

## The Power of Digital Marketing Tools: Case study of PT Lifa Plasmest Indonesia

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### ABSTRACT

**Purpose** The development of increasingly modern times makes all business activities use digital marketing to increase brand awareness of a business. PT Lifa Plasmest Indonesia is a company in the field of manufacturing plastic ID accessories and product customization decided to do digital marketing with sites, Facebook and Instagram social media, create Mailchimp, and create a trade account on the Tokopedia marketplace site. **Methodology** The research method used is descriptive qualitative with a data triangulation approach through interviews, observation and documentation. **Findings** The results in this study show an impressive positive impact in gaining public awareness about PT Lifa Plasmest Indonesia through websites or sites and social media. These results can be seen from the number of website visits, insights from Facebook and Instagram social media, as well as increased customer reviews and interactions on Google My Business. **Suggestion** It is hoped that the company will remain consistent in maintaining the content uploaded on social media and maximizing the increased exposure of PT Lifa Plasmest Indonesia.

**Keywords:** Brand awareness; Digital marketing; Marketplace sites; Social media marketing; website.

### ABSTRAK

**Tujuan** Tujuan Perkembangan zaman yang semakin modern membuat segala kegiatan bisnis menggunakan digital marketing untuk meningkatkan brand awareness suatu bisnis. PT Lifa Plasmest Indonesia merupakan perusahaan yang bergerak di bidang manufaktur aksesoris ID plastik dan kustomisasi produk memutuskan untuk melakukan digital marketing dengan situs, media sosial Facebook dan Instagram, membuat Mailchimp, dan membuat akun dagang pada situs marketplace Tokopedia. **Metodologi** Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan triangulasi data melalui wawancara, observasi dan dokumentasi. **Temuan** Hasil dalam penelitian ini menunjukkan adanya dampak positif yang mengesankan dalam meraih awareness masyarakat terhadap PT Lifa Plasmest Indonesia melalui website atau situs dan media sosial. Hasil tersebut dapat dilihat dari jumlah kunjungan website, insight dari media sosial Facebook dan Instagram, serta peningkatan review pelanggan dan interaksi pada Google My Business. **Saran** Diharapkan kepada perusahaan agar tetap konsisten dalam menjaga konten yang diunggah pada media sosial dan memaksimalkan peningkatan exposure PT Lifa Plasmest Indonesia.

**Kata kunci:** Kesadaran merek; Pemasaran digital; marketplace; Pemasaran media sosial; Situs.

## INTRODUCTION

In today's modern era, social media has become a key platform for accessing information

and conducting digital marketing. Digital marketing allows businesses, from MSMEs to large companies like Limited Liability Companies (LLCs), to interact with social media users and increase brand recognition. An LLC is a legal entity formed through a capital alliance and operates with authorized capital divided into shares (Kasih et al., 2023). With digital marketing, businesses can promote their products more efficiently and practically through social media. According to a survey by (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024), internet usage in Indonesia has reached 221.5 million people, making digital marketing an essential strategy for businesses to increase visibility.

Digital marketing is a key strategy for promoting products and services online through platforms such as websites, social media, email marketing, and marketplaces (Bangun & Purnama, 2022; Arianto, 2019). Digital marketing has no limits because companies can use any device, such as mobile phones, tablets, and laptops, and also through social media, SEO, videos, emails, and many more that can be used to promote the company's products and services (Putri et al., 2023). Digital marketing involves promotion and marketing through online platforms, including social media networks (Zalukhu et al., 2024).

Digital marketing tools, such as tools with Google My Business, can improve websites and help businesses provide important information to customers (Wahyuni et al., 2024). Google My Business is a media that helps market products or services through Google (Merdekawati et al., 2021). Additionally, email marketing allows for targeted communication with potential buyers, thereby increasing purchasing interest (Lady et al., 2023; Prihatini, 2022).

According to (GoodStats, 2024), Indonesians use social media, spending an average of 3 hours and 11 minutes on social media every day. Also, a survey from (Slice.id, 2024) found that 36.2% of people find new products/brands on social media ads. Therefore, social media can be very beneficial in buying and selling a business because it can provide detailed information about marketing products (Armayani et al., 2021). Therefore, social media, including Instagram and Facebook, are important in building customer engagement and increasing business exposure if managed professionally and consistently (Lady et al., 2024).

Besides implementing a good website and using social media, marketplaces such as Tokopedia facilitate online sales by connecting sellers and buyers (Noor, 2022). Likewise, Canva supports the creation of visually appealing promotional content for social media (Sunarti, 2022).

Moreover, digital marketing can increase brand awareness by managing various digital devices such as websites, social media, and other activities like taglines and advertisements (Andiana et al., 2021; Oktaviani & Lestari, 2017). The formation of brand awareness before purchasing will make customers choose the products the firm offers compared to other similar products offered by competitors (Dilham et al., 2018). The essence of brand awareness is building products that can attract customer interest and give a good impression through online and offline marketing (Qausya et al., 2024).

PT Lifa Plasmet Indonesia is a small and medium-sized company established in 1999, specializing in manufacturing plastic products, ID accessories, and product customization. However, until 2024, this company does not have a strong digital presence. Therefore, this study was conducted because the company PT Lifa Plasmet Indonesia was established 25 years ago; however, there are still many people who do not

know about this company. In addition, the portion of individual sales of the company is very minimal compared to business sales. While it is known that digital marketing plays an important role in helping companies increase brand awareness and boost individual sales, this study proposes a comprehensive digital marketing strategy, including website development, social media management, and market integration. Utilizing these tools aims to increase customer awareness, expand business reach, and streamline operations for PT Lifa Plasmest Indonesia. So this study aims to answer the following research questions (RQ),

**RQ1:** How can digital marketing tools be used optimally to increase brand awareness for PT Lifa Plasmest Indonesia?

**RQ2:** What digital marketing strategies most effectively increase individual sales and customer engagement for PT Lifa Plasmest Indonesia?

**RQ3:** What are the challenges and opportunities in implementing this company's comprehensive digital marketing strategy?

## METHODOLOGY

### Data analysis

This study employed a qualitative descriptive method to explore digital marketing strategies for PT Lifa Plasmest Indonesia. Convenience sampling was used to select participants who were readily available and willing to participate (Rahi, 2017), a practical choice given the small active customer base of around 20.

Five customers (25% of the total customer base) were interviewed to gather insight. Although the sample size was small, qualitative research prioritizes rich, in-depth data rather than broad generalizability (Robinson, 2014). Hennink and Kaiser (2022) highlight that small samples can reach data saturation, particularly in homogenous populations, such as this study's participants, who shared familiarity with the company's products and services. This homogeneity ensured focused and meaningful insights, making the sample size appropriate for the study's purpose. The small sample size aligns with the study's qualitative aims, which focus on depth over breadth (Patton, 2014), ensuring the collected data is rich, relevant, and contextually grounded.

Primary data was collected through semi-structured interviews and observations, supported by secondary data to ensure validity (Syarif et al., 2021). Interviews allowed participants to elaborate on their experiences regarding customer awareness, purchasing behavior, and opinions on digital marketing tools (e.g., websites, social media, and marketplaces). Observations complemented interviews by capturing customer interactions with the company's digital platforms.

### Questions for the owner of PT Lifa Plasmest Indonesia:

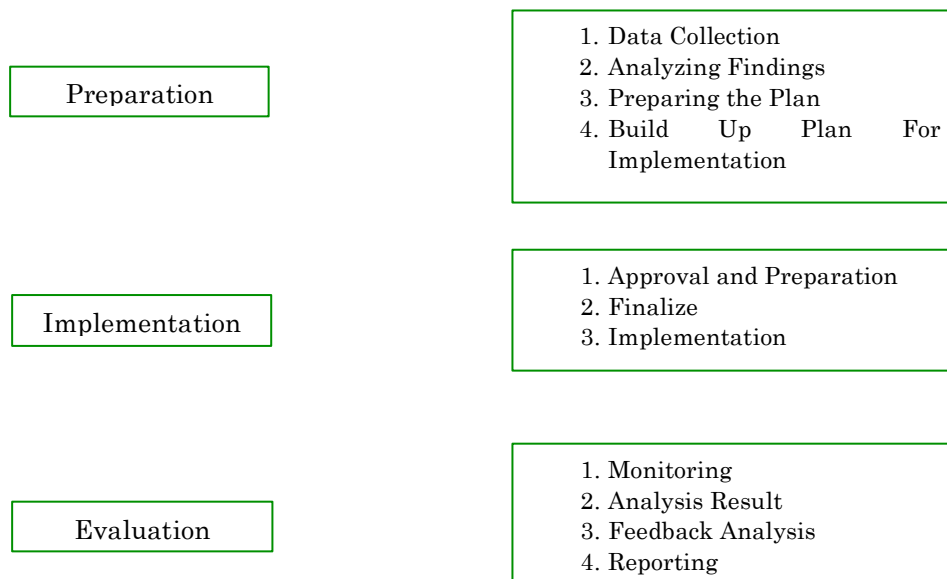
1. How did you start your business in manufacturing plastic ID accessories?
2. What do you think of the current business competition?
3. Are there any problems or challenges faced by PT Lifa Plasmest Indonesia in terms of disseminating information about products, company locations, and company contacts?
4. Do you think PT Lifa Plasmest Indonesia should start expanding into the world of

digital marketing?

5. What do you need for digital marketing PT Lifa Plasmest Indonesia?
6. Is digital marketing the main focus of PT Lifa Plasmest Indonesia at the moment? Is there anything else besides that in terms of growing your business again in the future?
7. How do you plan to develop the marketplace side as a place to promote and introduce your products to the people of Batam or beyond?

**Questions for customers of PT Lifa Plasmest Indonesia:**

1. How important is social media to your life?
2. What social media do you use frequently? Moreover, how often do you use social media in a day?
3. What do you think about the quality of products, services, prices, and promotions carried out by PT Lifa Plasmest Indonesia?
4. How often do you order PT Lifa Plasmest Indonesia products in a month? For personal or work purposes? How does it compare to similar products from other PT.?
5. How did you first find out about PT Lifa Plasmest Indonesia? Moreover, why did you decide to buy at PT Lifa Plasmest Indonesia?
6. What if PT Lifa Plasmest Indonesia created a website, social media, and marketplace? Would you find it more helpful?
7. Are there any comments or suggestions that you can give about digital marketing and promotion from PT Lifa Plasmest Indonesia?



**Figure 1. Implementation Stages**

Source: Developed by the authors

The implementation of this research was organized into three stages. The first stage, preparation, involved collecting data through observations, interviews, and design and

then creating an implementation plan based on the information collected. The second stage, implementation, focused on gaining approval for the plan and establishing the basis for implementing the planned strategies. The third stage, evaluation, involves monitoring the implemented plan so that adjustments can be made to improve the effectiveness of social media marketing.

## RESULTS

### Identification of problems through interviews with the owner and customers of PT Lifa Plasmest Indonesia

PT Lifa Plasmest Indonesia was established in 1999 because the owner wanted to start something new in Batam City. Based on an interview, the owner explained,

*In the beginning, I had a printing business. Over time, I had a dream to open a bigger and more diverse business, so in the end, I founded PT Lifa Plasmest Indonesia, manufacturing plastic ID accessories and customizing products according to customer desires (Theo/56/M).*

Since its establishment, the company has faced fierce competition. The owner stated,

*Of course, there is competition, and it gets tougher by the day because many companies are now involved in this plastic manufacturing world, and we have to compete with prices that are getting more and more competitive (Theo/56/L).*

Another challenge PT Lifa Plasmest Indonesia encounters is the lack of a proper platform to promote and disseminate information about the business. The owner emphasized,

*We have that problem because we do not have a place or container that we can use as a promotional platform (Theo/56/M).*

Currently, the company has never implemented digital marketing, which has become its primary focus. According to the owner,

*Of course, I want to do digital marketing because the internet is extraordinary everywhere, and everyone uses it to find everything. For now, the company relies heavily on business sales, our individual sales portion is very small and we want to increase our sales portion for individual sales and we need digital marketing such as websites and social media for that to happen. Before social media, customers knew about our company through word of mouth. The company's current sales level for individual buyers is only around 27 million Rupiah, and it is expected that the implementation of digital marketing can increase sales to 50 million Rupiah and I hope can increase repeat purchase (Theo/56/M).*

The company also recognizes the benefits of using a marketplace for promotions and sales. The owner added,

*Nowadays, everyone shops through the marketplace, which makes me want to promote and sell through marketplaces as well. However, with limited employees, my current focus is only on Batam City, and in the future, I hope to expand sales outside Batam (Theo/56/M).*

Based on the problems faced by PT Lifa Plasmest Indonesia, the researcher conducted a survey using convenience sampling, targeting several people who are

customers of PT Lifa Plasmest Indonesia. Convenience sampling was chosen because it allowed the researcher to gather data quickly and efficiently by interviewing customers who were readily available and willing to participate. This interview was conducted to obtain information that could help PT Lifa Plasmest Indonesia develop a strategy suited to its target consumers. The total estimated number of active customers is around 20. Based on interviews with five people (representing 1/4 of the total customers), the interviews were conducted on the same day with participants who had free time to participate. All interviewees recognized that social media is important in everyday life. Everyone interviewed admitted that they searched for internet and social media information before deciding to purchase. Therefore, PT Lifa Plasmest Indonesia must develop a digital marketing platform for promotion.

*Well, the internet and social media are now an important part of my life because my daily life is definitely searching via the internet or social media, now that with the existence of social media, anything can be searched and found (Vani/22/F).*

*The internet and social media are very embedded in everyday life, so if I do not open social media, it is like something is missing because now social media can also be a source of information, from looking for products, news, and others (Arman/46/L).*

*The internet and social media are really important nowadays, I always open my social media every day to just see updates about new news or information through social media (Siska/33/F).*

During the interview, some customers asked how they knew the firm. The answer was that some were unaware of PT Lifa Plasmest Indonesia, while others discovered it through a friend's recommendation. So, they suggested that they would appreciate and benefit from the company's development of digital marketing to promote its products through a website, social media, and marketplaces. It emphasizes that by implementing digital marketing, consumers will become more aware of the company's existence, which increases brand awareness.

*I have lived in Batam for more than 20 years, and I also have a business that may need these kinds of accessories, but I have never heard of this PT at all. Why doesn't the owner consider creating an identity on social media or a website? I knew this PT only because I ever passed the road in front of PT (Andriani/39/F).*

*I know about this company from my good friend that suggest me to buy the products from this company. For me is really hard to find information about this company such as the product and from what I thought it was obviously very helpful, if the company can do the digital marketing such as website that can display any of its products, then I can see social media too such as Facebook, in my opinion, it is also quite helpful because I can immediately share it with my relatives, then the marketplace also helps because if I buy it, I can also go online and just wait at home and I prefer Tokopedia marketplace cause the most convenient marketplace apps that I ever used (Arman/46/M).*

### **Implementing strategy at PT Lifa Plasmest Indonesia**

Based on interviews, researching for information via the internet, social media, and marketplaces is essential in modern life. To address PT Lifa Plasmest Indonesia's challenges, researchers build a plan for implementation, including a website, social media, Google My Business, email marketing, and marketplace.



## Website or Site

A website on Figure 2 (<https://lifaplasmetsindonesia.com/>) was developed using WordPress for easy management and customization (Prosarani, 2022). Plugins such as Elementor and Essential Addons allowed seamless editing, while tools like LiteSpeed Cache improved load times, and Solid Security Basic provided malware protection. The footer (Figure 3) design uses a cheerful yellow color for clarity and includes company details, a privacy policy, and terms of use. Over 30 days, the website gained 486 visitors and 917 views (Figure 4). Visitor analysis data was monitored using the Independent Analytics plugin.



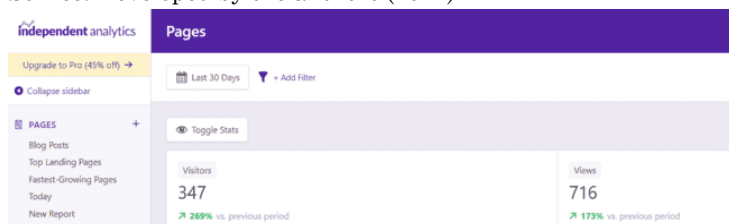
**Figure 2. Homepage view of the website**

Source: Developed by the authors (2024)



**Figure 3. Website Footer**

Source: Developed by the authors (2024)

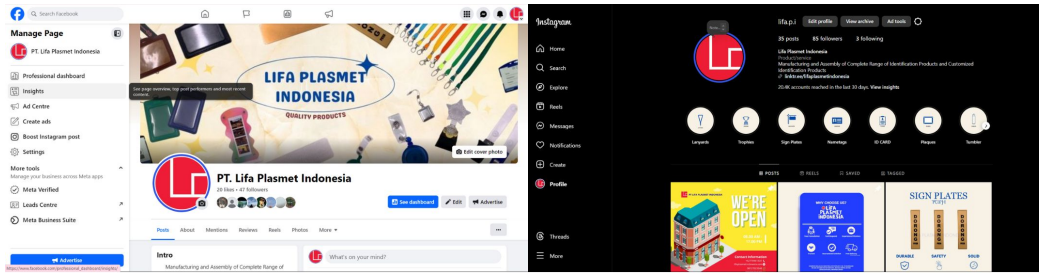


**Figure 4. Website Visitor Analysis**

Source: Developed by the authors (2024)

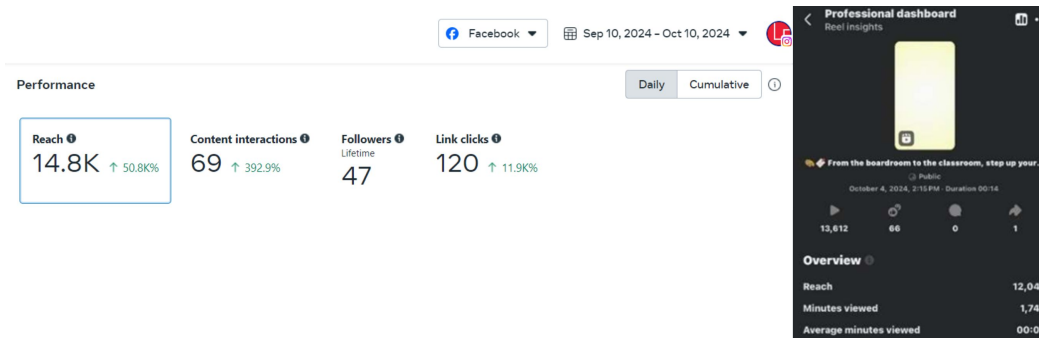
## Social Media

Social media platforms like Facebook and Instagram were used to upload visually appealing photos and videos edited using Canva (Dhea et al., 2022). Facebook and Instagram profile can be seen in Figure 5 Paid ads through reels were implemented. On Facebook, an ad campaign costing Rp. 80,000 for 5 days reached 12,044 accounts, received 66 likes, and 1 share (Figure 6). Instagram reels reached 44,883 accounts, received 65 likes, and boosted profile visits by 127 (Figure 7). Additionally, Buffer was used to schedule content uploads across both platforms, saving time and improving efficiency.



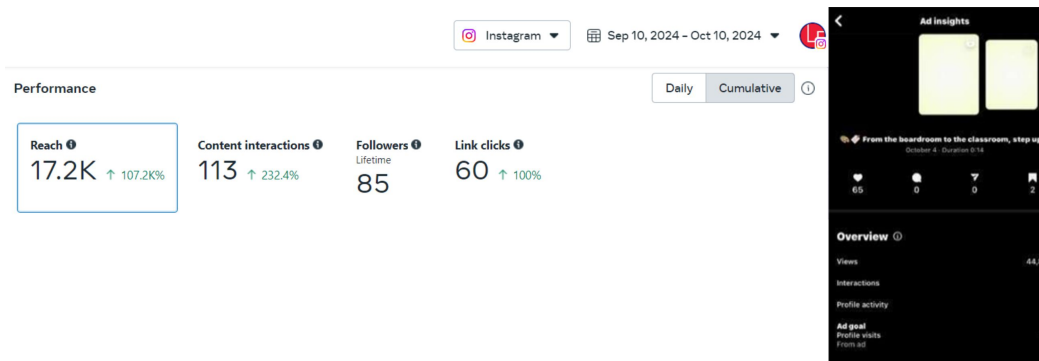
**Figure 5. Facebook Profile and Instagram Profile**

Source: Developed by the authors (2024)



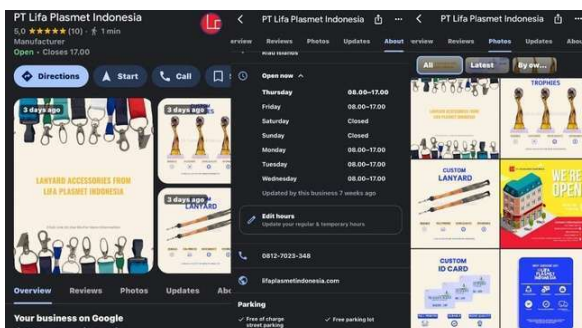
**Figure 6. Facebook Insight and Result of Reel Ad Insight**

Source: Developed by the authors (2024)



**Figure 7. Instagram Insight and Result of Reel Ads Insight**

Source: Developed by the authors (2024)



**Figure 8. Google My Business, Operating Hours, and Store views**

Source: Developed by the authors (2024)

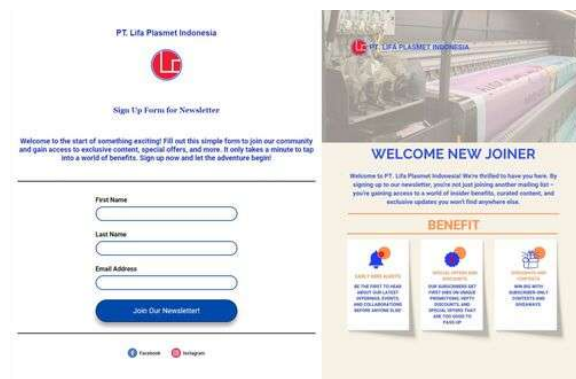


## Google My Business

Google My Business was created to display business location, contact information, operating hours (08:00 – 17:00, Monday to Friday), and photos of products. Statistics showed 100 direction requests, 4 calls, 16 site clicks, and 120 total interactions, with 10 five-star reviews. Results can be seen in Figure 8.

## Email Marketing

Email marketing through Mailchimp involved creating a signup form linked to the website and social media via Linktree. Emails provide customers with updates, discounts, and promotional offers. Over 30 days, 5 new subscribers were captured.

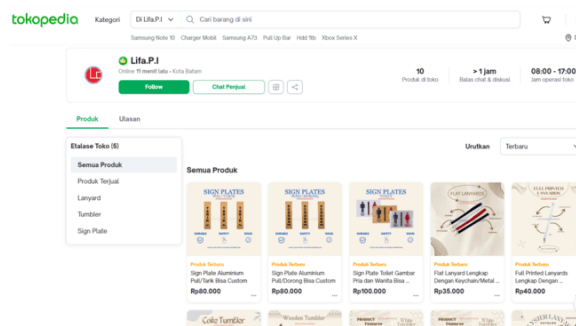


**Figure 9. Mailchimp Registration Form and Example of Email Marketing**

Source: Developed by the authors (2024)

## Tokopedia Marketplace

A Tokopedia store was created as a platform to promote and sell products. This marketplace helps customers from Batam easily shop for PT. Lifa Plasmat Indonesia's products. Tokopedia display can be seen in Figure 10.

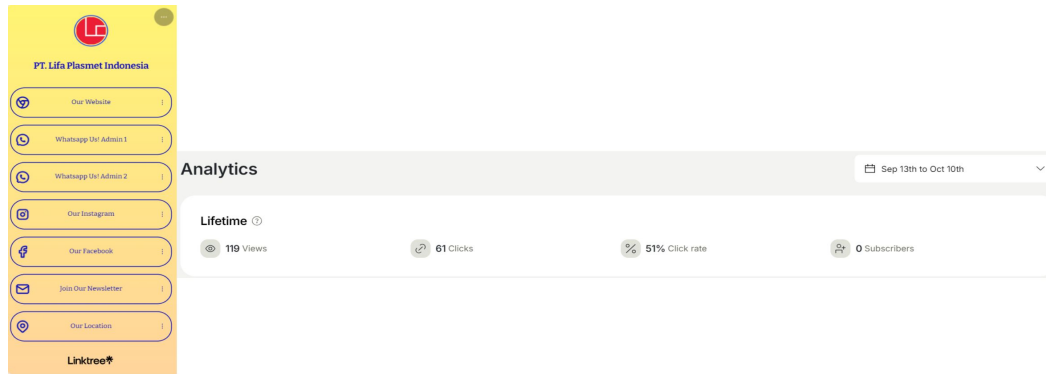


**Figure 10. Tokopedia Profile**

Source: Developed by the authors (2024)

## Linktree and QR Code

Linktree (Figure 11) consolidates links to the website, Google Maps, and Mailchimp, helping users access all platforms from one location. In 28 days, Linktree received 119 views and 61 clicks. A QR code was created for offline marketing, allowing visitors to access the Linktree page directly (Figure 12). Over one month, it received 8 scans.



**Figure 11. Linktree View and Linktree Performance Results**

Source: Developed by the authors (2024)



**Figure 12. QR Code Display**

Source: Developed by the authors (2024)

## DISCUSSION

Based on the implementation, the researcher conducted a final interview with customers to assess the effectiveness of the digital marketing strategies and to gather comments or suggestions about the promotions that have been implemented. Among the interviewees, three learned about the company after implementing digital marketing, one found out through a friend's recommendation, and 1 discovered it while passing by the front of PT Lifa Plasmat Indonesia. The results of the interviews showed a positive response from the PT Lifa Plasmat Indonesia customers.

*I firstly know about this company from Instagram. I like the products from PT Lifa Plasmat Indonesia because of their quality. The price is also affordable compared to other places. The service provided is also satisfying. In a month, I order products with PT Lifa Plasmat Indonesia once for work purposes. Comparison of products with other company, PT. Lifa Plasmat Indonesia provides good product quality. Overall, I really like the development of digital marketing that has been carried out, as well as interesting and simple content on Facebook and Instagram. I also want my comments so far. I really like the digital marketing that has been done (Andy/38/M).*

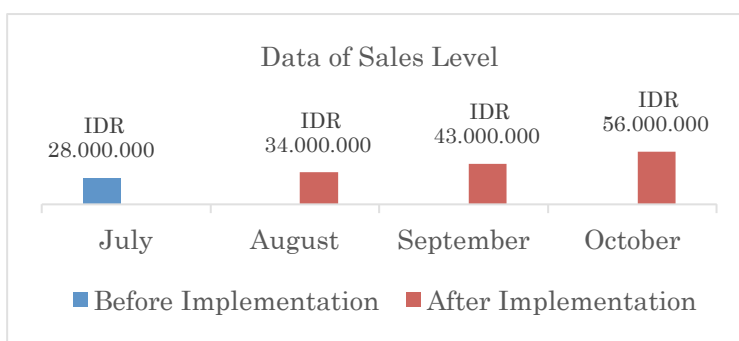
*I initially decided to order more products at PT Lifa Plasmat Indonesia because the content on social media was interesting and informative. The quality of the product is not very different from that of other companies. The price is also still affordable, and the service provided is friendly. In a month, I only order one to two times for my*

*personal needs. I really like the content on social media because it uses bright colors. I am happy with the digital marketing that has been done to make it easier for me (Vani/22/F).*

*I like all the digital marketing that have been done by this company. I order products twice a month for work purposes; I decided to make a purchase here because the quality of the products provided is quite competitive with other company, the prices given are still reasonable, and the service is also friendly and fast. What I like the most is the website because in detail the products are all there, look at them, social media content is also interesting, Tokopedia is also good because it gives us choices that we want to buy (Arman/46/M).*

*It was Google Maps that made me find PT. Lifa Plasmest Indonesia, because it is nearby from my house. I decided to make a purchase at this company because, besides being close to my house, the content uploaded to social media content looks professional and minimalist. The products I get are also of good quality and are not less competitive with other company. The service is very good, because I can recommend it, and the price offered is still okay. I think the digital marketing that has been done and promotions can make a positive impact on this company, and I recommend staying consistent (Siska/33/F).*

The data obtained indicates a notable increase in sales following the implementation of digital marketing strategies. Prior to the implementation, the company's sales amounted to approximately 20 million Rupiah, with an estimated 20 customers and around 8 repeat purchases. However, after the digital marketing implementation, the number of customers increased significantly to an estimated 40–50 customers, with repeat purchases rising to 15. Over the next three months, starting in August, there was a consistent growth in sales revenue. In August, sales increased by 8 million Rupiah, reaching 34 million Rupiah. In September, there was a further increase of 11 million Rupiah to 43 million Rupiah, and in October, sales rose by 13 million Rupiah to reach 56 million Rupiah. These results demonstrate the critical role of digital marketing in enhancing brand awareness and driving sales growth for a company.



**Figure 13. Approximately sales data**

Source: Developed by the authors (2024)

**Table 1. Triangulation Table**

Study Results	Interview	Observation	Implementation
Website	Websites can be another option besides social media to be able to make <i>digital marketing</i> more optimal. Most companies utilize <i>websites</i> in order to display all products on 1 website.	The company lacked an official website, making it harder for customers to find company information online. Futhermore, company do not have Google My Business that can shows location, and official website.	Developed a professional website using WordPress with tools like Elementor and Yoast SEO, featuring detailed product information, addresses, and contact details that also can be access from website and Google My Business. Email marketing registration form can also be accessed through the website
Social media	Customers suggested that social media platforms are essential to increase product awareness and reach.	PT Lifa Plasmest Indonesia had never utilized social media for digital marketing and relied only on word-of-mouth.	Created and optimized Facebook and Instagram accounts, uploaded edited photos and videos using Canva, and implemented paid ads for exposure. Email marketing registration form can also be accessed via Linktree
Marketplace	Most customers preferred using trusted marketplaces like Tokopedia for convenience in shopping online.	PT Lifa Plasmest Indonesia hadn't used marketplaces due to limited resources and knowledge in setting up seller accounts.	Created a Tokopedia seller account, listed key products, and enabled promotions within the Batam area for better accessibility to customers.

Source: Developed by the authors (2024)

## CONCLUSION

The study highlights the importance of digital marketing in enhancing brand awareness and customer engagement, particularly for small and medium-sized enterprises (SMEs) like PT Lifa Plasmest Indonesia. Despite being established in 1999, the company faced challenges in reaching a broader audience and increasing individual sales due to its lack of a digital presence. The research implemented a comprehensive digital marketing strategy, including developing a website, social media management (Facebook and Instagram), Google My Business, email marketing via Mailchimp and marketplace integration through Tokopedia. These efforts resulted in significant improvements in public awareness, as evidenced by increased website visits, social media interactions, and customer engagement on platforms like Google My Business and Tokopedia.

The research answered key questions about the role and impact of digital

marketing tools on SMEs. RQ1, digital marketing proved effective in significantly enhancing brand awareness for PT Lifa Plasmest Indonesia, as observed in the rising number of interactions across platforms and better visibility within the local market. RQ2, the strategies that were most effective in increasing individual sales included the use of localized content on social media platforms, Google My Business for better regional presence, and marketplace integration for simplified transactions. These tools addressed the company's challenges in customer outreach while building trust among buyers through consistent digital activity. RQ3, the integration of digital marketing unveiled several challenges for PT Lifa Plasmest Indonesia, including time management for consistent posting, the need for high-quality content creation, and resource limitations for platform expansion. However, these were effectively mitigated through tools such as Canva for content creation and Linktree for link consolidation.

The increase in sales levels also further reinforced the impact of digital marketing over the three months following implementation, showing steady month-to-month growth. Starting in August, sales grew significantly from 20 million Rupiah prior to implementation to 34 million in August, 43 million in September, and 56 million in October.

### **Research implications**

The practical implications of this research demonstrate that adopting digital marketing tools can significantly enhance the visibility and competitiveness of SMEs. The website provided detailed product information and contact details. At the same time, social media platforms like Instagram and Facebook enabled the company to engage with a wider audience through visually appealing content and paid advertisements. Additionally, tools like Google My Business and Tokopedia simplified customer access to the company's products and services, while email marketing allowed targeted communication with potential buyers. The study's originality lies in its integration of various tools, such as Canva for content creation and Linktree for consolidating links, tailored to the specific needs of PT Lifa Plasmest Indonesia. Increasing brand awareness, which also means increasing brand image, will lead to increased sales (Chairudin & Sari, 2021). Digital marketing can achieve this achievement (Mudjiarto & Afrianti, 2020).

### **Limitations of Research and Suggestions**

However, the study has limitations, as it focused on a single company. The strategies and results presented may not be directly applicable to other companies, as the effectiveness of digital marketing tools can vary depending on the nature of the business, its target market, and available resources. Additionally, the small sample size of 5 participants, while suitable for qualitative research and sufficient for reaching data saturation in a homogenous group, limits the diversity of perspectives.

Future research should explore the long-term impact of digital marketing strategies, expand the analysis to include multiple industries, and examine the cost-effectiveness of various tools. Additionally, comparative studies and deeper customer behavior analysis could provide more comprehensive insights into optimizing digital marketing for SMEs.

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