

Bagaimana Pemasaran Digital Mampu Menarik Pelanggan? Bukti Dari UMKM Konvensional

How Does Digital Marketing Drive Customer Attraction? Evidence From Traditional Msme

Latifah Rasidina Ayuning Saswianto^{a*}, Ihwan Susila^b

Universitas Muhammadiyah Surakarta^{a,b}

^aab100214571@student.ums.ac.id*, ^bihwan.susila@ums.ac.id

Abstract

Traditional MSMEs often struggle with promotion due to budget constraints, making digital marketing a necessity to build attraction and survive. While quantitative data shows statistical success, in-depth understanding of how digital content builds consumer trust remains limited. This exploratory case study analyse the digital marketing strategies of a traditional cowhide cracker business, MSMEs in Sukoharjo, evaluating both consumer experiences and the owner's perspective. Data were gathered over a two-week period via semi-structured in-depth interviews with the owner and consumers (loyal, new, and passive), digital observations on TikTok and Instagram, and documentation. Data validity was checked through source and technique triangulation, and analysed using Thematic Analysis. The results demonstrate that the MSME's consistent deployment of trend-based videos and interactive Q&A responses functions as an environmental Stimulus (S). Evaluated through Social Construction of Technology (SCOT) theory and the Stimulus-Organism-Response (S-O-R) model, these digital practices do not act deterministically; rather, they serve as a negotiated space where platform meanings are contested between the owner's push for business survival and the consumer's internal Organism (O) processing of trust and authenticity. Consumer attraction stabilizes into a positive behavioural Response (R) manifesting as purchase intentions and digital storefront transactions only when the aesthetic appeal of the content is met with functional clarity and structural product details. The study concludes that socially constructed digital stimuli successfully transform initial cognitive curiosity into long-term affective trust and conative purchasing actions.

Keywords: *Digital Marketing, Consumer Attraction, MSMEs, SCOT, S-O-R Model, Case Study.*

Abstrak

UMKM tradisional seringkali menghadapi kendala dalam hal promosi akibat keterbatasan anggaran, sehingga pemasaran digital menjadi kebutuhan untuk menarik minat konsumen dan bertahan. Meskipun data kuantitatif menunjukkan keberhasilan secara statistik, pemahaman mendalam mengenai bagaimana konten digital membangun kepercayaan konsumen masih terbatas. Studi kasus eksploratif ini menganalisis strategi pemasaran digital sebuah usaha tradisional pembuat kerupuk kulit sapi, yang merupakan UMKM di Sukoharjo, dengan mengevaluasi baik pengalaman konsumen maupun perspektif pemilik usaha. Data dikumpulkan selama dua minggu melalui wawancara mendalam semi-terstruktur dengan pemilik dan konsumen (loyal, baru, dan pasif), pengamatan digital di TikTok dan Instagram, serta dokumentasi. Validitas data diperiksa melalui triangulasi sumber dan teknik, serta dianalisis menggunakan Analisis Tematik. Hasil menunjukkan bahwa penerapan konsisten video berbasis tren dan tanggapan tanya jawab interaktif oleh UMKM tersebut berfungsi sebagai Stimulus (S) lingkungan. Dievaluasi melalui teori Konstruksi Sosial Teknologi (SCOT) dan model Stimulus-Organisme-Respon (Model S-O-R), praktik-praktik digital ini tidak bekerja secara deterministik; sebaliknya, praktik-praktik tersebut berfungsi sebagai ruang negosiasi di mana makna platform diperdebatkan antara upaya pemilik platform untuk mempertahankan kelangsungan bisnis dan pemrosesan internal Organisme (O) konsumen terkait kepercayaan dan keaslian. Ketertarikan konsumen stabil menjadi Respons (R) perilaku positif yang terwujud sebagai niat pembelian dan transaksi di etalase digital hanya ketika daya tarik estetika konten dipadukan dengan kejelasan fungsional dan detail produk yang terstruktur. Studi ini menyimpulkan bahwa rangsangan digital yang dibangun secara sosial berhasil mengubah rasa ingin tahu kognitif awal menjadi kepercayaan afektif jangka panjang dan tindakan pembelian konatif.

Kata Kunci: Pemasaran Digital, Ketertarikan Konsumen, UMKM, SCOT, Model S-O-R, Studi Kasus.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are a fundamental pillar for the Indonesian economy, playing a role as the main job provider and a significant contributor to domestic products. In the midst of increasingly fierce market competition, the ability of MSMEs to adapt to technology is the key to sustainability. In the last decade, the business landscape has changed drastically with the advent of digital marketing. For MSMEs, digital marketing is no longer an option, but a must to be able to survive and grow. (Taiminen & Karjaluo, 2015) Traditionally, MSMEs often face obstacles in promotion due to limited budgets. However, the emergence of digital platforms such as social media, marketplaces, and search engines has opened up more affordable and effective access to reach a wider audience. Through creative content and authentic interactions, MSMEs can now build brand awareness and establish direct relationships with consumers, a luxury that was previously difficult to achieve. This is in line with the shift in consumer behaviour who now interact more digitally before making a purchase decision (Chaffey & Ellis-Chadwick, 2016).

One of the MSMEs in Sukoharjo is engaged in the production of traditional snacks in the form of cowhide crackers. As a product that is closely related to local culture, these traditional snack MSMEs face unique challenges in marketing their products to a younger and digitally literate generation of consumers. The use of social media and other digital platforms is an important strategy for these businesses to not only retain loyal customers but also attract new market segments.

Although many studies have quantitatively proven that digital marketing has a positive effect on buying interest and consumer attraction, understanding of "how" the process occurs in depth is still limited. Statistical figures cannot yet explain how digital content is interpreted by consumers, how online interactions build trust, and how MSME owners navigate their digital strategies based on everyday experiences. There is a gap in the qualitative understanding of the process and meaning behind this phenomenon. Therefore, this study aims to explore the role of digital marketing in building consumer attraction from a more holistic and in-depth perspective, by taking a case study of traditional snack MSMEs.

2. Theoretical Basis And Hypothesis

Digital Marketing, Consumer Attraction, and MSMEs

Digital marketing is a marketing approach that utilizes digital technology, digital media, and internet-based platforms to promote and sell products or services through online channels. In practice, digital marketing includes the management of a company's online presence, such as websites and social media pages, as well as online communication techniques, including search engine marketing, social media marketing, online advertising, email marketing, and collaboration with other websites (Chaffey & Ellis-Chadwick, 2016; Scott, 2022). Digital marketing also enables two-way and interactive communication between businesses and consumers, allowing companies to reach consumers more effectively, understand consumer behavior, and respond to consumers who actively search, compare, and shape brand perceptions in the digital era (Ramdani et al., 2025).

In the context of MSMEs, digital marketing plays an important role in expanding market reach, reducing promotional costs, and strengthening direct interaction with consumers. MSMEs are business entities that have a strategic role in supporting the national economy because of their flexible structure and close relationship with local community needs. However, MSMEs still face several challenges, such as limited market access, weak product standardization, and low adoption of information technology (Tambunan, 2021). Therefore, the use of digital platforms becomes important for MSMEs to communicate product value, build consumer trust, increase competitiveness, and maintain business sustainability in the digital ecosystem (Eggers, 2020; L. Li et al., 2018).

Consumer attraction is formed when consumers develop attention, interest, and positive perceptions toward a product or brand. In the digital era, consumer attraction is not only influenced by the physical quality of the product, but also by the communication strategy presented through digital platforms. Through visual content, testimonials, personal interaction, and authentic narratives, MSMEs can create emotional relevance and positive perceptions that encourage consumers to become interested in local products. This is in line with the concept of Marketing 5.0, which explains that consumer attraction is increasingly shaped by personalized, technology-based, and emotionally relevant digital experiences (Kotler et al., 2021). In this process, consumer engagement also becomes important because consumers are no longer passive recipients of information, but actively participate, evaluate, and respond to brand communication through cognitive, affective, and conative involvement (Brodie et al., 2011; Harrigan et al., 2017; Schiffman & Wisenblit, 2019).

Theoretical Lens: SCOT and S-O-R Framework

This study uses the Social Construction of Technology (SCOT) perspective to understand digital marketing as a socially constructed practice. SCOT explains that technology is not formed merely by technical functions, but through social interaction, interpretation, and negotiation among relevant social groups (Bijker et al., 1993). In this study, digital platforms are not viewed only as promotional tools, but as interaction spaces where MSME owners and consumers construct the meaning of products, authenticity, trust, and consumer attraction. In line with Klein and Kleinman (2002), the analysis of technology also needs to consider broader social structures, including power, resources, and organizational conditions that influence how technology is adopted and used.

The Stimulus-Organism-Response (S-O-R) model, originally developed by Woodworth (1929) and refined in environmental psychology by Mehrabian and Russell (1976), explains that external environmental cues function as stimuli (S), which influence an individual's internal cognitive and affective states as the organism (O), and subsequently shape behavioural responses (R). In digital marketing, stimuli can appear in the form of digital artifacts, visual presentation quality, trend-centric content, testimonials, and communication frequency on social media platforms (Wang, 2023). These stimuli are then interpreted by consumers through perceptions, emotions, trust, and perceived authenticity before producing responses such as participation, attraction, purchase intention, and loyalty (Siregar & Ilham, 2022; J. Li, 2025).

The integration of SCOT and S-O-R allows this study to examine digital marketing from both sociological and psychological perspectives. SCOT explains how digital

marketing practices are socially constructed through interaction between MSME owners and consumers, while the S-O-R model explains how digital content acts as a stimulus that influences consumers' internal evaluation and behavioral responses. In this framework, the digital marketing tools used by MSMEs do not automatically create consumer attraction. Instead, consumers actively interpret the credibility, transparency, authenticity, and relevance of digital content before forming trust and attraction. Thus, consumer attraction is understood as the result of both social meaning construction and internal psychological processing.

Research Gap, Novelty, and Conceptual Framework

Previous studies on MSME digital marketing are still largely dominated by quantitative approaches that focus on measuring the statistical influence of digital marketing variables on buying interest. Although these studies are useful in showing the relationship between variables, they have limitations in explaining how consumers subjectively interpret digital content, build trust, and develop attraction toward MSME products. This indicates a methodological gap, because the internal process of meaning construction, emotional response, and consumer experience cannot be fully captured through numerical data alone.

In addition, there is also a perspective gap in the literature. Many studies still view digital marketing as a deterministic technical tool, where the existence of digital content is assumed to directly generate consumer interest. This view tends to ignore the sociological dimension of technology, especially how digital platforms are socially constructed through interaction between business owners and consumers. In MSME contexts, digital marketing is often carried out organically without a formal or structured strategy, yet it can still create consumer attachment through authenticity, personal interaction, and customer testimonials (Taiminen & Karjaluoto, 2015). Therefore, a qualitative explanation is needed to understand how digital marketing becomes an interaction space that builds consumer attraction and loyalty.

The novelty of this study lies in its two-way approach, theoretical integration, and contextual focus. First, this study does not only examine the owner's digital marketing strategy, but also explores how consumers perceive and experience the message delivered through digital platforms. Second, this study integrates the SCOT perspective with the S-O-R model to explain digital marketing as both a socially constructed interaction and a psychological stimulus that shapes consumer response. Third, this study provides contextual insight into the digitalization of traditional Indonesian snack products, particularly cowhide crackers, by examining how local MSMEs adapt conventional product values to a dynamic digital culture.

This study uses a qualitative approach with an exploratory case study design. Therefore, the conceptual framework is not intended to test hypotheses or causal relationships between variables, but to guide the understanding of digital marketing practices as a holistic and dynamic phenomenon. In this framework, digital marketing practices carried out by MSME owners through TikTok, Instagram, and Facebook are positioned as external stimuli (S). These stimuli include platform selection, visual content, production process videos, customer testimonials, communication style, and interaction frequency. The stimuli are then received and interpreted by consumers through their internal cognitive and affective states as the organism (O), including perceived authenticity, trust, emotional response, and product perception. The result of this interpretation appears as consumer response (R), such as consumer attraction,

purchase intention, repeat purchase, and loyalty. Through the SCOT perspective, this process is understood as a social construction in which MSME owners and consumers continuously negotiate the meaning of digital marketing practices. Thus, consumer attraction is not formed only because of attractive content, but also because of interaction, authenticity, and trust constructed within the digital space.

3. Research Methods

This study employed a qualitative method with an exploratory case study approach to understand the role of digital marketing in depth from the perspectives of participants, rather than measuring causal relationships between variables. The case study approach was chosen because it enables an intensive and holistic investigation of a specific unit, namely MSMEs Rambak Sukses in Sukoharjo Regency, Central Java, within its real-life context, and is appropriate for answering “how” and “why” questions related to contemporary phenomena over which researchers have limited control (Yin, 2018). The research location was selected purposively because the business represents a traditional product that is actively undergoing digital transformation, with the study planned to be conducted over two weeks, covering preparation, field data collection, and analysis. The data consisted of primary data obtained through in-depth interviews with the MSME owner as the key informant and consumers who actively interact with the business’s digital platforms, as well as secondary data from company documents, social media archives on Instagram, TikTok, and Facebook, digital artifacts, screenshots, content archives, consumer reviews, and relevant literature. To maintain research ethics, anonymity, and confidentiality, the identity of the business and informants was pseudonymized without changing the empirical context or authenticity of the field data.

In this qualitative research, the researcher served as the main instrument, supported by interview guidelines, field notes, and digital recording devices. Data were collected through semi-structured interviews, digital observation of social media activities, and documentation. Data validity was ensured through source triangulation by comparing information from owners and consumers, and technique triangulation by cross-checking data from interviews, observations, and documentation (Miles et al., 2014). The data were analyzed using thematic analysis, which focuses on identifying meaningful patterns in qualitative data through six stages: familiarization with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and preparing a narrative report that connects the findings with relevant theories (Braun & Clarke, 2006). In addition, the selection of informants was based on their direct involvement and experience with the digital marketing activities carried out by Rambak Sukses MSMEs, so the data obtained were expected to reflect relevant and contextual perspectives. The interview results, observation notes, and digital documentation were then organized and interpreted systematically to identify the main themes related to digital marketing practices, consumer attraction, and business development. Through this approach, the study is expected to provide a comprehensive understanding of how digital marketing is implemented by traditional food MSMEs and how it contributes to strengthening consumer interest in local products.

4. Results and Discussion

Overview of Research Objects

Rambak Sukses MSMEs are businesses engaged in the production and sale of cowhide crackers, established in 2003 and managed by Bambang (name has been changed). In its operations, the business involves 11 workers in production, packaging, consumer service, and marketing support activities. As a traditional snack with local value, Rambak Sukses competes not only through taste and product quality, but also through its ability to introduce products to a wider market. To increase consumer attraction, Rambak Sukses utilizes digital marketing through TikTok, Instagram, TikTok Shop, and Shopee by regularly uploading video content, following viral trends, and responding to consumer questions through comment-based videos. These digital activities aim to increase brand awareness, expand consumer reach, strengthen online sales, and build consumer engagement through interactive communication. Thus, digital marketing in Rambak Sukses MSMEs functions not only as a promotional medium, but also as a communication space that enables consumers to recognize products, obtain information, interact with the business, and make purchases more easily.

Profile of Respondents

The informants in this study consisted of one main informant and three supporting informants. The main informant is the owner and manager of Rambak Sukses MSMEs, namely Bambang. The main informant was chosen because he had a direct understanding of the business history, digital marketing strategy, social media management, and challenges faced in running a business. Supporting informants consist of loyal consumers, new consumers, and passive consumers or observers. The three supporting informants were chosen to obtain different consumer perspectives regarding the digital marketing activities of Rambak Sukses MSMEs. Loyal consumers provide an overview of the repeated experience of buying and getting to know products, new consumers provide an overview of the initial process of interest in products, while consumers or passive observers provide an overview of perceptions of digital content even though they do not always engage in active interaction.

Table 1. Profile of Respondents

No.	Gender	Role	Age
1.	Male	Owner	51
2.	Female	Loyal Customer	35
3.	Male	New Customer	30
4.	Male	New Customer	25

Research Findings

The research results are presented based on the main themes that align with the problem formulation. This presentation uses a thematic approach by grouping field data into themes relevant to the research focus. Data were collected through in-depth interviews, digital observation, and documentation, while data validity was ensured through source and technique triangulation by comparing information from owners, consumers, observation results, and available digital documents.

Digital Marketing Strategy Implemented by Rambak Sukses MSMEs

Based on the research findings, Rambak Sukses MSMEs implement digital marketing strategies through social media and online sales platforms, particularly TikTok and Instagram, to introduce products, display business activities, answer consumer questions, and build audience interaction. The content strategy focuses on trend-based or viral videos, including response videos to audience comments, showing that digital marketing is not only one-way communication but also involves active engagement with consumers. Content is uploaded regularly, around seven times a week, to maintain brand presence in the digital space and increase product visibility among potential consumers. The main objectives of this strategy are to strengthen brand awareness, increase online sales, and build consumer engagement, supported by the use of TikTok Shop and Shopee as transaction channels that make it easier for consumers to purchase products after viewing social media content.

"Social media is most often used TikTok and Instagram, because from there the products are easier for people to see. If you only rely on buyers who come directly, the reach is limited. With TikTok and Instagram, people who didn't know Rambak Sukses before can see our products."(Male/MSMEs Owner/51)

By adopting TikTok and Instagram, the owner externalizes the market presence to overcome geographical barriers and localized reach. Academically, this excerpt reflects the initial phase of digitalization, where social platforms are interpreted not merely as networking tools, but as mechanisms for broad product visibility. This visibility is crucial to trigger the initial cognitive attraction of potential consumers residing outside the physical operational radius of the business.

"Content is usually created following a trend, but it is still tailored to the product. In addition, comments from viewers are also often used as content material, such as questions about price, how to order, or products. So the content is not only promotional, but also answers what consumers want to know." (Male/MSMEs Owner/51)

The implemented content strategy is not a one-way broadcast, but rather a highly responsive and adaptive approach. By utilizing audience feedback in the comment column as raw material for new content, the owner inherently applies social listening tactics. This explains that digital content functions not only as a tool for aesthetic visual persuasion, but also transforms into a functional channel for practical information acquisition, thereby creating greater transactional relevance in the minds of consumers.

"In one week, we usually try to upload every day. The goal is to keep the account active, people still remember the product, and if anyone is interested, they can be directly directed to buy through TikTok Shop or Shopee."(Male/MSMEs Owner/51).

The form of comments that appear in digital activities is generally related to consumer questions about prices, how to purchase, product availability, business locations, and delivery. Comments like this show that digital content is able to encourage audiences to seek out more information about products. With the response from the owner or manager, social media becomes a communication space that connects business actors with potential consumers.

Consumer Perception and Experience of Digital Marketing Activities

The study results indicate that the digital marketing activities of Rambak Sukses MSMEs create different experiences for each consumer group. Loyal consumers perceive digital content as a reminder of the product and a form of closeness with the

business, while new consumers use it as an initial source of information before purchasing. Meanwhile, passive consumers or observers see digital content as a medium to recognize the product, although it does not always lead directly to purchase. A loyal consumer also stated that Rambak Sukses's digital content helps maintain consumer memory of the product and makes it easier for previous buyers to access updated information about products and purchasing methods.

"I already knew Rambak Sukses' products before, but after often seeing the content on social media, I remembered it more often. Sometimes if a product video appears, I am interested in buying it again because it looks crispy and indeed the product has been tried." (Female/Private Employee/35)

This reflection from a loyal consumer proves that the digital retention strategy managed by the MSME operates effectively. For historical customers, repeated visual exposure serves as a powerful cognitive retrieval cue.

A new consumer stated that social media played a role in introducing products. Video content that shows products directly can make it easier for potential consumers to imagine the shape, texture, and quality of the product.

"At first I knew from TikTok. The content passed on the homepage, then I saw that the product was interesting. Because I have account information and can buy it online, I finally became curious and wanted to try." (Male/Private Employee/30)

These narrative represents the experience of a new consumer captured by the efficacy of organic content distribution on TikTok's main landing page ("For You Page"). This quote confirms that visual attraction acts as the primary gateway for cognitive engagement (curiosity) among audiences who have never interacted with the product physically. The availability of clear profile information and digital purchase channels works as a conative catalyst, instantly reducing structural hesitation and transforming abstract curiosity into a tangible decision to try the traditional product.

"I don't always comment or buy right away, but look at the content a few times. From there, I knew that there was a Rambak Sukses product. I think the content helps because people get to know the product better, especially if the videos appear often." (Male/Private Employee/25)

Although behavioural engagement remains minimal, as audiences may refrain from liking, commenting, or purchasing immediately, consistent video exposure can embed brand recognition in long-term memory and strengthen future market awareness. These results indicate that digital marketing success should not be assessed only through immediate sales metrics, but also through its role in building social capital, consumer perception, and long-term attraction. Consumer attraction is formed through visual, informative, and interactive digital experiences, where video content allows consumers to see products more realistically, while comments and owner responses provide additional information. Thus, social media functions not only as a promotional tool, but also as a medium for shaping consumer perceptions and product experiences.

Forms of Digital Interaction and Consumer Response

Rambak Sukses MSMEs' digital marketing activities are characterized by active interaction between business owners and audiences, as reflected in consumer comments on TikTok and Instagram, questions about product purchasing procedures, and the owner's responses to incoming comments. One prominent form of interaction

is the creation of videos that directly answer audience questions, showing that consumers are not merely passive recipients of information but also contribute to shaping digital content. This indicates a reciprocal relationship in which audience responses become new content ideas and strengthen the interaction between business owners and consumers in the digital space.

"Sometimes content ideas actually come from audience comments. Some asked how to order, some asked the location, and some asked if the product could be sent anywhere. From such questions, a video answer is made so that other people who have the same question can also know."(Male/MSMEs Owner/51)

The business owner is no longer the sole dictator of the marketing narrative; instead, the audience actively co-directs content production. This phenomenon of interactive video responses validates the concept of value co-creation, wherein the active curiosity and participation of the audience in the comment section directly constructs relevant marketplace education for other potential buyers.

"I think it is better if consumer questions are answered via video, because the explanation becomes clearer. In addition, I also feel that this business is active and pays attention to comments from buyers or potential buyers."(Male/MSMEs Owner/51)

Video-based explanations are perceived to provide higher functional clarity than static text, while communication transparency strengthens the perception of business responsiveness and operational credibility. Through this process, audiences feel personally acknowledged, which fosters emotional closeness and digital trust toward the enterprise. Consumer responses to digital content may appear in the form of comments, likes, questions, testimonials, or purchase decisions through online platforms. Although not all audiences make immediate purchases, activities such as viewing content, remembering product names, and searching for further information remain important stages in building consumer attraction.

Owner's View of the Benefits and Challenges of Digital Marketing

MSME owner Rambak Sukses views digital marketing as an important means to face market competition. Through social media, products can be introduced to a wider range of consumers without having to rely entirely on direct sales. Platforms like TikTok and Instagram help businesses reach new consumers, while TikTok Shop and Shopee make the online purchase process easier.

"The most tangible benefit of digital marketing is that the product can be known more widely. People who are far from the production site can still know our products. If they are interested, the purchase is also easier because there is already a TikTok Shop and Shopee."(Male/MSMEs Owner/51)

The primary benefit realized is the collapse of physical distance barriers between the traditional production site (Sukoharjo) and external consumers. The integration of e-commerce infrastructure is viewed as a structural solution to streamline the distribution chain, allowing localized snack products to transform into nationwide commodities with a more accessible and inclusive market reach.

"Now there is more competition in the food business. If you don't follow social media, the product can be less known. Therefore, digital marketing is important so that traditional products such as rambak can still enter a wider market and be known by younger consumers."(Male/MSMEs Owner/51)

In the owner's view, digitalization is no longer an optional commercial experiment but a defensive mechanism for business survival. The use of social media

is constructed as a cultural bridge to rejuvenate traditional cowhide cracker products, keeping them relevant, attractive, and accessible to the cognitive preferences of the digitally literate younger generation.

Nonetheless, the use of digital marketing also has its challenges. Challenges faced include maintaining the consistency of content uploads, adapting content to emerging trends, dividing time between social media production and management, and maintaining responsiveness to consumer comments. In addition, business actors also need to understand the character of digital platforms that are changing rapidly.

"The challenge is consistency. Creating content every day is not always easy, because businesses also have to take care of production and orders. In addition, trends on social media are changing rapidly, so we must constantly look for ideas to keep content interesting."(Male/MSMEs Owner/51)

Through this statement, the owner highlights internal operational hurdles related to resource constraints, a common challenge among micro-enterprises.

"Not all content results the same. Some are crowded, some are ordinary. So you have to keep trying, see the audience's response, and then adjust the next content."(Male/MSMEs Owner/51)

The owner's concluding quote regarding these challenges reflects an organic process of organizational learning. The owner understands that digital content performance is heavily dictated by platform algorithm volatility and unpredictable audience behaviour. Based on these findings, digital marketing in Rambak Sukses MSMEs can be understood as an opportunity as well as a challenge. On the one hand, digital marketing helps increase reach and sales. On the other hand, business actors need to maintain consistency, creativity, and adaptability to changes in digital consumer behavior.

Compatibility Between Owner's Goals and Consumer Perception

The owner's use of digital marketing aims to increase brand awareness, online sales, and consumer engagement, which is consistent with consumer experiences showing that digital content makes products easier to recognize, more attractive, and more accessible through online platforms. This alignment indicates that the digital marketing strategy of Rambak Sukses MSMEs is not only a promotional effort from the owner's perspective but is also perceived by consumers as a source of product information and attraction, as they can learn about products through videos, obtain information from comment sections, and make purchases through TikTok Shop or Shopee.

"From the content, I know better what the product is like. Especially if there is information on online purchases, it makes it easier because you don't have to come directly to the place."(Male/Private Employee/30)

This narrative from a new consumer demonstrates a functional alignment between the owner's strategic intent and market perception. When the owner aims to enhance business accessibility via digital platforms, the consumer receives it as a transactional convenience.

"For me, the content that appears often makes the product name easier to remember. Even though I don't always buy it right away, at least if I need a reshoot one day, I remember the brand."(Male/Private Employee/25)

The consistent frequency of content appearing in the audience's digital space constructs a resilient recognition cue that can be activated when future consumption

needs arise. This shows an interpretive alignment, where the owner’s intention to maintain digital presence is absorbed by the audience as a friendly and non-intrusive reminder. However, content strategy should not rely only on visual attraction, as consumers also need clear practical information, including prices, product sizes, ordering procedures, shipping costs, and stock availability, to support easier purchasing decisions.

"The content is interesting, but I think information like price, size, and how to message also needs to be made clear. If the information is complete, potential buyers will make it easier to decide to buy." (Male/MSMEs Owner/51)

This critical perspective from a loyal consumer marks the boundary of Interpretive Flexibility within the SCOT framework, where aesthetic content attraction is successfully accepted, but consumers still require structural and functional clarity. The absence of pricing transparency, size variations, and clear ordering instructions prevents the stabilization and closure of meaning in the digital transaction space. Thus, although there is alignment between the owner’s goals and consumer perceptions in increasing product recognition and purchase accessibility, digital content must be strengthened with transparent product information so that it is not only visually engaging but also supports final purchase decisions.

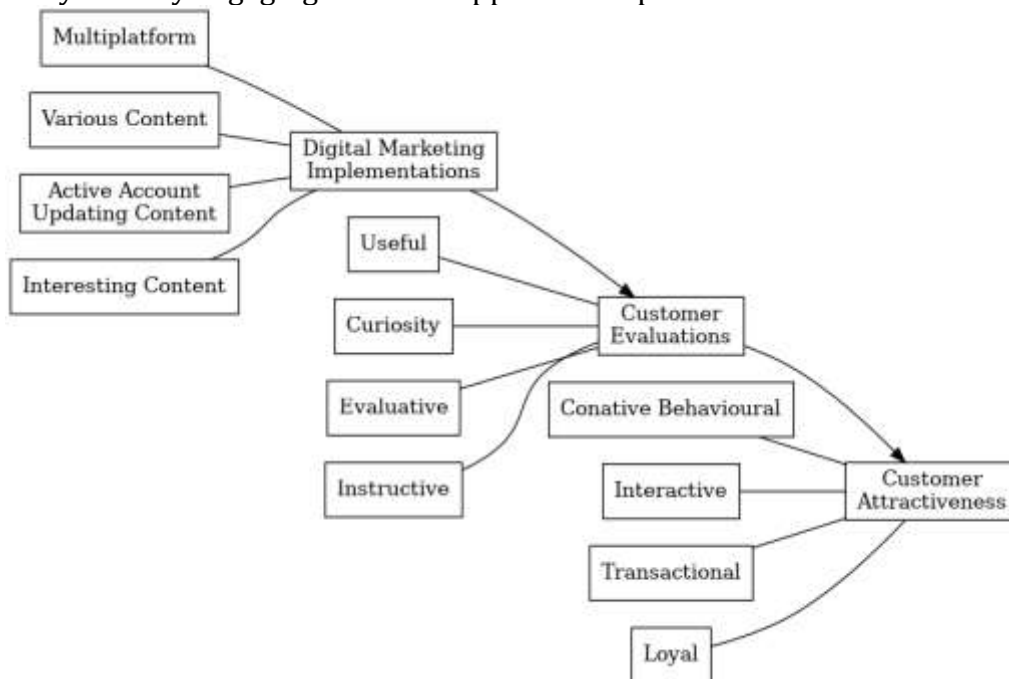


Figure 1. Empirical Model

Discussion

The findings of this study highlight that digital marketing serves as a fundamental mechanism for constructing consumer attraction within the context of traditional MSMEs. The transition of "Rambak Sukses" to platforms like TikTok and Instagram signifies a strategic adaptation to the evolving digital landscape. This phenomenon aligns with the perspective of (Taiminen & Karjaluoto, 2015) who posit that digital channels offer SMEs a global reach and the ability to compete with larger enterprises by leveraging cost-effective and agile communication tools.

The shift from one-way promotion to a two-way interactive dialogue observed in "Rambak Sukses" reinforces the concept of "co-creation of value." By responding to

comments and creating video-based answers, the business owner transforms the consumer from a passive recipient into an active participant in the content creation process. This is consistent with research by Harrigan et al., (2017) which emphasizes that social media engagement is not merely a transaction but a psychological state characterized by interactive experiences that build long-term brand equity.

Furthermore, the formation of consumer attraction through visual transparency and responsive interaction reflects the importance of "digital trust." In the digital marketplace, where physical product inspection is impossible, consumers rely on "surrogate" cues. The production videos and direct owner interactions serve as these cues, validating the product's authenticity. This findings support the argument by Eggers, (2020) who states that for SMEs, the ability to maintain an authentic digital presence is a critical capability for building resilience and attractiveness, especially when navigating markets that value traditional or local heritage.

From the lens of the Social Construction of Technology (SCOT) (Klein & Kleinman, 2002) alongside the Stimulus-Organism-Response (S-O-R) model, this study reveals that the meaning of TikTok and Instagram is not fixed by their technical features, but are negotiated through internal psychological processing and social interaction. The "interpretative flexibility" identified in the findings where the owner views the platform as a survival tool while consumers view it as a benchmark for trust underscores the social nature of digital tools. The trend-based videos and interactive response videos function as an environmental Stimulus (S) engineered by the owner. The "interpretative flexibility" identified in the findings where the owner views the platform as a business survival tool while consumers view it as a benchmark for trust functions within the consumer's Organism (O) (Hochreiter et al., 2023).

As noted by Fauzi et al., (2023) digital marketplaces are essentially social constructions formed through routine interactions and the shared negotiation of meaning between actors. The S-O-R framework explains that during these routine interactions, the consumer's organism processes surrogate visual cues to form cognitive awareness and affective trust (Siregar & Ilham, 2022). The success of "Rambak Sukses" in building attraction stems from the alignment of these meanings, where the digital content successfully bridges the gap between traditional production and modern consumer expectations.

The "closure" of meaning in the digital space represents the stabilization of the organism (O), which directly drives the conative Response (R), manifesting as actual purchase behaviour on TikTok Shop and Shopee.

Summary of Research Findings

In general, the study results show that digital marketing at Rambak Sukses MSMEs is carried out through TikTok, Instagram, TikTok Shop, and Shopee, with TikTok becoming the most prominent platform because it has more followers and is actively used to upload video content. The content strategy includes following trends, answering audience questions, and directing consumers to online purchases. From the consumer side, these digital activities help build attraction because the product becomes more recognizable, visually appealing, and easier to access. Loyal consumers perceive the content as a reminder of the product, new consumers use it as an initial source of information, while passive observers see it as a medium for brand recognition. Thus, digital marketing plays an important role in increasing brand awareness, consumer engagement, and online sales opportunities, while interview

excerpts should still be verified with the informants' original answers to ensure academic validity.

5. Conclusion

Based on the research conducted on Rambak Sukses MSMEs, it can be concluded that digital marketing plays an important role in building consumer attraction toward traditional snack products, especially cowhide crackers, through the use of TikTok, Instagram, TikTok Shop, and Shopee as platforms for promotion, interaction, and online sales. The strategy is implemented through consistent video content, trend-based uploads, audience question responses, and visual product presentation, which make the product more recognizable, attractive, and accessible to consumers. Loyal consumers perceive digital content as a reminder of previously purchased products, new consumers use it as an initial source of information before buying, while passive observers gain brand recognition through repeated exposure to social media content. Through the perspective of Social Construction of Technology, social media is interpreted by business owners as a promotional tool, sales medium, and market expansion channel, while consumers interpret it as a source of information, product quality reference, and trust-building medium. However, this study has limitations because it only focuses on one MSME, involves a limited number of informants, has a relatively short research period, and has not quantitatively measured the impact of digital marketing on sales performance. Therefore, Rambak Sukses is advised to maintain content consistency, improve the clarity of product information, and strengthen consumer interaction, while future research is recommended to involve more MSME objects, more diverse informants, and a mixed methods approach to examine the relationship between digital marketing, consumer engagement, and sales growth more comprehensively.

6. Bibliography

- Az-Zahra, P., & Sukmalengkawati, A. (2022). PENGARUH DIGITAL MARKETING TERHADAP MINAT BELI KONSUMEN. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 2008–2018. <https://doi.org/10.31955/mea.v6i3.2573>
- Bijker, W. E. ., Hughes, T. P., & Pinch, T. J. . (1993). *The social construction of technological systems : new directions in the sociology and history of technology*. MIT Press.
- Bilro, R. G., & Loureiro, S. M. C. (2020). A consumer engagement systematic review: synthesis and research agenda. *Spanish Journal of Marketing - ESIC*, 24(3), 283–307. <https://doi.org/10.1108/SJME-01-2020-0021>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp0630a>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing*. Pearson. www.pearson.com/uk
- Chandra, M., & Andrian, T. (2024). Do Corporate Social Responsibility, Green Culture, and Environmental Uncertainty Enhance Sustainable Performance? Exploring the Role of Social Media Moderation. *International Journal of Sustainable*

- Development and Planning*, 19(10), 3861–3870.
<https://doi.org/10.18280/ijstdp.191014>
- Douglas, D. G. (2012). *The social construction of technological systems, anniversary edition : new directions in the sociology and history of technology*. The MIT Press.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Eggers, F. (2020). Masters of disasters? Challenges and opportunities for SMEs in times of crisis. *Journal of Business Research*, 116, 199–208. <https://doi.org/10.1016/j.jbusres.2020.05.025>
- Fauzi, A., Hardjosoekarto, S., Radhiatmoko, R., Herwantoko, O., Darwan, D., Manik, E. E., & Romli, Z. (2023). Digital-social construction of willingness to pay in online marketplace: Economic sociology of the digital functional food market in Indonesia. *International Sociology*, 38(4), 517–538. <https://doi.org/10.1177/02685809231183328>
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Hochreiter, V., Benedetto, C., & Loesch, M. (2023). The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of its Usage in Consumer Behavior and Organizational Culture and Leadership Theory. *Journal of Entrepreneurship and Business Development*, 3(1), 7–16. <https://doi.org/10.18775/jebd.31.5001>
- Klein, H. K., & Kleinman, D. L. (2002). The Social Construction of Technology: Structural Considerations. *Science, Technology, & Human Values*, 27(1), 28–52. <https://doi.org/10.1177/016224390202700102>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing-5.0-Technology.forHumanity_Kotler,Kartajaya,Setiawan-2021*. John Wiley & Sons, Inc.
- Kraus, S., Durst, S., Ferreira, J. J., Veiga, P., Kailer, N., & Weinmann, A. (2022). Digital transformation in business and management research: An overview of the current status quo. *International Journal of Information Management*, 63, 102466. <https://doi.org/10.1016/j.ijinfomgt.2021.102466>
- Lan Anh, N. (2025). *The Impact of Digital Marketing Strategies on Consumer Purchasing Behavior: A Mixed-Methods Approach*. <https://doi.org/10.5281/zenodo.17347322>
- Li, J. (2025). Applying the S-O-R Model to Algorithmic Commerce: How TikTok's Recommendation System Stimulates Impulsive Consumer Behavior. *Academic Journal of Management and Social Sciences*, 13(3), 863–871. <https://doi.org/10.54097/gm717639>
- Li, L., Su, F., Zhang, W., & Mao, J. (2018). Digital transformation by <scp>SME</scp> entrepreneurs: A capability perspective. *Information Systems Journal*, 28(6), 1129–1157. <https://doi.org/10.1111/isj.12153>
- Mahmudah, N., & Madja, E. (2021). New Media and Social Construction of Technology (SCOT) on Cak Ed Online Delivery Service in Lamongan Regency. *Jurnal Dakwah Dan Sosial*, 4(01), 79–95. <https://doi.org/10.37680/muharrik.v3i02.819>

- Mehrabian, A., & Russell, J. A. . (1976). *An approach to environmental psychology*. M.I.T. Press.
- Miles, M. B. ., Huberman, A. M. ., & Saldaña, J. (2014). *Qualitative data analysis : a methods sourcebook*. SAGE Publications, Inc.
- Nawastha, C. H., & Alversia, Y. (2020). Pengaruh Customer Engagement di Media Sosial terhadap Brand Intimacy pada Produk Fashion Lokal Indonesia. *Jurnal Manajemen Dan Usahawan Indonesia*, 43(2). <https://doi.org/10.7454/jmui.v43i2.1005>
- Prashar, S., Sai Vijay, T., & Parsad, C. (2017). Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study Using S–O–R Framework. *Vikalpa: The Journal for Decision Makers*, 42(1), 1–18. <https://doi.org/10.1177/0256090916686681>
- Ramdani, I. ., Kirom, N. R. ., Paransa, R. P. J. ., Haryanto, A. ., Firdania, M. S. ., Bahtiar, D. ., & Yuliani, W. (2025). *PEMASARAN DIGITAL* (W. Yuliani, Ed.). CV BRAVO PRESS INDONESIA. www.bravopress.id
- Sabur, M. (2025). *KETERLIBATAN KONSUMEN DALAM PEMBELIAN PAKAIAN* (W. Yuliani, Ed.). CV LUMINARY PRESS INDONESIA. www.luminarypress.id
- Schiffman, L. G. ., & Wisenblit, J. (2019). *Consumer behavior* (ed 12). Pearson.
- Scott, N., Moyle, B., Campos, A. C., Skavronskaya, L., & Liu, B. (2024). *Updating Tourism Theory* (pp. 31–43). <https://doi.org/10.1108/S1571-504320240000027004>
- Setyadarma, B., & Poernomo, T. T. (2020). THE ANALYSIS OF ATTITUDE STRUCTURE DIFFERENCES (COGNITIVE, AFECTIVE, CONATIVE) INTAKO' CONSUMERS, TANGGULANGIN SIDOARJO. *Research In Management and Accounting*, 3(2), 86–93. <https://doi.org/10.33508/rima.v3i2.3052>
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research*, 117, 280–283. <https://doi.org/10.1016/j.jbusres.2020.05.059>
- Siregar, C. S., & Ilham, R. (2022). Stimulus-Organism-Response (S-O-R) Model: Observing Purchase Intention of Social Commerce Consumers in Indonesia. In *International Journal of Humanities Social Science and Management (IJHSSM)* (Vol. 2, Number 5). www.ijhssm.org
- Taiminen, H. M., & Karjaluoto, H. (2015). The usage of digital marketing channels in SMEs. *Journal of Small Business and Enterprise Development*, 22(4), 633–651. <https://doi.org/10.1108/JSBED-05-2013-0073>
- Tambunan, T. (2021). *UMKM di Indonesia : Perkembangan, Kendala, dan Tantangan*. Prenada.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Wang, Q. (2023). The Impact of Expert Endorser in Electric Vehicle Advertising on Consumers' Purchase Intention. *Advances in Economics, Management and Political Sciences*, 41(1), 106–110. <https://doi.org/10.54254/2754-1169/41/20232051>
- Yin, R. K. (2018). *Case Study Research and Applications, Design and Methods. Sixth Edition* (L. Fargotstein, Ed.; 6th ed.). SAGE.