

Implementation of Digital-Based Product Marketing on Social Media

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Abstract

Digital-based product Marketing on Social Media is one of the steps taken to reach a broad target market. This study aims to determine the marketing process or actions taken by trading businesses in marketing their products on social media. This type of research is qualitative. The study was conducted in Teniga Village, North Lombok. The data collection technique was through interviews. The results of this study indicate that by carrying out product marketing actions or processes on social media makes it easier for business actors to market their products easily and with a broad target market, so that with social media business actors can improve the standard of quality of life, close the potential digital divide and of course improve the economy in the environment in Teniga Village.

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1. INTRODUCTION

Marketing implementation is a marketing process related to concrete actions that can be taken by the public to achieve the primary goals of the business or trade they are conducting or operating. One step in implementing product marketing is determining the media or channels to be used, such as social media. Marketing a product can be carried out digitally, as in today's era, everyone generally uses digital technology in their daily activities.

Digital business is any type of business that utilizes digital technology and the internet to conduct activities related to marketing a product, from businesses run by the general public to facilitate transactions and interactions. The benefits of digital business are as follows:

- The benefits for customers, the benefits are the availability of transactions that can be carried out at anytime and anywhere. This makes it easier for customers to buy and consume a product offered by a business actor. Customers can get recommendations from other customers regarding certain products, thus creating comfort in transactions.
- Benefits for the environment, with the existence of digital business, comfortable and safe public services can be created, so that it can improve the standard of quality of life, close the potential digital divide and of course improve the economy of society in general.

With the implementation of marketing, business actors or traders in Teniga Village can market a product from their trading business using digital, where currently most of the trading business actors in Teniga Village market their products through social media, so it is necessary to carry out an in-depth analysis to achieve digital-based marketing on social media, especially for trading business actors in Teniga Village, so the author is interested in discussing related to **Implementation of Digital-Based Product Marketing on Social**

Media which by utilizing social media can achieve increased sales results for a product produced by a business actor.

2. THEORETICAL STUDY

Definition of Marketing

According to Kotler (2007:6), marketing is a social process involving individuals and groups in an effort to obtain the goods or services they need or desire. The counter definition essentially states that the needs and desires of individuals or groups of people will give rise to demand and supply for a product. This involves transactions between sellers and buyers.

Marketing Mix

According to Kotler and Armstrong (2012:75), the marketing mix is an approach used by companies or other producers to achieve their desired market objectives. Therefore, it can be concluded that the marketing mix is a process or activity carried out by business actors with the aim of maximizing profits from their products.

According to Kotler, the marketing mix concept consists of (product, price, place, and promotion). The explanation is as follows:

- a. Products are everything that producers offer to consumers to buy a product which is marketed, offered so that consumers can fulfill their needs.
- b. Price is the cost incurred by consumers to producers to pay for goods or services purchased by consumers to fulfill their needs.
- c. A place is a distribution channel that refers to the process of making goods and services available for use and consumption by consumers.
- d. Promotion is a type of communication that aims to provide information to consumers and provides explanations related to the goods or services offered to consumers, either through social media and so on.

Digital Business

According to Harisno and Pujadi (2009), digital business is the process of conducting business online, which covers sales and purchases, as well as providing services to customers. According to O'Brien (2003), digital business is the use of the internet and other information technologies to facilitate e-commerce.

Based on the theory above, digital business is the use of currently developing technology, such as internet technology, as the main means to carry out a trading or business activity that is pursued to achieve the goals of a business.

It cannot be denied that the benefits of digital business are enormous in changing business models, changing transaction cost structures. There are 3 benefits of digital business, namely as follows:

- a. The benefits for customers are the availability of transactions at anytime and anywhere, so that prices are lower because the costs borne by the seller are cheaper, customers can compare prices from several other sellers, and customers can also get recommendations from other customers.
- b. Benefits for the company, the benefits are creating opportunities to start a business with a small model and experience to learn and develop in the future. The company can open its business cheaply because it does not need expensive premises, and also with the internet network the company can reach a wider market.
- c. Benefits for the environment, including contributing to improving telecommunications services, providing more and better public services, improving the quality of life, closing the potential digital divide, and of course improving the economy in the area.

Based on the three benefits of digital business, it can be concluded that with the current development of technology, namely in the business sector, it can be utilized well by business actors who can promote their businesses, both in the field of goods and services, easily, and can reach a wider market.

Social media

Social media is now familiar to everyone, as a wealth of information from around the world is readily available on social media. Media can be defined as a means of communication used by everyone, while the word "social" comes from the Greek word "social," meaning *partner*, which is Latin and means to grow, develop in life together.

According to Andreas Kaplan and Michael Gaenlein, social media is defined as a collection of internet-based applications built on ideology and technology. Currently popular social media platforms include Facebook, YouTube, WhatsApp, Instagram, and others.

3. RESEARCH METHODS

This research uses a qualitative method with a case study approach to discuss the implementation of digital-based product marketing through social media, with a direct focus on business actors who market their products digitally. The data source for this research is primary data obtained through direct interviews with several business actors, supported by observations of their marketing practices. The data analysis and interpretation technique uses the Miles and Huberman model, where data presentation is carried out narratively based on the interview results, and conclusions are drawn to formulate core findings from all collected data. The results of this study are expected to provide valid conclusions regarding the strategy and implementation of digital-based product marketing on social media.

4. RESULTS AND DISCUSSION

Implementation of Digital-Based Product Marketing on Social Media

The implementation of digital-based product marketing on social media carried out by business actors is one of the steps taken to reach a wide target market. It is important to know that social media is a tool for marketing a product quickly and easily, and it can even be said that in a very short time, business actors can offer their products to consumers in a wide range.

Most of the traders in Teniga village use social media Facebook and WhatsApp to promote their products, because most of the people of Teniga village are more active on these two social media so that traders choose to promote their products through Facebook and WhatsApp, traders in Teniga village think that the large target market is aimed at the people of Teniga village in particular, but there are also customers from outside the village.

With the existence of product marketing through social media such as Facebook and WhatsApp, business actors usually have implemented a marketing mix where the product, price, place, and promotion have been displayed on their social media so that customers can easily choose what products they need and then order them. There are also payment transactions that are implemented, such as COD (Cash on Delivery) or payments made when the goods have been received by the customer, and also transfer transactions, so this makes it easier for both customers and business actors.

With the existence of digital-based product marketing, it can be beneficial for consumers, businesses and the environment, where for consumers, with the existence of product marketing on social media, it makes it easier for consumers to easily choose the

goods they want to consume easily and according to their wishes, and the benefits for businesses with social media, business actors can easily promote their products with a wide market reach, while the benefits for the environment with social media are increasing the standard of living quality, closing the potential digital divide and of course improving the economy in the environment in the Teniga village.

5. CONCLUSION

Based on the interview results of the Implementation of Digital-Based Product Marketing on social media, it can be concluded that with the existence of digital-based marketing on social media, it makes it easier for business actors to determine a wide market reach, so that their products can be consumed by consumers easily and quickly. The benefits of this digital-based product marketing that are felt by business actors are that with the existence of social media, the standard of quality-of-life increases, closing the potential digital divide, and of course improving the economy in the environment in the Teniga village, especially for business actors.

6. SUGGESTION

It is necessary to understand the marketing target well so that the goals of the business run smoothly and achieve the desired targets. Business actors also need to follow the development of digitalization, where the digital world is increasingly developing along with the times, and the need to develop innovations related to products so that they are in great demand by consumers.

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