aims to periodically test and evaluate the implemented actions to determine whether they are in line with and

working optimally towards the objectives of the Pontianak VIP Chocolate MSME business

RESULTS AND DISCUSSION

Situation analysis is the first stage in the SOSTAC method. According to Chaffey & Smith (2017) Situation analysis is how online marketing interacts with the company's environment, what's happening, and the internal and external factors that can impact the business. The dimensions of situation analysis are customer insight, competitor analysis, current channels, and SWOT analysis.

Consumer insight is a process of deeply understanding the background, motivation, and behavior of consumers in responding to products and marketing communication strategies (Ivens et al., 2016) which is presented in Table 1.

Table 1. Customer Insight

Persona	Demographics	Reason	Social Media Usage
People who have a habit of snacking or a hobby of trying trendy foods and drinks.	Age 16-64 Years	Try new and different foods and drinks from others.	Have social media and be able to operate it.
	Location in Pontianak	The location is easy to reach because it is in the same city as the demographic.	

Source: Processed Data, 2024

According to Khayrani (2022) Competitor analysis is an analysis to find out who the company's competitors are and how the company competes with them. Competitor analysis allows VIP Chocolate MSMEs to gain more insight that will develop e-marketing strategies by benchmarking social media from other competitors in similar fields. Currently, VIP Chocolate MSMEs have 2 main competitors of the same type, namely in table 2. On Nyoklat Dulu's Instagram, in terms of photo posts, they are still not neatly arranged, in terms of followers, they are quite numerous but likes from each post are still few, the company description is still unclear such as the absence of a company address. On Es Coklat Makmur 88's Instagram, in terms of product photo posts, they are very neatly arranged and have many product catalogs, in terms of followers, they are quite numerous but likes in each post are very few, for the company description is very complete and neat.

Table 2. Competitor Analysis

Name	Website	Social media			Information
		Facebook	Instagram	Other	
VIP Chocolate	There isn't any	There are, 8 likes, 19 followers, 19 posts	Yes, 65 posts, 946 followers	There isn't any	Producing and selling premium chocolate bread and ice cream
Chocolate First	There isn't any	There isn't any	Yes, 107 posts, 6,023 followers	There isn't any	Selling bread and chocolate ice cream

Prosperous 88 Chocolate Ice Cream	There isn't any	There isn't any	Yes, 51 posts, 1,956 followers	There isn't any	Selling bread and chocolate ice cream
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Source: Processed Data, 2024

According to Khayrani et al. (2022) Current Channel is a list of digital channels used by the company and the performance level of each channel. Currently, the VIP Chocolate MSME is still not maximizing its use of online marketing. This is one of the weaknesses of the VIP Chocolate MSME, as data from the GlobalWebIndex Q2 & Q3 survey shows that many 16-64 year olds observe products online by monitoring social media or e-commerce first. Therefore, the lack of optimal use of online marketing has a negative impact on the VIP Chocolate MSME's marketing.

According to the theory of Kotler and Keller (2016) in Amaliyah et al. (2022) Situation analysis can be conducted through a SWOT analysis, providing relevant data related to the organization's business, funding, market, competitors, and external environmental factors. Competitor analysis and current channel analysis can be seen in Table 3.

Table 3. Summary of competitor analysis and current channel.

	Chocolate First	Prosperous 88 Chocolate Ice Cream
Competitor analysis	1. Don't have Facebook 2. Lots of Instagram followers. 3. The number of posts on Instagram is large. 4. Post layout Instagram is less attractive and not neatly arranged.	1. Don't have Facebook 2. Lots of Instagram followers 3. The number of posts on Instagram is large 4. Post layout Instagram is less attractive and not neatly arranged.
Current channel	1. Instagram	1. Instagram

Source: Processed Data, 2024

In creating a SWOT, the initial step is to identify strengths, weaknesses, opportunities, and threats as seen from customer insight, competitor analysis, and current channels. The weighting ranges from 1.00 (most important) to 0.00 (least important) and the rating scale ranges from 4 (outstanding) to 1 (poor). The internal factor weighting is presented in Table 4.

Table 4. Internal Factor Weighting

Determining Factors	Weight	Rating	Score
Strength			
The products produced are of high quality	0.15	4	0.60
Drink menu choices that can be made up to date.	0.10	3	0.30
Focus on the production of chocolate drinks	0.05	4	0.20
Weakness			
Have social media but few followers and are not active in updating	0.50	2	1
The existing catalog only consists of photos which are not very interesting.	0.20	3	0.60
TOTAL	1.00		2.70

Source: Processed Data, 2024

The results of the multicollinearity test show that the VIF value of variable X1 is $1.802802 < 10$, the VIF value of variable X2 is $1.696543 < 10$ and the VIF value and variable X3 are $1.422500 < 10$, so it can be concluded that there are no symptoms of multicollinearity or it passes the multicollinearity test.

Decision-making criteria If the sig value > 0.05 then it passes the Heteroscedasticity Test, If the sig value < 0.05 then it does not pass the Heteroscedasticity Test. The results of the Heteroscedasticity Test are as follows:

Table 5. Weighting of External Factors

Determining Factors	Weight	Rating	Score
Opportunity			
High internet technology users on social media	0.30	4	1.20
Consumer interest in VIP Chocolate UMKM competitors is still low, as seen from the small number of likes and comments on posts.	0.30	3	0.90
Threat			
More and more similar businesses are using social media.	0.20	3	0.60
Competitors have more followers on social media.	0.20	3	0.60
TOTAL	1.00		3.30

Source: Processed Data, 2024

Based on the evaluation of Matrix Space Analysis, the following results were obtained:

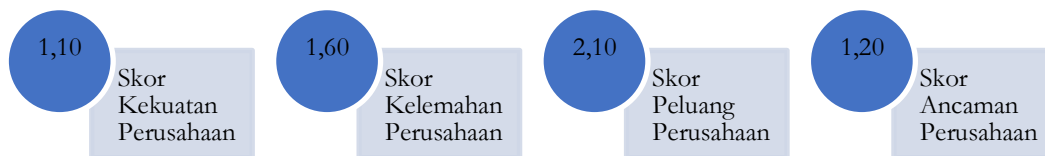


Figure 5. Evaluation of Matrix Space Analysis

Source: Processed Data, 2024

The horizontal coordinates are obtained by subtracting the company's strengths from its weaknesses. The horizontal coordinates are: $1.10 - 1.60 = -0.50$. The vertical coordinates are obtained by subtracting the company's opportunities from its threats. The vertical coordinates are: $2.10 - 1.20 = 0.90$.

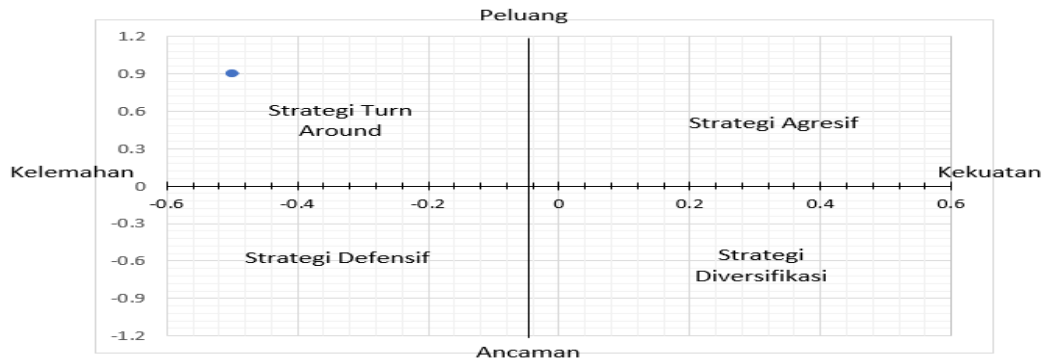


Figure 6. SWOT quadrant points
Source: Processed Data, 2024

Based on the coordinates in Figure 6, the strategy that needs to be implemented is the Turn-Around Strategy, a method used by companies to overcome declining performance and return to a better state. This is often implemented when management fails in business development, causing a prolonged crisis. The Turn-Around Strategy at the VIP Chocolate MSME involves an in-depth evaluation of business conditions, detailed recovery planning, cost-cutting, focusing on core business, improving management and leadership, innovation, effective communication, and, if necessary, professional assistance. With these steps, the VIP Chocolate MSME can improve financial performance and overcome challenges, although the process requires time and perseverance.

According to Pranata & Amaranti (2021) Objectives or targets are used to determine the practical purpose of a business, with emphasis on income, profitability, statistical analysis, and brand strength. Objectives are used to determine marketing strategies, including using the 5S Objectives, as shown in Table 6.

Table 6. 5S Objective

	Objective Building digital promotions to increase the interest of social media users.
Sell (develop sales)	Optimizing marketing effectiveness through product promotion by utilizing social media.
Serve (add value)	Improve the product portfolio that has been developed so that buyers are more interested in buying and provide added value to the products offered.
Speak (user engagement)	Interact with users via WhatsApp, telephone, SMS listed on social media.
Save (reduce costs)	Replacing product promotions through posters or pamphlets using social media such as Instagram and Facebook
Sizzle (expanding segmentation)	Optimizing brand awareness and recognition through online channels.

Source: Processed Data, 2024

According to Chaffey & Smith (2017) Strategy is one way for a company to achieve pre-planned goals, and the strategies developed will be useful in achieving targets and objectives. The strategy stage must determine STP (Segmentation, Target Market, and Positioning).

Market segmentation is the process of dividing a market into smaller groups of buyers based on demographic, geographic, psychographic, and behavioral factors. Segmentation strategies are presented in Table 7.

Table 7. Segmentation Strategy

	Objective Create online marketing to increase the interest of social media users.
Demographic	Women and men aged 18 to 44 years,
Geographic	In Pontianak City
Psychographic	People with a lifestyle that is inextricably linked to technology and the internet, especially those who frequently shop online, are often seen carrying gadgets and smartphones.
Behavioral	High use of social media

Source: Processed Data, 2024

The VIP Chocolate MSME's target market is women and men aged 18 to 44, particularly those who enjoy snacking or exploring snacks and drinks. Marketing is conducted online to attract users through social media.

Analyzing positioning is not only about the product but also what users think based on the objectives created in the previous stage, as presented in Table 8.

Table 8. Positioning Strategy

Objective	Positioning
Create online marketing to increase the interest of social media users.	Create and optimize social media by continuing to add posts regularly while paying attention to the appearance of good and detailed posts.

Source: Processed Data, 2024

According to Arifianti (2019) Tactics are a company's analysis to conduct marketing activities, identifying its products, prices, locations, and promotions. Tactics are a more detailed derivative of the strategies in the previous stage, using the 4Ps of the marketing mix, as outlined in Table 9: product, price, place, and promotion.

Table 9. Tactics on Objective

	Objective
Product (something offered to the market)	Market products by posting them on social media, displaying specific product information.
Place (appropriate place and time)	Social media is used for product marketing because today's urban society is inextricably linked to technology and the internet, particularly the habit of frequently shopping online. This is evident in the habit of people always carrying gadgets and smartphones.
Price (the amount the customer pays to get the product)	We do not list product prices for items that can be customized according to customer wishes because each material has a different price.
Promotions (a marketing activity to attract more customers)	Inform potential customers that VIP Chocolate sells quality chocolate drinks by posting products and including hashtags in each post to reach more customers.

Source: Processed Data, 2024

According to Hendro (2024) Action is a research action plan that includes research planning and the required budget. The action stage outlines what actions must be taken and when to take them based on the tactics that have been created. we can see Table 10 and 11, namely:

- a. Create social media accounts (Facebook and Instagram) for the VIP Chocolate MSME to market the company's products. The accounts include company information, including the company address and a telephone number for ordering.
- b. Posting products you want to sell includes the hashtag #CoklatVIP and hashtags related to chocolate drinks regularly and posting products at the right time so that customers are interested in the product.

Table 10. Actions on Instagram

Activity	1. Upload images and provide complete product specifications. 2. Provide the hashtag #CoklatVIP and hashtags related to chocolate drinks. 3. Upload two product images a day and try to be consistent every week. 4. Upload during work break at 12.00 and after work at 19.00.
Objective	Increase customer interest in VIP Chocolate.
Target	Women and men aged 18 to 44 years
Cost	Rp.0

Source: Processed Data, 2024

Table 11. Actions on Facebook

Activity	1. Two posts every day to maintain consumer interest in VIP Chocolate. 2. Post products in the marketplace provided by Facebook to facilitate marketing. 3. Always interact with customers if anyone is interested in VIP Chocolate products.
Objective	Increase customer interest in VIP Chocolate.
Target	Women and men aged 18 to 44 years

Source: Processed Data, 2024

The minimum price for using social media Facebook and Instagram is 20,000 per day.

Table 12. Campaign actions on Instagram

Activity	1. Determine the post created by the campaign. 2. Provide the hashtag #CoklatVIP and hashtags related to iced chocolate drinks. 3. Determine the target audience that is in accordance with the objectives of VIP Chocolate, namely women and men aged 18 to 44 years. 4. Set the campaign duration and set the daily cost.
Objective	1. Increase customer interest in VIP Chocolate. 2. Expand the marketing reach of VIP Chocolate.
Target	Women and men aged 18 to 44 years.
Profit	Have a larger audience with the benefit of a potential daily reach of 2,100 up to 5,600 audience.
Duration	90 days
Cost	Rp. 20,000 per day
Total	Rp. 1,800,000

Source: Processed Data, 2024

Table 13. Campaign actions on Facebook

Activity	1. Determine the post created by the campaign. 2. Provide the hashtag #CoklatVIP and hashtags related to iced chocolate drinks. 3. Determine the target audience that is in accordance with the objectives of VIP Chocolate, namely women and men aged 18 to 44 years. 4. Determine the Instagram profile link. 5. Set the campaign duration and set the daily cost.
Objective	1. Increase customer interest in VIP Chocolate. 2. Expand the marketing reach of VIP Chocolate.
Target	Women and men aged 18 to 44 years.
Profit	Having a larger and wider audience with the benefit of a potential daily reach of 2,100 to 5,600 audiences.
Duration	90 days
Cost	Rp. 20,000 per day
Total	Rp. 1,800,000

Source: Processed Data, 2024

The accumulated costs of the Facebook and Instagram social media campaigns for 90 days amounted to Rp. 1,800,000 + Rp. 1,800,000 = Rp. 3,600,000. After the strategy has been decided, the next process is to create a roadmap for the stages of implementing the strategy for a period of more than 3 months, as can be seen in Table 14 below:

Table 14. Action Roadmap

Strategy	January	February	March	April	May	June	July	August	Sept
1. Situation Analysis									
2. Create a social media account and start marketing products on social media.									
3. Create a campaign on social media with the hashtag #CoklatVIP and hashtags related to chocolate drinks.									
4. Measure Results									

Source: Processed Data, 2024

According to Sahartian et al. (2022) Control is the process of evaluating the results of actions that have been implemented by measuring whether the tactics used are aligned with the planned strategies and objectives. At this stage, researchers carry out control over:

a. Facebook Fanpage

Control of Facebook fanpage data summary starting from July 1, 2024 - September 30, 2024. Facebook data summary is done at the end of every month.

Table 15. Facebook Page Summary

Indicator	July 2024	August 2024	September 2024
Post reach	70,247	153,041	214,635
Post interactions	386	725	1,362
Page followers	7	13	20

Source: Processed Data, 2024

Table 15 show is result for facebook page summary. There are three indicator for control of facebook data and result is there increasing for every indicators.

b. Instagram Fanpage

Control of Instagram fanpage data summary starting from July 1, 2024 - September 30, 2024. Instagram data summary is done at the end of every month

Table 16. Summary of Instagram Pages

Indicator	July 2024	August 2024	September 2024
Post reach	167,203	326,043	582,301
Post interactions	748	1692	2615
Page followers	269	598	705

Source: Processed Data, 2024

CONCLUSION

The results of the e-marketing design using the SOSTAC method produce an objective, namely developing a digital marketing strategy to attract the attention of social media users. The effort to achieve this goal is by marketing products through social media including the hashtag #CoklatVIP and hashtags related to chocolate drinks. With the cost of conducting an economical campaign on Facebook and Instagram of Rp. 3,600,000, in a 3-month period it can generate profit growth in reach on social media for the Coklat VIP MSME so that marketing becomes wider and profitability increases with a total post reach on Facebook of 214,635 and a total post reach on Instagram of 582,301. The total post interaction on Facebook is 1,362 and the total post interaction on Instagram is 2,615. As well as the total page followers on Facebook are 20 and the total page followers on Instagram are 705.

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