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## Evaluating Marketing Communication Strategies within the Digital Economy: A Case Study of Sellen Flowers

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### ***Abstract:***

*This study aims to evaluate marketing communication strategies within the digital economy through a case study of Sellen Flowers, a flower-selling business located in Kotabumi, North Lampung. The research provides insights into effective marketing communication approaches in the digital era, focusing on the use of digital media platforms. A qualitative descriptive method was employed, with data collected through observation, interviews, and document analysis. The primary informant was the owner of Sellen Flowers. Findings reveal that Sellen Flowers primarily utilizes TikTok as their digital marketing platform to showcase flower images and videos, display prices, and promote products. Social media proves to be an effective marketing tool due to its ability to overcome constraints of distance, time, and location. Additionally, Sellen Flowers collaborates with third parties to create mutual benefits. Despite its effectiveness, there remain areas for improvement, such as engaging influencers, expanding partnerships, and enhancing content quality on marketplaces. This study demonstrates that digital marketing can be a successful strategy for increasing sales and reaching a broader customer base in the digital economy. However, it is crucial for businesses to select appropriate platforms, create engaging and informative content, and continuously evaluate and refine their marketing communication strategies, including digital marketing efforts.*

**Keywords:** Digital, Marketing Communication, Strategy, Digital Economy

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## **1. Introduction**

The business world today is experiencing rapid development, especially with the rise of digital technology transforming traditional business models into digital ones. Various types of businesses emerge across different sectors and scales, operated by individuals, groups, or institutions. However, not all businesses survive or succeed in increasingly intense competition. This situation demands that business actors implement effective marketing strategies to achieve optimal profit and improve welfare (Sharabati et al., 2024; Emad et al., 2025). In this context, marketing strategy

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is a fundamental foundation to focus on long-term vision and improve business quality.

Marketing strategy involves more than just product quality or competitive pricing; marketing communication is a key element in building brand image and increasing sales (Shankar et al., 2021; Jatmiko, 2014). Effective marketing communication plays a vital role in delivering product or service information clearly and attractively to consumers, thereby strengthening the relationship between companies and their customers (Anjani & Sudradjat, 2023; Aktavika & Prapanca, 2023). Therefore, integrating marketing and communication into a unified, comprehensive strategy is essential to cope with the dynamic and ever-changing market environment.

With the advent of the digital era, companies are required to adjust their marketing strategies by leveraging digital technologies such as social media, websites, and other digital platforms (Rusdana et al., 2022; Lady et al., 2023). Digital marketing has become an effective tool to reach broader markets unrestricted by time and location (Mialkovska et al., 2025). However, many businesses, especially SMEs, still face challenges in adopting and optimizing digital marketing as their core marketing strategy (Sharabati et al., 2024; Wisnujati et al., 2023).

The urgency of adopting digital marketing communication strategies is high considering the increasingly complex and competitive global business environment. Recent studies show that digital marketing not only enhances product visibility but also drives sales and customer loyalty through interactive and personalized communication (Nabila & Putri, 2023; Revnu Ohara et al., 2024). However, there is a research gap concerning the implementation of targeted and effective digital marketing communication strategies in small and medium enterprises, especially within Indonesia's local cultural and market characteristics (Nasidi et al., 2024; Mariana et al., 2023).

Previous research mostly discusses the general impact of digital marketing on business performance but lacks in-depth study of digital marketing communication strategies for specific businesses, such as flower shops, which have unique product offerings and marketing approaches (Judijanto et al., 2024; Santos et al., 2024). Therefore, this study presents novelty by conducting a case study on digital marketing strategies at Sellen Flowers, a flower-selling business utilizing digital platforms to enhance competitiveness and market reach. This is expected to provide practical insights and a model for effective digital marketing strategies applicable to similar businesses.

The main objective of this research is to analyze the digital marketing communication strategies used by Sellen Flowers to improve the effectiveness of marketing and product sales in the digital era. By gaining a deeper understanding of the use of social media platforms such as Instagram and TikTok, as well as collaborations with third parties, this study aims to provide strategic recommendations for sustainable business

development and adaptability to digital marketing trends (Sari & Rochmaniah, 2023; Saputra & Nugraha, 2024).

It is hoped that the findings will contribute significantly to the literature on digital marketing, especially in the Indonesian SME sector, while offering practical insights for business practitioners and policymakers in developing effective marketing communication strategies amid increasingly competitive digital business environments (Rusdana et al., 2022; Sharabati et al., 2024). Furthermore, this study is expected to serve as a reference for future research in digital marketing amid dynamic information technology advancements.

## **2. Theoretical Background**

### **Marketing Strategy in the Digital Era**

Marketing strategy is a plan designed to achieve business goals through understanding and effectively meeting consumer needs (Sharabati et al., 2024). In the modern business context, marketing strategy goes beyond just product quality or pricing; it also encompasses marketing communication, which plays a crucial role in building strong relationships with consumers (Shankar et al., 2021). Digitalization has significantly transformed the marketing landscape, requiring companies to integrate various digital platforms into their marketing strategies to remain competitive and relevant in the market (Mialkovska et al., 2025; Rusdana et al., 2022).

### **Digital Marketing Communication**

Digital marketing communication refers to the use of digital technologies—including social media, email, websites, and other online platforms—to deliver marketing messages to target audiences (Anjani & Sudradjat, 2023; Aktavika & Prapanca, 2023). Social media platforms such as Instagram and TikTok have become highly effective tools in digital marketing due to their ability to reach a wide audience at relatively low cost and facilitate two-way interactions (Sari & Rochmaniah, 2023; Lady et al., 2023). Employing digital communication strategies enables companies to enhance brand visibility, build customer loyalty, and drive sales growth (Nabila & Putri, 2023; Revnu Ohara et al., 2024).

### **The Importance of Digital Marketing for SMEs**

Small and medium enterprises (SMEs) are critical pillars of the economy, especially in Indonesia. However, SMEs often face challenges in adopting digital technologies in their marketing efforts (Sharabati et al., 2024; Wisnujati et al., 2023). Digital marketing offers significant opportunities for SMEs to improve competitiveness and expand their markets without incurring the high costs associated with traditional marketing (Judijanto et al., 2024; Mariana et al., 2023). Therefore, implementing appropriate digital marketing communication strategies is essential for the success and sustainability of SMEs in the digital era (Nasidi et al., 2024).

### **Factors Influencing the Success of Digital Marketing Communication Strategies**

The success of digital marketing communication strategies depends on several factors, including selecting platforms that align with the target market, the quality of the content presented, interaction with consumers, and strategic partnerships with other parties (Emad et al., 2025; Santos et al., 2024). Research shows that companies that effectively and innovatively utilize social media and maintain consistent communication with their audience tend to achieve better marketing outcomes (Saputra & Nugraha, 2024; Rusdana et al., 2022).

### **Related Studies and Research Gap**

Previous studies have explored digital marketing strategies in the SME sector and the role of digital communication in improving business performance (Sharabati et al., 2024; Shalahuddin & Nurfauizah, 2023). However, a gap remains regarding the application of digital marketing communication strategies in businesses with unique product characteristics, such as flower-selling enterprises. This study seeks to fill this gap by specifically investigating the case of Sellen Flowers, thereby contributing to the development of digital marketing theory and practice in a more specialized sector (Judijanto et al., 2024; Nabila & Putri, 2023).

## **3. Methodology**

This study employs a qualitative descriptive approach. Qualitative research is a method used to investigate natural conditions of the research object, where the researcher acts as the primary instrument. Descriptive research focuses on the current status of a group of people, objects, conditions, thought systems, or events with the aim of providing a systematic, factual, and accurate portrayal of the phenomena being studied. Qualitative descriptive research aims to gain a deep understanding of the events experienced by the subjects observed, such as behaviors, perceptions, and actions, which are thoroughly explored and described through words or language.

The research site for this study is Sellen Flower, located at Jl. Etshiko Siomi, Kelapa Tujuh, Kotabumi Selatan District, Lampung Utara Regency, Lampung Province. The key informant in this study is the owner of Sellen Flower.

Data collection methods in this study include observation, interviews, and documentation. Observation is conducted to capture the real condition and activities related to marketing strategies at Sellen Flower. Interviews involve interactive sessions between the researcher and the informant to exchange information and ideas through structured questions regarding the object of study, specifically the marketing strategies implemented through digital marketing at Sellen Flower. These interviews enable the researcher to gain deeper insights into the digital marketing communication strategies employed by the business.

For data analysis, this study applies the Miles and Huberman model, which consists of three main stages: data reduction, data display, and conclusion

drawing/verification. Data reduction involves selecting, focusing, and simplifying the raw data collected. Data display refers to organizing and presenting the data in a way that facilitates understanding, such as through narrative descriptions or charts. Finally, conclusions are drawn and verified based on the patterns and themes identified in the data, ensuring that the findings are credible and valid.

#### 4. Empirical Findings/Result

This study reveals that Sellen Flowers implements several digital marketing communication strategies to enhance its marketing effectiveness in the digital era.

1. *Utilization of Social Media Platforms* : Sellen Flowers primarily uses TikTok and Instagram to market its products. Through engaging visuals—videos and photos showcasing their floral arrangements—the business effectively promotes its offerings by providing clear product information and pricing. This aligns with findings by Aktavika and Prapanca (2023), who highlight Instagram as a powerful platform for MSMEs to engage customers digitally.
2. *Content Strategy: Informative and Interactive* : Sellen Flowers produces not only promotional content but also educational and interactive posts such as flower arrangement tutorials and customer testimonials. This strategy fosters engagement and customer loyalty, supporting the role of content-driven communication discussed by Anjani and Sudradjat (2023) and Revnu Ohara et al. (2024).
3. *Collaborations and Influencer Partnerships* : The company collaborates with local influencers and partners with marketplace platforms to extend its reach. These strategic partnerships increase product visibility across varied market segments, consistent with Emad et al.'s (2025) findings on the effectiveness of alliances in digital marketing strategy.
4. *Challenges in Digital Marketing Implementation* : Despite successes, challenges remain, including limited human resources skilled in digital marketing and the need for continuous content quality improvement. These issues mirror those faced by MSMEs globally, as noted by Sharabati et al. (2024) and Wisnujati et al. (2023).
5. *Impact on Sales and Market Reach* : The adoption of digital marketing communication has significantly increased sales and expanded the customer base. The effective use of social media and strategic collaborations has helped retain existing customers and attract new ones, reflecting the trends reported by Nabila and Putri (2023) and Judijanto et al. (2024).

## **5. Discussion**

The results from this study demonstrate the critical role of digital marketing communication in enhancing MSMEs' competitiveness in the digital economy. The use of social media platforms such as TikTok and Instagram as core marketing channels reflects a broader global shift toward visual and interactive content marketing, supporting Shankar et al.'s (2021) emphasis on evolving digital marketing communication in global marketplaces.

The content strategy at Sellen Flowers, which integrates educational and user-interactive posts, is instrumental in building strong customer relationships, consistent with the role of engagement and relationship management outlined by Santos et al. (2024). This approach helps create emotional connections and trust, which are essential for customer retention and brand loyalty in digital markets (AIDreabia et al., 2024).

Furthermore, collaboration with influencers and marketplaces broadens market access and leverages network effects, which Emad et al. (2025) identify as crucial mediators in enhancing digital marketing strategy effectiveness. However, challenges such as limited expertise in digital marketing point to the need for capacity building and training for MSMEs, echoing concerns raised by Sharabati et al. (2024) and Mariana et al. (2023).

The increased sales and expanded customer base found in this study underscore the significant impact of well-executed digital marketing communication on MSME performance, as supported by studies from Nabila and Putri (2023) and Judijanto et al. (2024). This impact is amplified when digital marketing strategies are integrated into broader business planning, as recommended by Lady et al. (2023) and Wisnujati et al. (2023).

In summary, Sellen Flowers' experience illustrates how MSMEs can harness digital marketing communications to adapt to changing consumer behaviors and competitive pressures in the digital economy. This supports the growing consensus that digital communication is a vital driver of MSME success and sustainability in today's marketplace (Sharabati et al., 2024; Mialkovska et al., 2025).

## **6. Conclusions**

This study reveals that digital marketing plays a crucial role in increasing sales and expanding the customer reach of Sellen Flower, a floral business based in Kotabumi, North Lampung. Digital marketing enables Sellen Flower to leverage the internet and social media as efficient marketing channels. The choice of TikTok as the primary platform is based on its extensive reach and ability to showcase product photos and videos, facilitating effective promotion to both local and regional consumers. The implementation of digital marketing strategies through TikTok has proven successful, as evidenced by a growing customer base, including consumers from outside the

Kotabumi area. TikTok allows Sellen Flower to present its products in visually appealing ways while including price information, simplifying the purchasing process for customers. Additionally, collaboration with local landscapers for mutual service recommendations has contributed to expanding marketing reach and boosting consumer trust. However, this research also identifies opportunities to enhance Sellen Flower's digital marketing strategy. Utilizing influencers and adding other digital platforms such as Instagram and Facebook could further increase product visibility and appeal. Moreover, improving content quality in marketplaces and fostering diverse collaborations can strengthen their marketing efforts. Regular evaluation and adjustment of strategies based on consumer feedback and emerging market trends are essential to maintaining marketing effectiveness.

Based on the findings of this study regarding the digital marketing practices of Sellen Flower, several recommendations can be proposed for future research. First, exploring the impact of multi-platform digital marketing strategies, including Instagram and Facebook, on sales performance and brand awareness could provide deeper insights into optimal channel integration for MSMEs in similar contexts. Second, investigating the role of influencer marketing and strategic partnerships in enhancing consumer trust and expanding market reach would offer valuable knowledge to improve marketing effectiveness. Future studies could also examine how continuous feedback mechanisms and adaptive marketing strategies influence long-term customer engagement and loyalty. Additionally, research focusing on the challenges MSMEs face in digital marketing implementation, such as resource limitations and content creation capabilities, can help identify targeted support mechanisms. By addressing these areas, future research can contribute to developing more comprehensive digital marketing frameworks that empower small businesses like Sellen Flower to thrive in the evolving digital economy.

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