

Digital Marketing Strategy in the Perspective of the Global Value Chain (GVC) of MSME Products: Case Study of Wedang Dayak

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Abstract: The Role digital marketing nowadays become part important in today's business strategies implemented by MSMEs, which is enable MSMEs to reach the target market with more broad , measurable , and efficient in global value chain (GVC) context . Digital marketing strategies do not can denied involving various elements, including optimization machine search engine optimization (SEO), marketing through social media, digital advertising, marketing content ,and also email marketing. In buniness process of PT Bungas food Nusatra abalikpapan tahy have product a weadang dayang. In facing such a market dynamic, marketing strategy must capable adapt with current digital trends including Fear of Missing Out (FOMO) approach to create greater urgency and involvement tall in a way contextual relation with the value chain that creates consumer new abroad or marketing across countries by them. In this case, on of the challege ib export product process. The methods of research here, is survey and looking some literature that related in this subject discussion and research, the conclusion is the With utilise trend this company can increase visibility brand , strengthen interaction with customers and encourage conversion sale in a way more effective and This strategy expected can give impact positive to growth business and power competition companies in the digital era in more fluently in global value chain (GVC)

Keywords: Digital Marketing Strategy; FOMO; Global Value Chain; SEO; Social Media.

Received : 12 October 2025

Revised : 13 November 2025

Received : 17 January 2025

Online Available : 05 March 2026

Current version : 05 March 2026

1. Introduction

In the digital era that continues progress , digital marketing strategies become part important For reach success in business . The company now No only depends on marketing traditional , but also switching to digital marketing strategies for reach more Lots *audience* or candidate customers . One of the part important from this strategy is optimization Machine Search Engine (SEO), which helps business increase appearance they are in the results search . With proper optimization , the website can appear in position top in results search *Google* , which will increase amount visitors and opportunities For convert visitors become customers (Chaffey & Ellis-Chadwick, 2019). In addition , SEO also helps business build credibility with targeting relevant keywords and creating content attractive quality interest users (Moz, 2022). Social media also plays the role of important in digital marketing *platform* like YouTube, TikTok, and Instagram have millions users



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active every the day , so that become effective channels For reach the target market. *YouTube* own more from 2 billion users active monthly , *TikTok* with more from 1 billion users , and *Instagram* which also has around 2 billion users active (Statista, 2023). With amount such a user massive marketing through *platform* This can increase awareness brand as well as *engagement* with customer in a way significant . In addition , the advertising strategy paid on social media , such as *Facebook Ads* and *Instagram Ads* , allow business reach larger audience specific based on demographics , interests , and behavior users (Kaplan & Haenlein, 2019).

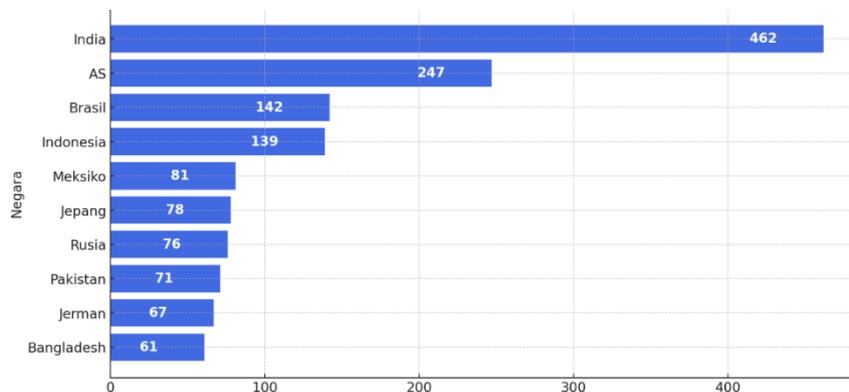
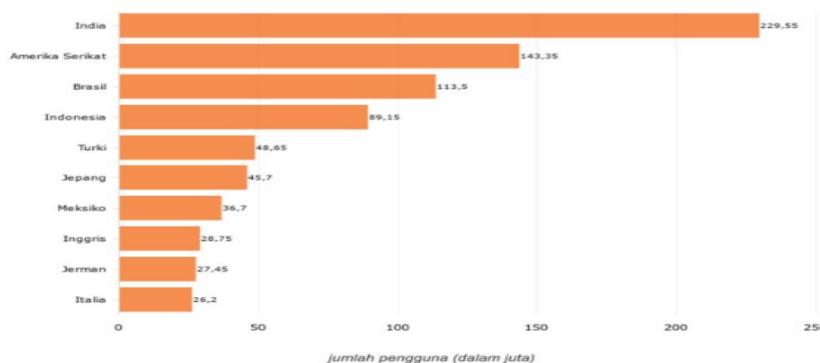


Figure 1 The user of youtube in 10 countries.

In Indonesia, social media also has amount very high users . According to *We are social* report (2023), *YouTube* own around 139 million users in Indonesia, making it *platform* with amount users biggest . *Instagram* occupy position second with around 89 million users.



Sumber : We Are Social,Hootsuite, 26 Januari 2023

Figure 2 Instagram Users in ten countries.

While *TikTok* has around 133.0 million users active in Indonesia. This figure show that social media become part important from digital life of Indonesian society and can utilized by businesses For reach larger audience wide as well as increase interaction with customer in a way effective (DataReportal, 2024).

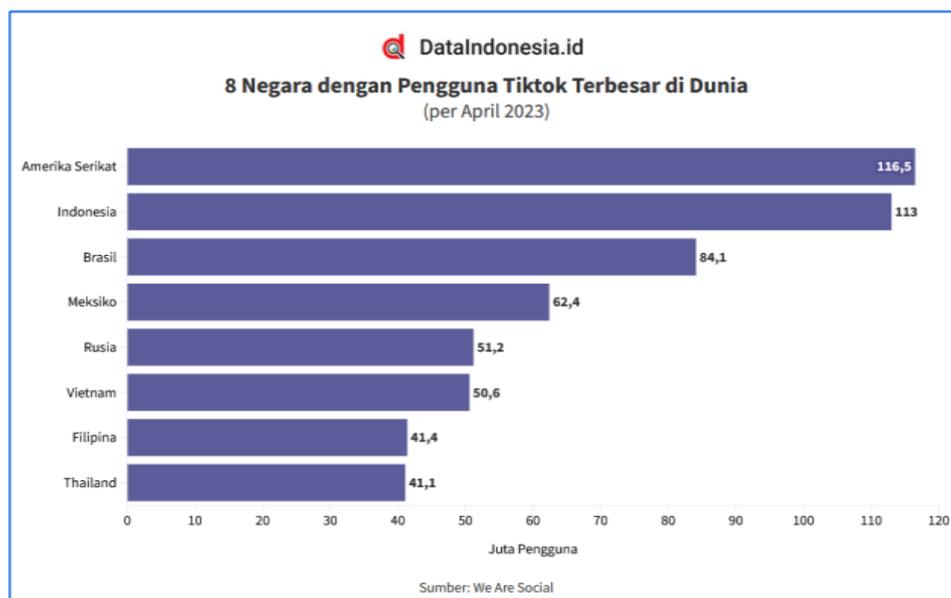


Figure 3. Toktok users in 8 countries.

Besides SEO and social media, marketing content become aspects that are not Can ignored in digital strategy. Marketing content involving manufacturing and distribution relevant, valuable, and engaging content for audience. Content can in the form of blog articles, videos, infographics to podcasts that aim For educate or entertain customer at a time increase credibility brand. Research show that companies that are consistent apply marketing content get 6 times more Lots conversion compared to with those who don't do so (Pulizzi, 2020). Marketing content also plays role important in build loyalty customers, because 80% of consumers more tend buy product from brands that provide useful and relevant information in a way consistent (Content Marketing Institute, 2021). *The Fear of Missing Out (FOMO) phenomenon is also exploited in digital marketing strategies for create urgency among consumers. FOMO makes audience feel that they must quick take action to avoid left behind trend or offer exclusive. This strategy often used in flash sale campaign, launch product limited, or viral content on social media. Studies show that more from 60% of consumers do purchase impulsive Because FOMO impulse (Przybylski et al., 2013). In addition, marketing FOMO-based is also proven increase level engagement on social media, because consumer more tend share and interact with content that provides impression exclusivity and limitations (Tversky & Kahneman, 1981). Integration of various digital marketing strategies This create approach holistic that can increase effectiveness campaign marketing. With SEO combination for increase visibility, social media for engagement, marketing content For education and branding, as well as utilizing FOMO for increase conversion, business can maximize opportunity them in the digital world. Therefore that is, understanding and implementing the right digital marketing strategy become need main for companies that want to still competitive in the current digital era this. In addition, a successful digital marketing strategy need in -depth data analysis For optimize performance campaign in a way sustainable and ensure that the strategy implemented give optimal results (Ryan, 2017).*

2. Theory Review

Concept and Evolution of Digital Marketing Strategy

Definition of Digital Marketing Strategy

Digital Marketing Strategy is a plan or method used by a company or individual to utilizing digital platforms to achieve specific marketing goals . This strategy includes various elements , including social media marketing , search engine optimization (SEO), content marketing, email marketing , and advertising paid . With advances in technology and changes in ways consumer increasingly behave relying on the internet, digital marketing strategies become crucial For build awareness brand , improve engagement , and encourage conversion customers . (Kotler & Keller, 2016).In its implementation , digital marketing strategies must arranged in a way systematically by considering several key elements . These elements include identification of target markets, selection of appropriate digital channels , creation relevant content , as well as data analysis for evaluation the effectiveness of the strategy being implemented . By understanding the target audience and tailoring marketing messages to their preferences , the company can reach more optimal results . In addition, the use of digital data and analytics enables evidence -based decision -making For Keep going increase marketing strategy performance (Chaffey & Ellis-Chadwick, 2020).

Superiority main The advantage of digital marketing strategy compared to traditional marketing is its ability to reach audience in a way area with more efficient costs . Through digital marketing, companies can target customer potential more specifically using demographic data , online behavior , and preferences users . In addition, the flexibility to adjust strategies *real-time* based on market response is also an advantage main advantage that conventional marketing does not have . With this approach , companies can increase ROI (Return on Investment) in their marketing campaigns (Ryan, 2017). nIn order to get optimal results , digital marketing strategies need to be implemented well and must be accompanied by monitoring as well as evaluation in a way continuously . Using tool analytics like *Google Analytics*, *SEMrush* and other marketing tools can help us measure campaign performance and find parts that need to be improved. With a planned strategy supported by data , the company Can weave better relationships with customers and improve Power competitiveness in the increasingly digital era competitive (Kingsnorth, 2019).

Components of a Digital Marketing Strategy

a. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a collection of strategies and techniques designed For improve the position of a website on the page results search engine results (SERPs), such as *Google*, *Bing* or *Yahoo* . SEO is very important for increase visibility *online* , because most internet users just click results searches that are on the first page . With effective SEO implementation , websites can get more traffic organic , which means visitors come without having to go through advertisement paid . The SEO process involves various aspect technical and non- technical , including keyword research , content creation quality content, search engine friendly site structure and improved user experience through speed loading responsive pages and designs . In addition, search engine algorithms Keep going updated For serve results more relevant searches , so website owners must constantly adapt their strategies to stay competitive. (Patel, 2020).SEO can categorized into two aspects Main : *On Page SEO* and *Off Page SEO* . *On-Page SEO* focus on elements that can

controlled directly by the site owner, such as optimizing page titles , using the right keywords in the content , a clean URL structure , and creating an attractive meta description . In addition, the use of appropriate *heading tags (H1, H2, H3)*, *internal linking* between pages within the site, as well as improvement quality images with alt text also play a role in increasing readability and search engine optimization . On the other hand , *Off Page SEO* is more concerned with factors external that can influence site rankings , such as the number and quality of *backlinks* obtained from other sites, engagement in social media , as well as level domain trust and authority . Search engines use these factors for evaluate credibility a site and determine whether it is worthy occupy a high position in the results search ([Moz, 2021](#)). The success of SEO implementation can measured through various metrics , including increased visitor numbers organic , bounce rate, average session duration users , as well as conversion obtained from results search organic traffic high organic not only increases website exposure but also has the potential leading to an increase revenue , especially for businesses that rely on digital customers . In addition, search engine algorithms such as *Google Keep* going evolving with smarter updates , such as *Google Bert* and *Core Web Vitals* , which prioritize user experience and relevance more content . Therefore , SEO strategies need to be updated in a way periodically to remain effective and in line with trends latest . By implementing good and sustainable SEO , businesses can build a strong digital presence, attract more audience , and retain Power competition in an increasingly competitive market competitive .

b. Social Media Marketing

Social media marketing (SMM) is a digital method that utilizes social media platforms such as *Facebook, Instagram, Twitter, LinkedIn*, and *TikTok* . The goal is to build brand , improve interaction with the audience , and encourage occurrence conversion . With the existence of billions daily active users , social media has become a very effective tool for businesses to reach their target market more widely and measurably . This marketing includes various methods, such as making content organic , advertising paid , *influencer campaigns* as well direct interaction with customers . In addition, social media marketing strategies also rely on data analysis to measure campaign effectiveness and tailoring the approach to better suit behavior consumer ([Kotler & Keller, 2021](#)). Superiority The main advantage of social media marketing is its ability to create two-way communication between brand and audience . By using features such as comments , direct messages, and reviews from users , businesses can weave closer relationships with customers , understanding their needs, and improving brand loyalty . In addition, social media algorithms help businesses to target audience more precisely based on their demographics , interests , and online behavior , so that make marketing strategies more effective and focused . With good planning , social media marketing can increase awareness brand , strengthen business reputation , and ultimately improve sale as well as growth company .

c. Marketing Content (Content Marketing)

Content marketing is a marketing strategy that focuses on the creation and distribution of content. valuable , relevant , and consistent content For interesting as well as maintain a clear audience , with the aim of encouraging action profitable customers . In the digital era, content marketing has become an important element in marketing strategy because

capable increase awareness brand , building trust , and strengthen customer relations through various formats such as blog articles, videos, infographics , and social media (Pulizzi, 2014). Content marketing success depends on understanding audience and consistency in presenting valuable information . According to research , companies that implement content marketing strategies in a way effective tend to get more involvement higher customers and conversions compared to traditional marketing methods (Holliman & Rowley, 2014). In other words, content marketing is not just promotion , but also efforts build credibility and loyalty customer through relevant and useful information

d. *Email Marketing*

Email marketing is a method in digital marketing that utilizes email to communicate directly with customers and potential customers customers . This method is usually used for send promotions , newsletters , or customized content to be able to increase involvement customers and strengthen relationship with them. The advantages main of email marketing is its cost efficiency and its ability For target audience more precisely than any other marketing method . Research shows that email marketing has one of the highest ROI (Return on Investment) in digital marketing because can produce better conversion at a relatively low cost low (Chaffey, 2019).The success of email marketing depends heavily on segmentation strategy. audience and message personalization . Good segmentation allows company send more relevant content according to preferences and behavior customers , so that increase opportunity interaction . Personalized email with recipient name as well as content that suits their needs is proven own level higher opens and clicks compared to generic emails . In addition, email automation also plays a role important role in improving efficiency , allowing company For send messages automatically at the right time based on behavior users (Järvinen & Taiminen , 2016). However , even though own Lots advantages , *email marketing* also faces challenges , especially in avoiding spam filters and keeping messages interesting to customers . Content that is overly promotional or sent too frequently can cause customer stop subscribe or ignore *email* . Therefore , it is important for businesses to implementing value - oriented strategies , such as providing useful content , maintaining consistency without being excessive , as well as ensure design responsive and engaging *emails* . With the right approach , *email* marketing can be a very effective tool in building loyalty customers and improve business income (Sudha & Sheena, 2017).

e. *Advertisement Paid Advertising*

Advertisement Paid marketing is a digital marketing method where companies pay For display their ads on various platforms, such as search engines , social media , and other websites. The payment model for These ads vary , such as *pay per click* (PPC), *cost per impression* (CPM), and *cost per acquisition* (CPA). This allows company to adjust their strategies according to the marketing goals they want to achieve . Advantages main advertisement paid is its ability to reach wider audience in time short , and flexibility in targeting users based on demographics , interests , or online behavior (Chaffey, 2019). Effectiveness advertisement paid depends on the right targeting strategy and optimization content advertising . Studies show that the use of data analytics and intelligence artificial intelligence (AI) can increase effectiveness advertising by adjusting the message and time display based on behavior users . In addition, visual elements such as quality images and videos tall proven increase involvement users compared to text- based ads . The use of A/B *testing* is also

important for determine the most effective formats and strategies in increasing conversion (Lambrecht & Tucker, 2013). Although own Lots profit , advertising paid also has challenges , including increasing cost per click (CPC) due to intense competition and the potential saturation audience If advertisement displayed too often. Therefore , it is important for businesses to manage budget advertisement in a way efficient and continuous do data-driven optimization to ensure optimal ROI. The combination between advertisement paid and organic marketing strategies , such as *content marketing* and SEO, can increase campaign effectiveness in general whole and build connection term long with customers (Batra & Keller, 2016).

Implementation of Digital Marketing Strategy in Business

Target Market Analysis and Segmentation

Market analysis and segmentation are important steps in marketing that aim to For find and group consumers based on characteristics certain . Market segmentation helps companies to better understand needs and wants customers , so they can adjust their marketing strategies more effectively . This segmentation is usually based on factors demographic , geographic , psychographic and behavioral customers . With this approach , the company can create more relevant campaigns , increase involvement customers , as well as optimizing marketing resources (Kotler & Keller, 2016) .In practice , market segmentation helps companies determine the most potential target audience for their products or services. For example, businesses in the technology industry often use segmentation behavior For target users who are actively searching digital solutions or have history purchase of similar products . Meanwhile, the brand fashion tend apply segmentation psychographics by considering lifestyle and preferences consumers . By understanding characteristics of the target market, company can adjust marketing messages and product offerings to be more attractive to the target segment (Wedel & Kamakura, 2000).

Superiority main from the target market analysis is to increase marketing efficiency and effectiveness of communication strategies. By targeting specific customer groups , companies can avoid waste budget targeted advertising less audience relevant . In addition, segmentation also allows better personalization in marketing campaigns, which can increase loyalty customers and levels conversion . Companies that implement this strategy effectively effective tend own superiority competitive because they can tailor the offer to specific needs customer .

The challenge in target market analysis and segmentation is the dynamics change preference customers and technological developments. Companies must Keep going do market research and utilizing analytical data For ensure that their segmentation strategy remains relevant . The use of intelligence artificial intelligence (AI) and analytics predictive now the more popular in helping companies identify market trends and optimize segmentation customers . With a data-driven approach , businesses can be more adaptive to market changes and improve Power their competitiveness in a competitive industry .

a. Utilization of Data and Marketing Analytics

In today's business era, marketing data and analytics are very important for companies. For understand behavior in demand customers , optimize marketing strategies, and improve the effectiveness of their campaigns. By analyzing information from various sources such as social media , websites, and customer transactions , companies can find trends and

preferences consumers . This finding can utilized to adapt their marketing strategies. This data-driven approach allows businesses to take more accurate decisions , reducing risk errors , and improve efficiency allocation marketing budget (Chaffey & Ellis-Chadwick, 2019).

One of benefit main from marketing analytics is the ability to do segmentation customer more specifically . With the help of intelligence artificial intelligence (AI) and machine learning , companies can grouping customers based on patterns their purchases , preferences , and interactions with brands . This technique helps businesses create more personalized and relevant marketing campaigns , thus increase involvement customer as well as conversion . In addition, analytics predictive is also possible company For predict market trends and adjust marketing strategies before major changes occur (Wedel & Kannan, 2016).

In addition to improving effectiveness of marketing campaigns, data and analytics also play a role in measurement marketing performance . Companies can use various metrics such as *customer lifetime value* (CLV), *conversion rate* , and *return on investment* (ROI) to evaluate the success of their marketing strategy. With the existence of clear metrics , businesses can identify areas that need improvement and optimize their marketing approach to better results . Analytical technologies such as *Google Analytics* and *Customer Relationship Management* (CRM) also help in understanding how customers work interact with brands and improve customer experience in a way overall .

Utilizing data and marketing analytics is how to manage large amounts of data effectively. effective and ensure compliance with regulations data protection . With the increasing awareness will data privacy , company must be careful in collecting and managing information customers to remain compliant with regulations such as GDPR or the Personal Data Protection Act. Therefore , companies need to adopt a transparency- based and ethical strategy in data management to build trust customer as well as maximize benefit from marketing analytics .

b. Using FOMO (*Fear of Missing Out*) Based Strategies

Fear of Missing Out (FOMO) based marketing strategy is techniques that utilize afraid psychological consumer will lost valuable opportunity or experience . This strategy is often used in digital marketing, especially in social media and online advertising campaigns, by creating a sense of urgency and exclusivity around a product or service. Examples of FOMO in marketing include the use of limited time offers , limited stock, or testimonials customers highlighting their positive experiences with a particular product (Hodkinson , 2016).

The effectiveness of the FOMO strategy is supported by research showing that consumers are more likely to make decision purchase impulsive when feel they might lose valuable opportunity . In the world of *e-commerce* , features such as counters time Count-down timers , remaining stock counts , and " X people are viewing this product" *notifications* are often used to trigger feeling urgency . In addition, this strategy is also strengthened by social media-based marketing , where users are often influenced by testimonials and reviews. from influencers or their friends who have try a particular product or service (Przybylski et al., 2013).

E-commerce, FOMO is also widely used in the event and entertainment industry, such as concert ticket launches, exclusive webinars, or discounts. special offers that are only valid for a short period. By offering limited access, the company can push consumer For act faster in taking decision purchases. Studies show that this strategy is effective in increasing involvement customers and speed up the conversion process, especially among generation young people are more active on social media and more susceptible to influence digital social (Dossey, 2017). FOMO based strategies are proven effective in improving sales and engagement customers, companies must use it in a way ethical and transparent. If the customer feel that urgency or exclusivity something offer is just a mere marketing tricks without any real basis, they can lost trust in the brand. Therefore, businesses must ensure that their FOMO campaigns are backed by value real, such as truly limited stock or benefits exclusives that are only available for a limited time certain, for maintain loyalty customers in the long term.

Advantages and Challenges of Digital Marketing

a. Superiority Compared to Marketing Traditional

Digital marketing has several advantages compared to traditional marketing, especially in terms of reach, cost-effectiveness, and capability measurement. One of the superiority The main advantage of digital marketing is its ability For reach wider audience globally at lower costs compared to traditional media such as television, radio, or print. By using strategies such as social media advertising, email marketing, and search engine optimization (SEO), businesses can target customer potential more specifically based on their demographics, interests, and online behavior (Chaffey & Ellis-Chadwick, 2019).

Digital marketing is also more affordable compared to traditional marketing. *Pay-per-click* (PPC) based digital advertising allows businesses to pay only when someone actually interacts with their ad, while organic marketing through social media and SEO can produce Then significant traffic without large advertising costs. In addition, digital marketing provides greater flexibility in adjusting campaigns in real-time based on data obtained, something that is difficult done in traditional marketing (Ryan, 2016).

Superiority Another is the digital marketing capability in tracking and analyzing campaign performance in general deep. By using tool analytics such as *Google Analytics* or *Facebook Insights*, businesses can measure the effectiveness of their campaigns in real-time, including metrics such as engagement rate engagement, conversion, and *return on investment* (ROI). This data allows businesses to optimize their strategy quickly and avoid waste budget on less method effective, something that is difficult achieved in traditional marketing that relies on survey or estimate rough (Kingsnorth, 2019). With various Due to these advantages, digital marketing has become the choice key for many businesses in reaching customers and improve sales. However, success still depends on the strategy used and understanding in-depth understanding of the target market. The combination of digital marketing and traditional marketing elements that are still relevant can provide more optimal results in building brand and maintain loyalty customer.

b. Challenges in Digital Competition and Algorithmic Changes

In the digital era that continues growing, businesses face big challenges in competition online and changes algorithms that influence their visibility in various *platform*. With increasing many Companies are competing to get consumers' attention, competition in

digital marketing is becoming increasingly fierce. The company must keep going innovate in their marketing strategies to stay relevant in the midst of many content that is flooding the internet. In addition, the increasing use of intelligence technology artificial and automation in marketing makes competition the more complex, requiring businesses to keep going update their strategies to remain competitive (Chaffey & Ellis-Chadwick, 2019).

One of challenge The main thing in digital competition is change. algorithms applied by search engines and social media *platforms*. Companies that rely on SEO or social media marketing must adapt to updates algorithms that often change method content displayed to users. For example, *Google* regularly update algorithm his search, which can impact on the ranking of websites in search results search. If businesses cannot adapt their strategies to these changes, they could lost visibility and traffic cross organic in a way significant (Moz, 2021). Changes Algorithms on social media platforms are also a major challenge for businesses. *Facebook*, *Instagram*, and *TikTok* frequently change their algorithms. method content prioritized in *feed* users, who can influence range organic A brand. Companies that previously received interaction tall Can suddenly experience decline in engagement if they do not adapt to the new algorithm. To overcome this In this case, many businesses are turning to paid strategies, such as digital advertising, to stay in touch. their audience. However, reliance on advertising Paid advertising also increases marketing costs, which can be a barrier for small and medium-sized businesses (Kaplan & Haenlein, 2020). The increase competition in producing content quality the height that can attract user attention. With more and more many content is created every day, consumers are becoming more selective in choosing what they consume. Businesses must focused on manufacturing content that is relevant, engaging, and provides added value to their audience. Furthermore, personalization is key to retaining involvement customers, which means businesses need to leverage data and analytics For understand preference users as well as serve content that suits their needs (Kingsnorth, 2019). Facing challenges in digital competition and change algorithm need flexibility and adaptive strategies. Businesses must keep up with digital trends, optimize SEO and social media marketing, and develop data-driven approach to understand their audience better. In addition, diversify marketing strategies, such as combining organic marketing with advertising paid and influencer marketing, can help businesses reduce risk from change unpredictable algorithms. With the right strategy, companies can remain competitive in a dynamic and ever-changing digital environment developing. In a dynamic business world, innovation and strategic adjustments are key for companies. to remain competitive and relevant in the market. Changes in technology, preferences consumers and trends industry demands business to keep going adapt to avoid being left behind by competitors. Innovation includes not only the development of new products, but also better marketing strategies, business models, and customer experiences. Businesses that are able to adapt quickly to change environment will own superiority stronger competitiveness compared to stagnant companies (Christensen, 2016).

Strategy adjustment is very important in facing market challenges, such as changes digital algorithm, shift behavior consumers, and disruption industry. Business that continues Monitoring market data and trends can adjust their approach more effectively, whether in marketing, distribution, or customer service. There are many examples.

companies that previously relied on conventional marketing now shift to data-driven digital marketing to increase involvement customers . By implementing flexible , data-driven approach , the company can optimize their resources and improve efficiency operational (Kotler & Keller, 2019).

In addition to improving Power competitiveness , innovation and strategic adjustments also play a role in maintaining loyalty customers . Consumers tend to be more attracted to brands that offer fresh and relevant experiences to their needs. By continuing update strategy and present solution innovative , business can not only interesting new customers but also retain old customers . Therefore , companies need to adopt culture continuous innovation , where every market change is turned into an opportunity For grow and strengthen their position in the industry .

3. Method

In obtaining data that is qualitative This conducted a direct survey with do interview to the owner, see completeness of administrative data product export requirements as well as studies literature look for a number of article supporting journals to study

4. Finding

In the context of the Global Value Chain (GVC) on Products Wedang Dayang produced by PT Bungas Food Nusantara Balikpapan can explained that *the Global Value Chain* (GVC) or Global Value Chains can defined in a way simple as system global production which is a process in produce something product goods So with involvement several countries from the production process to the marketing process . Involvement the Can in the form of from provider power work , technology , materials raw , to the area as place production , because every country has characteristics and abilities source Power alone in create goods So . (kumparan . Com. 2021). So in the global value chain (GVC) process, several matter following found among others as follow;

- a. *ROW MATERIAL* : Raw materials is stages beginning in the supply chain, the stage This aim For useful For sorting material required raw materials in the production process . Quantity material standard is also adjusted with the production target that has been determined by the company . Wedang Dayak is herbal drinks made from Dayak Onion base , plant typical of Kalimantan which is known own diverse properties health . Although useful , unique taste of Dayak Onion often make public reluctant consume it . Respond to matter This , Bungas Food Nusantara, producer Flowers Dayak Wedang , innovating create herbal drink with delicious taste , making it pioneer Dayak Onion herbal drink with various Flavor variants include Wedang Dayak Coffee, Powder , Fresh (Lemon), and Honey . This processed through system oven , not dried and packaged in a way hygienic with packaging food grade .
- b. *SUPPLIER* : ,When entering this process material standard This will sorted , after That will sent direct to suppliers through logistics partners. In the stages this , the supplier will process material raw and sell in a way direct to customers , In terms of suppliers directly to hotels and several cities in Indonesia and exported to foreign countries such as Singapore and Australia with a pattern Limited delivery . And sold in limited form (direct packaging)

- c. *FACTORY*, Manufacturing is the stage at which the material standard will processed return become goods production that has been So even though packaging still in simple technology and tends to use a simple tool too .
- d. *DISTRIBUTION*, Production goods that have been so then distributed return to retailers or called retailers and outlets that have cooperate , in matter This Dayak wedang with facilitated customs excise Already enter profile at the Indonesian Embassy in Singapore.
- e. *RETAILER* Stages end goods production that has been So , that will be marketed before Finally arrived in hand customers and in relation with product Dayak wedang , thing This Still become constraint main in development his because Not yet existence capable partners process in a way professional Good in a country objective Finally always in form packaging that has been So .
- f. *CONSUMER* , in stages This customer as users final from product Dayak wedang will buy and use direct Good order in a way straight away or past activity exhibitions participated in by Wedang Dayak MSMEs both in neighboring countries including ; Malaysia, Singapore , Oman and several other countries

5. Conclusion

There are several conclusions as follows: following : Digital marketing has become element important in modern business strategy , enabling company reach audience more wide with efficiency high . Some of the main strategies used covers optimization machine search engine optimization (SEO), social media marketing , marketing content , email marketing, and advertising paid . The implementation of this strategy , especially with approach data and trend based like *Fear of Missing Out* (FOMO), can be increase visibility brand , engagement customers , as well as conversion sale ., The advantages of digital marketing compared to marketing traditional located within reach area , effectiveness costs , as well as ability For measure and adjust strategies in real-time. However , the challenge like competition tight , change digital platform algorithms , as well as need sustainable innovation require business For Keep going adapt . With strategic and data -driven approach , the company can maintain Power compete and develop in the increasingly digital era massive like Now This and Product Dayak wedang has do expansion to some countries, although in terms of value chain not yet maximum , but improvement efforts has done with carry out cooperation with party related for support MSMEs to go international. In the last statement thank you for prof sudarmiatin and prof heri pratikto to attent and guidance for improving skill to analyze.

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