



## Optimization of PT Zhisheng Pacific Trading's Digital Marketing Communication Strategy through Instagram Platform

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### Abstract

This research aims to explore the optimization of digital marketing communication strategies at PT Zhisheng Pacific Trading (MIXUE INDONESIA) through the Instagram platform in facing the era of the 4.0 and 5.0 industrial revolutions. The background of this study is based on the need for SMEs to adapt to changing consumer behaviors that increasingly rely on social media as a means of information and transactions. The research method employed is a descriptive qualitative approach, involving interviews with managers and employees of Mixue to gain an in-depth understanding of their digital marketing practices. The results indicate that effective use of Instagram significantly enhances brand visibility, consumer engagement, and product sales. Creative and interactive content, along with features such as Instagram Stories and paid advertisements, have proven capable of attracting the target audience's attention. The conclusion emphasizes that an integrated marketing communication strategy focused on sustained interaction with consumers through social media is crucial for business success in the digital era. This research provides guidance for SMEs to leverage social media's potential to enhance their competitiveness.

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### Article History:

Received: July 22, 2024

Accepted: November 8, 2024

Published: November 12, 2024

### Keywords

digital marketing, social media, Instagram, SMEs, marketing communication, consumer engagement

### Publisher:

LPPM Institut Bisnis dan Informatika Kwik Kian Gie

Selection and Peer-review under the responsibility of the Editor Team of Jurnal Komunikasi dan Bisnis.

 OPEN ACCESS

## INTRODUCTION

The era of the industrial revolution 4.0 transitioning towards 5.0 encourages all parties to quickly adapt to rapid industrial developments. Advances in information and communication technology have transformed the way society exchanges information and utilizes media for marketing products or services to advance business. This transformation affects not only social aspects but also significantly impacts the business world, marking a shift from conventional business models to online-based models. Business growth in the digital era is characterized by the speed and accuracy of information dissemination.

Digital marketing has now become the primary strategy employed by entrepreneurs, whether in micro, small, or medium enterprises (MSMEs) or large companies. Digital marketing offers various advantages, including the ability to quickly convey product information to customers at lower promotional costs, thereby increasing operational efficiency (Ulfa et al., 2024). According to Kotler and Keller (2016), digital marketing enables companies to reach consumers more effectively through more relevant and measurable channels.

The development of technology and the internet has resulted in transformations across various aspects of life, with the internet serving as tangible evidence of technological advancement (Adhawiyah et al., 2019). One significant change is in societal communication, where interactions that were once conducted conventionally can now occur through online applications like social media. This phenomenon is reflected in Indonesia's internet usage statistics in 2021, which reached 202.6 million people, showing a 15.5% increase compared to the previous year (Febrian et al., 2021). This data indicates that marketing practitioners have substantial potential to leverage social media as a marketing tool. Social media marketing refers to strategies that utilize social media platforms to reach target audiences (Felix et al., 2017).

Rapid technological advancements compel MSME actors to swiftly adapt to these changes. Digital marketing, encompassing marketing activities using digital technology to promote products and attract buyers' interest, has become a popular strategy among business actors (Wati et al., 2020). The use of social media has transformed marketing paradigms by facilitating relationships between products, brands, and consumers while significantly impacting societal consumption culture (Sheth, 2018). According to Chaffey and Ellis-Chadwick (2019), using social media in marketing not only enhances brand visibility but also strengthens the relationship between brands and consumers.

This is illustrated in the strategies adopted by various e-commerce companies in Indonesia that actively utilize social media to attract consumer interest for online purchases (Febrian & Ahluwalia, 2021). Instagram is one of the most frequently used social media platforms.

In Indonesia, the number of Instagram users reached 69.27 million at the beginning of 2020, making it a potential platform for business marketing and promotion activities (Sulaksono, 2020).

Choosing appropriate marketing media according to product type, target audience, order delivery schedule, and promotional budget is a crucial aspect that needs consideration for promotions to be accepted by society (Pasaribu, 2020). Social media has become an effective communication channel for MSME actors to enhance their market share and sales. Rapid information exchange through social media has altered consumer behavior patterns, leading them to rely more on this platform for product information and reviews (Hariyanti & Wirapraja, 2018).

Currently, the number of entrepreneurs who have integrated digital dimensions into their businesses has reached 15.9 million or about 24.9% of Indonesia's total MSMEs amounting to 65 million. The number of entrepreneurs connected with the digital ecosystem increased by 99% during the pandemic (Herman, 2021). As more entrepreneurs emerge each year, they are required to update their marketing strategies to optimally leverage opportunities and potentials offered by social media.

This paradigm shift creates an urgent need for business actors to explore and understand the potential of the digital market more deeply. Through intelligent and innovative adaptations of marketing strategies, entrepreneurs can position themselves more competitively in the digital realm. Furthermore, the COVID-19 pandemic has accelerated digital change processes across various economic sectors including MSMEs. Therefore, it is essential for entrepreneurs to integrate digital marketing elements into their business strategies to keep pace with changes and capitalize on growth momentum within the digital ecosystem.

The importance of understanding and implementing effective digital marketing strategies is increasing alongside consumer behavior shifts towards online consumption. MSMEs that successfully adopt digital marketing strategies can expand their market reach while enhancing brand visibility and customer engagement. However, a lack of knowledge and skills in effectively managing social media platforms poses significant challenges for MSME actors.

This research aims to provide practical guidance and recommendations for MSME actors on designing and implementing successful digital marketing strategies. Consequently, they can utilize various internet platforms like social media as effective interaction tools with potential customers while building strong relationships with them to enhance overall business performance.

Through this research, insights are expected regarding how PT Zhisheng Pacific Trading's (MIXUE INDONESIA) digital marketing communication strategy can be optimized through Instagram social media platforms. This study aims to provide insights into the role and

optimization of digital marketing strategies, particularly using Instagram in welcoming the era of industrial revolution 4.0 towards era 5.0.

By analyzing the shift in business paradigms from conventional to digital along with rapidly advancing information and communication technologies as well as variables such as social media marketing and marketing strategies, this research aims to contribute towards updating marketing strategies to be more adaptive and effective. Thus, especially MSME actors are expected to better leverage opportunities and potentials offered by social media for optimal business performance in this digital era.

## **LITERATURE REVIEW**

The literature in this research spans studies from 2019 to 2023, with most conducted in 2022 and 2023. All studies are sourced from national journals focusing on digital marketing and business development strategies, utilizing qualitative research methods such as literature reviews, phenomenology, and descriptive qualitative analysis. Despite varying publication years, these articles were selected based on criteria set by the authors, as their discussions similarly explore the impact and effectiveness of digital marketing strategies in enhancing business performance.

The first study, conducted by Siti Rohmah, Fathoni Bustaman, and Maulana Ahmad in 2023, is titled "Social Media Marketing: Digital Marketing Strategies in the Modern Era (A Literature Study)." This qualitative literature review aims to explore the impact and role of social media marketing (Instagram) as a modern marketing strategy suitable for the COVID-19 pandemic situation. The findings explain the benefits businesses gain from effective social media management by leveraging available features.

The second study by Ulfa Afrianti, Mochammad Isa Anshori, and Nurita Andriani in 2022 is titled "Digital Marketing Through Instagram and Facebook Ads to Scale Up MSMEs." This literature review aims to address the role of Instagram and Facebook Ads in enhancing MSME business scales. The results indicate that both social media platforms positively influence business scale growth and consumer engagement.

The third study by Sintia Sumartini Putri in 2022 is titled "Digital Marketing as an Optimization Strategy for Young Entrepreneurs in Clothing PRJ Bus to Increase MSME Revenue." Using a qualitative phenomenological approach, this research identifies how young entrepreneurs optimize digital marketing to boost their MSME revenues. The findings reveal that digital marketing strategies like advertising and social media content successfully attract public attention across various regions.

**Table 1. Literature review of Digital Marketing**

No	Title	Writer (Year of Publication)	Methods	Research Purpose	Research Result
1	Social Media Marketing: Digital Marketing Strategies of the Modern Era (A Literature Study)	Siti Rohmah, Fathoni Bustaman, Maulana Ahmad (2023)	Qualitative with a literature review approach	Exploring the impact and role of implementing social media marketing (Instagram) as a modern era marketing strategy that is appropriate to the Covid-19 pandemic situation.	Explain the benefits that businesses gain from good and optimal management of social media, by utilizing existing features.
2	Digitalization of Marketing Through Instagram and Facebook Ads in Increasing the Scale of MSME Businesses : <i>Systematic Literature Review</i>	Ulfa Afrianti, Mochammad Isa Anshori, Nurita Andriani (2022)	<i>Literature review</i>	To answer questions about the role of Instagram and Facebook Ads in increasing the scale of MSME businesses.	It shows that both social media platforms influence the scale of a business, as well as play a role in influencing consumer engagement and behavior.
3	Digital Marketing as Optimization of Marketing Strategy for Young Entrepreneurs "Clothing PRJBus" in Increasing MSME Business Turnover	Sintia Sumartini Putri (2022)	Qualitative with a Phenomenological approach	Identifying how young entrepreneurs optimize digital marketing to increase their MSME business turnover.	The use of digital marketing, including advertising and social media content, by young entrepreneurs successfully attracted public attention from various regions.
4	Digital Marketing Optimization Strategy as a Marketing Media in the Bakery Business	Taradiva Adisty, Rusdi Hidayat Nugroho (2019)	Qualitative, Literature Study, SWOT analysis and IE Matrix	Key outcomes of the strategies include maintaining product price and quality, enhancing innovation, and optimizing marketing. Digital marketing has also improved content quality and increased social media impressions.	Research shows that maintaining product price and quality, enhancing innovation, and optimizing marketing are key outcomes of the identified development strategies.
5	"Digital marketing optimization of <i>Mie Gacoan</i> through creative content copywriting on the Instagram account @ <i>mie.gacoan</i> "	Julyanto Ekantoro, Fitria Widiyani Roosinda, Fikriyah Afi Nabilah (2023)	Descriptive qualitative	Optimizing the marketing of research objects with copywriting content to his instagram account	Optimizing copywriting has raised brand awareness and increased consumer interest in Gacoan noodles. Additionally, changing menu names and highlighting halal certification from MUI have boosted sales and customer numbers.

No	Title	Writer (Year of Publication)	Methods	Research Purpose	Research Result
6	"Marketing strategies in the use of social media Instagram at the store Triyo Sport Semarang"	Dwi Widi Pratito, Febrian Gilang (2022)	The research method uses qualitative with descriptive research type. The approach used is a case study.	Analyzing marketing strategies using Instagram social media at the Triyo Sport Semarang Store.	The Instagram marketing strategy focuses on product quality, customized pricing, social media promotion, and cost-effective location selection, effectively achieving business objectives and informing potential consumers.
7	"Application of Digital Marketing to Increase Sales of Ayana Store Pati Products"	Tas'ayana Ayu Larasati, Adhi Pradiptya, Mita Mawardani (2022)	Descriptive with a qualitative approach to the research object	Assessing the impact of the implementation of a digital marketing strategy on Ayana Store Pati.	The use of digital marketing and social media has successfully boosted sales for Ayana Store Pati. However, challenges like unstable internet connections and delivery delays hinder its adoption. Overall, digital marketing has positively impacted sales growth.
8	"The Impact of Implementing Digital Marketing Strategies on the Heypearl Store Fashion Business"	Adistya Pramudyana, Budi Prabowo (2023)	Qualitative descriptive approach	Identify the impact of the implementation of digital marketing strategies used by Heypearl Store.	Implementing digital marketing strategies like optimizing websites, utilizing marketplaces, engaging on social media, and applying SEO helps Heypearl Store expand reach, increase product visibility, and target audiences more effectively.
9	"Effectiveness of Using Social Media as a Promotion and Marketing Means for MSMEs Anggi Screen Screen Printing in the Digital Era"	Andina Dwijayanti, Rita Komalasari, Budi Harto, Puji Pramesti, M. Wildan Alfaridzi (2023)	The research methodology used is qualitative descriptive	Evaluating the effectiveness of the use of social media as a means of promotion and marketing by MSMEs Sablon Anggi Screen	The use of social media platforms like Instagram, WhatsApp Business, TikTok, YouTube, and marketplaces effectively helps MSMEs Anggi Screen promote and market their products in the digital era.
10	"Application of Digital Marketing on Instagram to Improve Marketing at Nak Mbarep Cake Shop in Kepatihan Tulungagung"	Iswatul Saldina, Novita Anjarsari (2022)	Descriptive qualitative method	Analyzing the impact of utilizing digital marketing via Instagram to improve marketing strategies at the Nak Mbarep Cake Shop in Tulungagung.	Utilizing digital marketing via Instagram has strengthened the marketing strategy of Nak Mbarep Cake Shop by facilitating interaction between sellers and buyers while enhancing product promotion.

The fourth study by Taradiva Adisty and Rusdi Hidayat Nugroho in 2019 is titled “Optimizing Digital Marketing Strategies as a Marketing Medium for Bakery Businesses.” This qualitative research employs literature study, SWOT analysis, and IE Matrix to maintain product price and quality while enhancing innovation and optimizing product marketing. The implementation of digital marketing has also improved content publication quality and increased impressions across several social media accounts. The study shows that maintaining product price and quality, enhancing innovation, and optimizing marketing are key outcomes of the identified strategies.

The fifth study by Julyanto Ekantoro, Fitria Widiyani Roosinda, and Fikriyah Afi Nabilah in 2023 is titled “Optimizing Digital Marketing for Mie Gacoan Through Creative Copywriting Content on Instagram @mie.gacoan.” This descriptive qualitative research aims to optimize marketing through copywriting on Instagram. The findings indicate that optimizing copywriting content successfully increases consumer interest in Mie Gacoan by raising awareness of the products and brand. Changing menu names and stating that Mie Gacoan has received halal certification from MUI have also boosted sales turnover and customer numbers.

The sixth study by Dwi Widi Pratito and Febrian Gilang in 2022 is titled “Marketing Strategies Using Instagram at Triyo Sport Semarang.” This descriptive qualitative research uses a case study approach to analyze marketing strategies on Instagram at Triyo Sport Semarang. The results conclude that the Instagram marketing strategy emphasizes product quality, customized pricing, social media promotion, and cost-effective location selection, effectively achieving business objectives while providing information to potential consumers.

The seventh study by Tas’ayana Ayu Larasati, Adhi Pradiptya, and Mita Mawardani in 2022 is titled “Implementing Digital Marketing to Increase Sales of Ayana Store Pati Products.” This descriptive qualitative research concludes that using digital marketing and social media promotion has successfully increased sales at Ayana Store Pati. However, challenges like unstable internet connections and delivery delays affect digital marketing adoption. Overall, digital marketing implementation has positively impacted sales growth.

The eighth study by Adisty Pramudyana and Budi Prabowo in 2023 is titled “Impact of Digital Marketing Strategy Implementation on Heypearl Store Fashion Business.” This descriptive qualitative research aims to identify the impact of digital marketing strategies employed by Heypearl Store. The findings conclude that strategies such as optimizing websites, being present on marketplaces, engaging on social media, and implementing SEO help Heypearl Store expand its reach, increase product visibility, and target audiences more efficiently.

The ninth study by Andina Dwijayanti, Rita Komalasari, Budi Harto, Puji Pramesti, and M. Wildan Alfaridzi in 2023 is titled “Effectiveness of Social Media Use as a Promotional Tool for Anggi Screen UMKM in the Digital Era.” This descriptive qualitative research evaluates the

effectiveness of social media as a promotional tool for Anggi Screen UMKM. The findings show that utilizing platforms like Instagram, WhatsApp Business, TikTok, YouTube, and marketplaces has effectively helped Anggi Screen promote its products in the digital era.

The tenth study by Iswatul Saldina and Novita Anjarsari in 2022 is titled “Implementing Digital Marketing on Instagram to Enhance Marketing at Nak Mbarep Cake Shop in Kepatihan Tulungagung.” This descriptive qualitative research analyzes the impact of using digital marketing via Instagram to improve marketing strategies at Nak Mbarep Cake Shop. The results indicate that using digital marketing through Instagram contributes to enhancing Nak Mbarep Cake Shop's marketing by facilitating seller-buyer interactions while providing promotional advantages.

## **METHODS**

This research adopts a descriptive qualitative method, aiming to describe the values of independent variables, whether singular or multiple, without making comparisons or relating them to other variables (Sugiono, 2019). The study employs a qualitative approach focused on optimizing digital marketing communication strategies. In the data collection phase, the author uses in-depth interviews and direct observations of the research subjects to gather data and information related to digital marketing strategies and social media marketing.

The informants in this study consist of business practitioners and experts in digital marketing, providing comprehensive insights into marketing practices through social media platforms, particularly Instagram. In-depth interviews are conducted to gain detailed perspectives on how digital marketing strategies are applied in real-world contexts. Direct observations are carried out to examine the implementation of these strategies in the natural environment of the research subjects.

The data analysis techniques used include coding to identify themes and patterns from the information obtained, allowing the researcher to understand the meanings behind the observed phenomena. This research is based on a post-positivist paradigm, as the researcher conceptualizes the study based on the natural context of actual phenomena in the field and presents it as systematically organized facts regarding the real conditions of the observed reality.

Post-positivism is often referred to as an interpretive or constructive paradigm, viewing social reality as holistic, complex, dynamic, meaningful, and characterized by interactive (reciprocal) relationships among phenomena. This paradigm enables researchers to deeply observe the phenomenon of optimizing digital marketing communication strategies at PT Zhisheng Pacific Trading through Instagram.

With this qualitative approach, researchers can maintain the integrity of the natural context of digital marketing communication strategies within it. The natural essence of qualitative

research is derived from the understanding that the context in research must be preserved to better depict the research phenomenon as a whole. Qualitative research studies phenomena through interactions of behavior and language as well as various characteristics of those involved, as stated by Moleong (2011), that qualitative research is specific tradition in social science that relies on observations of people within their own contexts and engages with them in their language and terminology.

This research reveals the important role of social media marketing, particularly through the Instagram platform, in optimizing marketing strategies in the digital era. Amid the COVID-19 pandemic, the implementation of social media marketing has become increasingly relevant and provides significant benefits for businesses, including MSMEs, when managed well. This aligns with Rogers' (2003) Diffusion of Innovations theory, which states that the adoption of new technologies, such as digital marketing, can enhance communication effectiveness and interaction between businesses and consumers.

With the increased use of social media during the pandemic, many businesses have turned to digital platforms to reach their customers more effectively. The General Manager of Mixue Indonesia emphasizes the importance of digital marketing strategies in facing intensifying competition. According to him, Instagram has become the primary platform for interacting with customers and promoting products. Through Instagram, Mixue can reach a wider audience and effectively influence consumer behavior. This reflects the concept of customer engagement described by Brodie et al. (2011), where active interaction between brands and consumers can enhance customer loyalty. This strong interaction not only increases brand awareness but also creates a community around the offered products.

The General Manager also explains that Mixue utilizes various Instagram features, such as Instagram Stories, IGTV, and Instagram Ads, to enhance brand visibility and consumer engagement. The shared content is designed to capture attention, provide relevant information, and build closer relationships with customers. Research by Siti Rohmah et al. (2023) shows that effective social media management can provide substantial advantages for businesses. By optimally utilizing these features, Mixue not only strengthens brand awareness but also encourages direct interaction with customers.

One Mixue employee responsible for social media management states that creativity in content creation is key to the success of their marketing strategy. The Mixue team strives to create engaging and innovative content to maintain customer interest, using appealing visual techniques and creative captions. Interaction with customers through comments and direct messages is also crucial; the Mixue team responds quickly to questions and feedback to build better relationships. This aligns with Social Presence Theory, which emphasizes the importance of social presence in online communication for building stronger relationships between brands and consumers.

Another employee involved in Facebook and Instagram Ads campaigns reveals that using paid advertisements on social media yields significant results for Mixue Indonesia. Ads on Instagram and Facebook allow Mixue to target specific audiences and effectively increase consumer engagement. Increases in sales and visits to physical stores have been recorded after running targeted ad campaigns.

These findings align with research by Ulfa Afrianti et al. (2022), which highlights the important role of Instagram and Facebook Ads in MSME growth. A study by Tas'ayana Ayu Larasati et al. (2022) also demonstrates Ayana Store Pati's success in boosting sales through digital marketing strategies using social media. Research by Julyanto Ekantoro et al. (2023) emphasizes the importance of creative content and copywriting in optimizing digital marketing, proven to increase consumer purchasing interest in Mie Gacoan products. Additionally, research by Andina Dwijayanti et al. (2023) shows that using social media like Instagram is effective in promoting products and expanding market reach for MSMEs like Anggi Screen.

Facing an increasingly advanced digital era, Mixue Indonesia has successfully utilized various social media platforms such as Instagram, TikTok, and e-commerce as part of its digital marketing strategy. By integrating creative and interactive marketing strategies through these platforms, Mixue achieves success amid a competitive environment. This reflects the Integrated Marketing Communications (IMC) theory that emphasizes the importance of consistent messaging across various channels to build a strong brand image.

In implementing digital marketing strategies, Mixue prioritizes attractive designs with a strong logo, eye-catching color selections, as well as creative writing and captions. This creates an engaging visual experience for consumers, enhancing their engagement with the brand. In addition to relying on social media, Mixue also participates in e-commerce to provide easy access for consumers to purchase products online. By being present on e-commerce platforms, Mixue can reach more potential customers who prefer shopping online.

Overall, Mixue has successfully implemented a holistic digital marketing strategy across various social media platforms and e-commerce. By focusing on creativity, relevant content, and ongoing interaction with consumers, Mixue is able to face increasingly competitive market challenges in today's digital era. From interviews with the General Manager of Mixue and two employees, it can be concluded that integrating marketing strategies that prioritize creativity and ongoing interaction through social media platforms—especially Instagram—is key to Mixue's success in this digital era.

Thus, this research not only provides insights into best practices in social media marketing but also offers strategic recommendations for other MSMEs to fully leverage the potential of digital platforms in achieving sustainable business growth.



Figure 1. Mixue's Instagram profile, 2024

Source: [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia)



Figure 2. The Use of Instagram Feed as Digital Marketing for Mixue, 2024

Source: [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia)

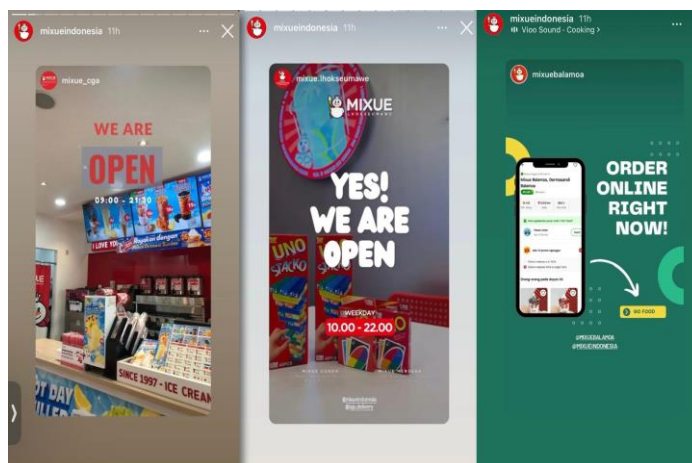


Figure 3. The Use of Instagram Story as Digital Marketing for Mixue, 2024

Source: [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia)

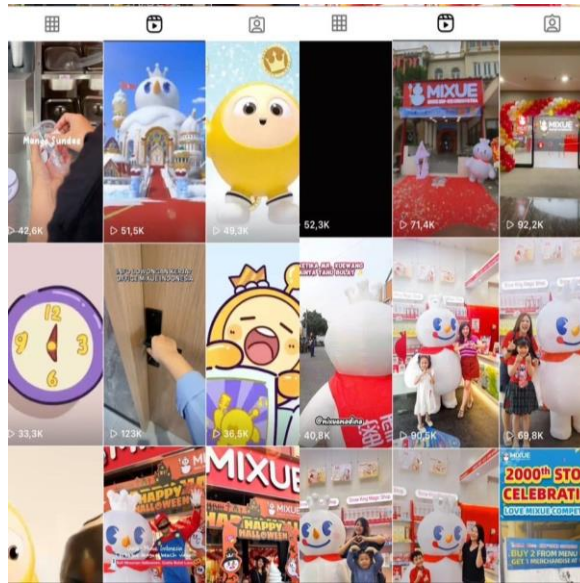


Figure 4. The Use of Instagram Reels as Digital Marketing for Mixue, 2024

Source: [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia)



Figure 5. The First Post of Mixue Indonesia Instagram, 2019

Source: [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia)

## CONCLUSION

This research reveals that Mixue Indonesia has implemented effective digital marketing strategies, leveraging social media, particularly Instagram, to enhance brand visibility and expand market reach. In today's digital era, marketing strategies have undergone significant transformation, with social media platforms serving as primary tools for reaching consumers. Mixue utilizes various features of Instagram and TikTok to create engaging content, increase interaction with consumers, and effectively promote its products.

Mixue's use of Instagram includes posting photos and videos of products, Instagram Stories, IGTV, and live streaming to interact directly with customers. Paid advertisements on Instagram and Facebook are also employed to target specific audiences, enhancing the effectiveness of their marketing campaigns. Mixue has successfully increased its brand visibility through appealing content such as product photos, tutorial videos, and discount promotions. Interactive features like Instagram Stories help build a strong brand presence.

Consumer engagement has risen thanks to the creative content posted by Mixue. Live streaming sessions and direct interactions through comments help foster personal relationships and loyalty with consumers. TikTok has become an important platform for Mixue to reach a younger audience; creative content on TikTok often goes viral, raising brand awareness at a low cost.

Mixue's participation in e-commerce platforms like Tokopedia and Shopee provides easy access for consumers to purchase their products. Their presence in e-commerce not only boosts sales but also expands market reach, allowing Mixue to connect with consumers in various regions. E-commerce also simplifies the purchasing process, enhancing consumer satisfaction and loyalty.

The implementation of digital marketing strategies through social media and e-commerce has proven effective in increasing sales. Promotions via social media successfully attract consumer interest and boost transaction numbers. The content posted by Mixue is not only visually appealing but also informative, helping consumers make quicker purchasing decisions.

Overall, Mixue has successfully applied an integrated digital marketing strategy across various social media platforms and e-commerce. By focusing on creativity, relevant content, and ongoing interaction with consumers, Mixue is well-equipped to face increasingly competitive market challenges. The optimal use of social media has been key to Mixue's success, enabling them to enhance brand visibility, consumer engagement, and product sales. By continuously understanding the potential of these platforms, Mixue is poised for further growth and greater achievements in the future.

This strategy demonstrates that in a competitive digital era, optimal utilization of social media is key to business success. Mixue Indonesia serves as an example of how integrating innovative digital marketing strategies can lead to significant success in a rapidly evolving market.

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#### EDITORIAL NOTE

This article is the result of collaboration between Jurnal Komunikasi dan Bisnis and Universitas Ciputra at the Konferensi Nasional Ilmu Komunikasi (KONAIKOM) 3.0 Communication Shift in the Digital Age 2024.