



Analysis and Implementation of Digital Marketing Strategy Based on SOSTAC Method

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Abstract

Several companies operating in the business sector, one of which is retailing personal care products, are experiencing difficulties in increasing brand awareness and sales amidst intense competition. This company faces challenges in utilizing social media platforms effectively and relies on the use of paid promotional media to support sales. Apart from that, limited resources and the lack of an appropriate measurement system make it difficult for companies to develop optimal digital marketing strategies. This research aims to analyze and implement a digital marketing strategy thoroughly and comprehensively using the flexible and effective SOSTAC method including the situation analysis stage, 5S and SMART Goals goal setting, STP Strategy, 7P Marketing Mix Tactics, Actions, and Control with KPI metrics. The research results show that the digital marketing strategy using the SOSTAC method is quite effective. The majority of KPI indicators in every aspect of digital marketing succeeded in achieving targets, one of which was an increase in revenue of up to 55.6%, although several other indicators were still experiencing a decline. Suggestions and recommendations are provided to maximize future strategies.

Keywords: Digital Marketing, SOSTAC method, marketing strategy, retail, SWOT

1. INTRODUCTION

Digital marketing strategies that develop along with technological advances play an important role in improving communication and influencing consumer purchasing decisions [1]. Currently digital marketing is in great demand for its ability as a medium that supports various community activities in the business sector effectively [2]. A company needs to implement a digital marketing strategy to find out its target market [3]. Through digital marketing strategies, a motor company can promote its products and services effectively, which helps increase brand awareness, attract more customers, and ultimately drive a significant increase in sales [4].

There are several previous studies related to implementing digital marketing strategies using the SOSTAC method which can help companies by providing a



systematic and structured framework that allows digital marketing goals to be achieved [5]. Research conducted by on instant bimbu products was a digital marketing strategy design to optimize the use of social media, namely YouTube, Facebook, Twitter and WhatsApp as promotional media, seeing the opportunity for an increase in previous sales of 26% through Facebook promotions. This research also formulates goals and targets using the 5S Objective to evaluate the performance of the strategy to be implemented [6]. Other similar research is implementation of a digital marketing strategy using the SOSTAC framework which focuses on Instagram social media starting from situation analysis, 5S Objective, STOP & SIT strategy, 8P tactics, actions, and determining performance indicators for each objective. The results of the research were successful in increasing sales through Instagram performance which showed positive results in the form of increasing account reach [7]. Therefore, this research will optimize strategies on Instagram social media and include new and developing social media platforms such as TikTok in different industries, namely personal care product retail companies which are the object of this research.

Designing a digital marketing strategy needs to be reviewed based on the problems experienced by a company both internally and externally. This allows the strategy to be carried out in accordance with the current conditions. The results of research on herbal medicine businesses are the achievement of company targets or goals as evidenced by the increase in Instagram social media performance and products sold due to the application of the SOSTAC method in designing digital marketing strategies appropriately and efficiently [8]. For this reason, this research will conduct an in-depth analysis of the company's situation, determine the target market and company position, design strategies, tactics, and the implementation stage for 3 months to evaluate based on the digital marketing targets set.

Not only on social media, digital marketing strategies can also be carried out on the PT.X marketplace through STP strategies and 4C marketing mix tactics which produce several strategies by utilizing the strengths and opportunities of the company. The results of this research are still not optimal due to constraints on human resources and costs [9]. Similar research also succeeded in increasing sales of jewelry products through the application of digital marketing strategies with the SOSTAC method even though it took a long time. This achievement is supported by organic utilization of social media and increasing the number of resellers [1]. From these results, this research will maximize inorganic strategies to support the achievement of company goals, especially in expanding market reach to increase sales in markets and physical stores.

This research was conducted at a personal care product retail company with the aim of implementing an optimally effective digital marketing strategy to expand market reach, increase brand awareness and strengthen relationships with

customers. The problem experienced by the company is that the digital marketing strategy that was previously implemented was less than optimal. The strategies implemented on Instagram, such as the use of paid advertising without targets and comprehensive analysis, did not have a significant impact on sales even though they had incurred large costs, even resulting in cost overruns. The organic strategy implemented by posting content is still unscheduled and rarely carried out, so companies feel the need to maximize organic strategies to increase brand awareness by paying attention to trends that are of interest to the target audience. The company also does not evaluate the strategies that have been implemented, has not identified an appropriate target market, and does not carry out trend analysis in promoting its products. For this reason, this research will use the SOSTAC method. SOSTAC is a popular method used to plan marketing strategies effectively and systematically, which consists of the Situation Analysis, Objectives, Strategy, Tactics, Action and Control stages [10]. This structured approach is expected to optimize previously implemented strategies so that they can be managed well to achieve company goals. There are suggestions and recommendations given to maximize the company's strategy in the future.

2. METHODS

The research was conducted at PT Kana Bali from November 2023 to March 2024. PT Kana Bali is a local company in Bali that focuses on retailing body care products such as body wash, body lotion, perfume, and so on. This research uses qualitative and quantitative approaches. The qualitative approach is in the form of understanding the phenomena that occur in the company by collecting data subjectively [11]. The quantitative approach refers to data in the form of numbers or quantities that can be measured [12]. The research flow using the SOSTAC method can be seen in Figure 1.

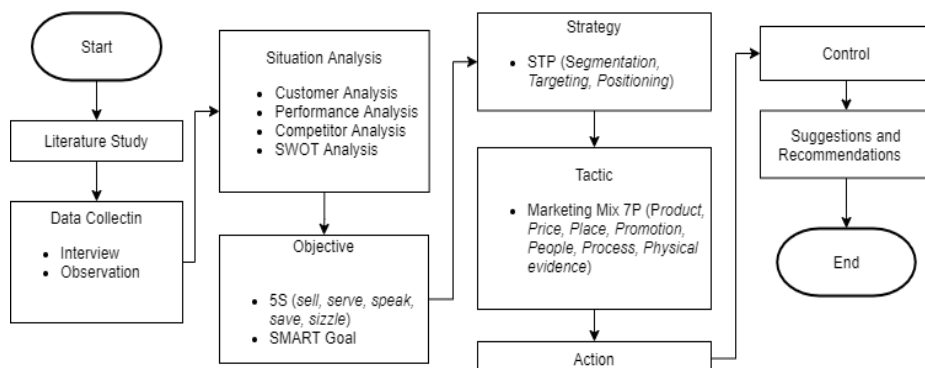


Figure 1. Flow of Research with the SOSTAC Method

Figure 1 is a digital marketing strategy research flow using the SOSTAC method. The research began with a literature study from journals and books that were relevant to the research, then data collection using interview and observation techniques at the research company. The next stage is implementing a digital marketing strategy using the SOSTAC method which begins with situation analysis to determine the company's condition internally and externally through customer, performance, competitor and SWOT analysis [13]. The next stage is to formulate company objectives based on 5S and SMART Goals so that the goals set have targets that can be measured [14]. The next stage is strategy planning with STP analysis to determine the position of the company and products so they can reach the right market [15]. The next stage is designing tactics with the 7P marketing mix so that the target market can achieve business goals and objectives [16] and then implementing it at the action stage. The final stage of control is measuring performance from the results of implementing digital marketing strategies using KPI (Key Performance Indicator) metrics [17]. Based on these results, the research ends by providing suggestions and recommendations for companies as an effort to improve tactics that are still less effective. Data collection on the company can be seen in Figure 2.



Figure 2. Interview and Condition of Offline Store

Based on Figure 2, the data collected through offline interviews is in the form of descriptive analysis text regarding the company's internal conditions, especially digital marketing. Meanwhile, data collected through observation includes social media performance, marketplace business analysis, evaluation of campaign effectiveness and digital marketing costs, as well as the company's total monthly revenue.

3. RESULTS AND DISCUSSION

3.1 Marketing Strategy

The results of the research conducted at the research company began with the situation analysis stage which was carried out with four analyses. Customer analysis is carried out based on Instagram, Tiktok and Tokopedia insights to determine the right target audience. The results show that the majority of the audience is female, aged 25-34 years, and comes from the cities of Jakarta and Denpasar. The next analysis is an analysis of the performance of social media and marketplaces before implementing a digital marketing strategy using the SOSTAC method which can be seen in table 1.

Table 1. Social Media and Marketplace Performance Analysis

Aspect	Indicator	Performance
Instagram	Account Reached	800
	Account Engagement	85
	Followers	15.226
	Profile Visit	532
Tiktok	Engaged Audience	17
	Reached Audience	373
	Video Views	377
	Profile Views	38
	Followers	1.163
	Likes	31
Tokopedia	Followers	586
	Visitors	5.038
	Store Rating	4,90
Shopee	Followers	3.002
	Visitors	22.106
	Store Rating	4,86

Table 1 is a performance analysis carried out on the company's social media and marketplace in November 2023. Then an external analysis was carried out on several competitors in similar fields which can be seen in table 2. Then, external analysis was carried out on several competitors in similar fields which can be seen in Table 2.

Table 2. Competitor Analysis

Aspect	Indicator	Grace and Glow	Herborist	Bali Balance
Social Media Marketing				
Instagram	Followers	77.9K	182K	4.250

Aspect	Indicator	Grace and Glow	Herborist	Bali Balance
	Engagement Rate	0,09%	0,16%	0,39%
	AVG Likes	67,88	228,38	16,13
	AVG Comment	2,75	64.81	0,50
Tiktok	Followers	709K	264K	-
	Likes	9,4 Juta	1,1 juta	
Facebook	Followers	-	85K	1K
	Likes		85k	990
Twitter	Followers	481	3K	-
Marketplace				
Shopee	Followers	966,9K	709K	493
Tokopedia		√	√	√
Lazada		70,9K	129,3K	-
Blibli		None	428	-
Other Digital Platforms				
Website	Ada/Tidak	√	√	√
Youtube	Subscriber	-	1,83K	-
	Total Video		65	

Table 2 is the result of a competitor analysis carried out on similar industries from Indonesia that sell products in the body care sector. The final analysis carried out is a SWOT analysis based on external and internal factors which can be seen in Table 3.

Table 3. Weighting of SWOT Internal and External Factors

Factors		Weight	Rating	Score (Weight x Rating)
Strength (Internal)				
1.	Implementing a digital marketing strategy	0,10	3	0,30
2.	Offline and online marketing that can expand market reach.	0,15	4	0,60
3.	Has a unique luxury brand aroma	0,10	2	0,20
4.	Quality and affordable products	0,05	3	0,15
5.	BPOM and Halal certification.	0,15	3	0,45
Strength Score				1,70
Weakness (Internal)				
1.	Only promoted on Instagram and Tiktok	0,05	3	0,15
2.	Post quantity is still low, less interaction with the audience.	0,10	2	0,20
3.	The performance of paid campaigns on Instagram has not been maximized in terms of profile visits to the purchase stage.	0,15	4	0,60

4.	There is no digital marketing performance reporting available.	0,10	3	0,30
5.	Do not have specialized resources in digital marketing.	0,05	3	0,15
Weakness Score				1,40
Total		1		3,10
Opportunity (External)				
1.	Increasing public awareness of beauty and body care has made consumers increasingly pay attention to products that suit their lifestyle.	0,20	3	0,60
2.	The rapid development of technology makes it easier for companies to interact with consumers and promote products effectively.	0,10	4	0,40
3.	The trend of collaboration with influencers can increase product visibility and have a positive impact on market demand.	0,15	4	0,60
4.	Market utilization can reach national and international markets.	0,25	3	0,75
Opportunity Score				2,35
Threats (External)				
1.	Competitor has more audience	0,15	2	0,30
2.	Competitors have more channels that are superior	0,15	2	0,30
Threats Score				0,60
Total		1		2,95

Table 3 is a SWOT analysis which begins with identifying SWOT factors based on the results of interviews and situation analysis. Furthermore, weighting and rating of these factors are carried out, where the score of each factor will be used as a reference in the SWOT matrix space analysis in determining the company's strategy to be carried out. This score can be used as a company reference in determining what strategies the company can use based on the space analysis matrix in Figure 3.

It can be seen in figure 3 that the company's position based on the weighting score of internal and external factors is in quadrant 1 where the company will use an aggressive strategy in designing goals by using its strengths and taking advantage of existing opportunities and actively overcoming existing weaknesses and threats. The second stage is the formulation of objectives which can be seen in Table 4.

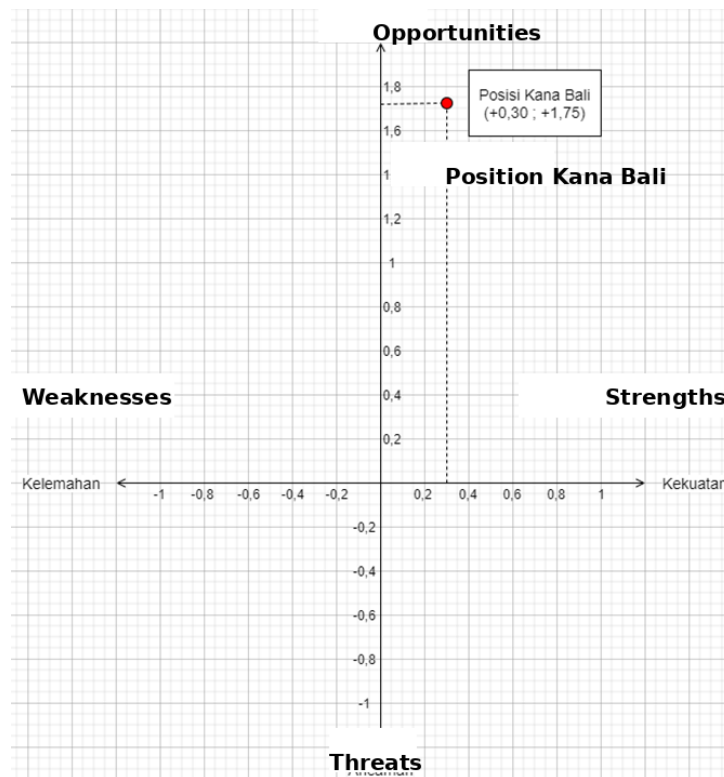


Figure 3. Matrix Space Analysis SWOT

Table 4 is the second stage, namely the formulation of objectives or company goals with a 5S strategy that is adjusted to the SMART Goal guidelines, namely specific, measurable, actionable, relevant, and time-bound. Each goal has a KPI as a measurement metric.

The third stage is designing a strategy using the STP (Segmentation, Targeting and Positioning) concept to achieve the goal. Segmentation to determine the focus of the target market by dividing consumers into 4 groups. The demographic groups are female and male consumers, aged 18-44 years, professional occupations, workers, retirees, students and housewives. The geographic group comes from urban cities in Indonesia such as Denpasar and Jakarta. The psychographic group has a modern lifestyle, cares about appearance, likes self-care. The behaviorist group is consumers who like quality, innovative, trendy products and actively use social media. Targeting is determined based on market segmentation results. Positioning is determining the positive value of a product based on differentiation from competing brands. Unique Selling Proposition, namely body care products with a distinctive luxury brand aroma, made from natural ingredients that are safe to use.

Table 4. Formulation of Objectives with 5S and SMART Goal

5S	Objective	KPI (Target)
Sell	Increase 15% of total sales every month gradually.	Total revenue: RP 60.000.000
Serve	Increase store valuation for 3 months by 1%.	Tokopedia rating: 4,95 Shopee rating: 4,90
Speak	Increase user interaction by 15% and by 38% to reach the target likes for 1 month.	Instagram Account Engagement: 100 Tiktok Account engagement: 20 Total Likes: 50 likes
Save	Optimized organic marketing by reducing costs by 25% in 1 month.	Digital Marketing Cost Budget Rp 2.000.000
Sizzle	Building brand awareness in 1 month achieves: Instagram 1. Account Reached: 11% 2. Followers: 0,06% 3. Profile Visit: 3% Tiktok 1. Reached Audience: 6% 2. Video Views: 24% 3. Profile Views: 5% 4. Followers: 1% Tokopedia 1. Followers: 2% 2. Visitors: 2% Shopee 1. Followers: 7% 2. Visitors: 7%	Instagram 1. Account Reached: 900 akun 2. Followers: 15.235 followers 3. Profile Visit: 550 kunjungan Tiktok 1. Reached Audience: 600 akun 2. Video Views: 500 tayangan 3. Profile Views: 40 kunjungan 4. Followers: 1.160 followers Tokopedia 1. Followers: 600 followers 2. Visitors: 4.950 Shopee 1. Followers: 3.000 followers 2. Visitors: 24.000

The fourth stage is the tactic stage using the 7P marketing mix which is used as a reference in the implementation of digital marketing. The products consist of perfume, body butter, body wash, body lotion, body scrub, body mist, essential oil, massage oil, and candle jar with 5 typical international fragrance variants. The tactic is to create catalogs and video content that highlights the advantages of the product. The price of products is affordable in the local market, which ranges from Rp 35,000.00 - Rp 55,000.00. The tactic is to evaluate the price. Place of products are marketed online through marketplaces and offline (physical stores) which are quite strategic in the city of Denpasar. The tactic is to expand market reach by increasing the use of marketplaces and optimizing services. Promotion is done through social media Instagram and Titok. People or qualified human resources need to be done by the company by recruiting an employee who is responsible for digital marketing. The process of purchasing products by consumers must run easily and effectively. Some of the tactics used are completing Google my

Business, and Linktree. Physical Evidance can affect customer perceptions of products. Tactics include presenting content in the form of user experience.

The fifth stage is the action of a digital marketing strategy for 3 months on social media and marketplace organically and non-organically such as creating a content plan that includes posting dates and times, topics, content pillars, captions, and hashtags to ensure consistency of posts. In analyzing the latest trends, google trends and hot tiktok discovery tools are used to find out the music, hastags, and videos that are trending on Tiktok. Some posts can be seen in Figure 4.

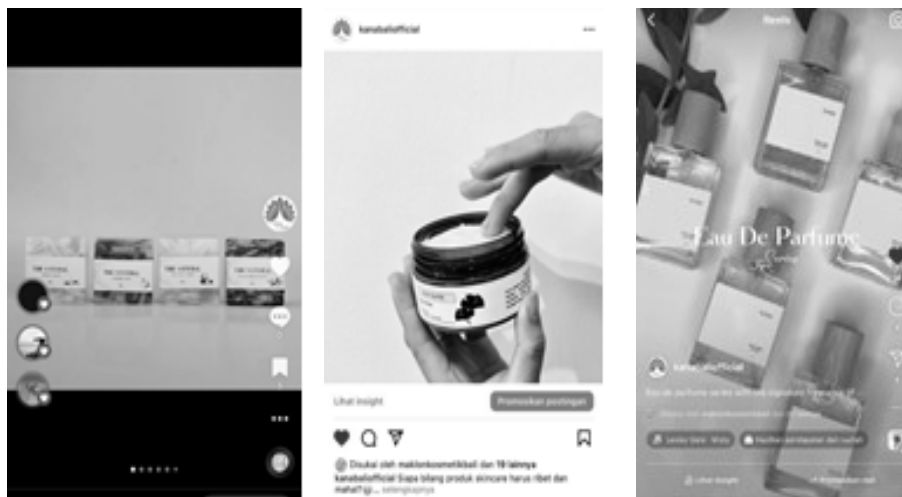


Figure 4. Posts on Instagram and Tiktok

Figure 4 is some content posted on social media in the form of photos and videos 2-3 times a week. Posting hours are determined based on followers' active hours, namely 12:00, 15:00, and 18:00 WITA on Instagram and 13:00 and 18:00 WITA on Tiktok. Another action on Instagram is in the form of creating a product catalog that includes information on the name, benefits, ingredients, how to use, and product variants posted via instastory 2-5 times a day and stored in highlights to make it easier for audiences to get information. There are several interactive features on Instagram Story that are used to build interactions with audiences such as question boxes, polls, quizzes, emoji stickers, and tap links. There is also content in the form of reposts and product reviews from customers aimed at building audience trust. Another strategy for collaborating with influencers is in Figure 5.

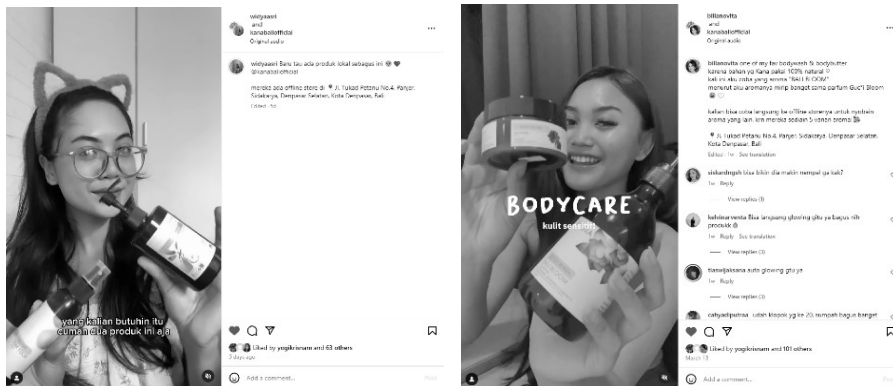


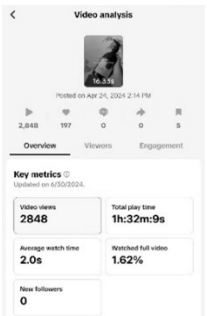
Figure 5. Collaboration with Micro Influencer Bali

Figure 5 shows the action on Instagram, which is collaborating with Balinese micro influencers with a barter and paid system. This collaboration aims to build brand awareness. Furthermore, on Tiktok, the action of optimizing Tiktok through the Tiktok Seller Center is carried out in the form of managing products by completing descriptions, stock, prices, and so on. Furthermore, utilizing free promotional features such as discounts, vouchers and live streaming to build interaction and attract audiences to make purchases. An inorganic strategy using advertising is also carried out with details which can be seen in Table 5.

Table 5 is a non-organic action carried out on Instagram and Tiktok in the form of paid advertising. The purpose of advertising is to generate more visits to Instagram profile and increase views on Tiktok content posts. Duration, cost, and content are determined based on discussions with the company and trend analysis.

Digital marketing actions were also carried out on Shopee and Tokopedia marketplaces aimed at increasing sales, brand awareness, and engagement on these platforms. These actions include product optimization in the form of price evaluation, promotion using promotional features, store optimization and customer engagement by providing the best service to get positive reviews, responding to chat quickly, as well as fast and safe product packaging and shipping processes. Apart from actions on social media and marketplaces, other actions taken include maximizing local Google My Business listings to complete store information such as operating hours and contacts to make it easier for customers to find stores and actions to complement Linktree which can make it easier for companies to direct audiences to various online destinations. Some of the links added to Linktree include Tiktok links, email addresses, and Google maps. Linktree will be displayed in social media bios, namely Instagram and Tiktok.

Table 5. Use of Ads on Instagram and Tiktok

Placement	Description	Ads															
Instagram	Instagram ads are carried out in February and March with content in the form of a physical store, the use of a series of bodycare, and Eid hampers. Audience: All genders aged 21-55 years in Bali, have an interest in cosmetics (self-care).	  Sinopsis <table border="1"> <thead> <tr> <th>Category</th> <th>Value</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Jangkauan</td> <td>28.482</td> <td>18.5K</td> </tr> <tr> <td>Interaksi konten</td> <td>287</td> <td>1</td> </tr> <tr> <td>Aktivitas profil</td> <td>254</td> <td>8</td> </tr> <tr> <td>Tujuan iklan</td> <td>1.800</td> <td>51</td> </tr> </tbody> </table>	Category	Value	Target	Jangkauan	28.482	18.5K	Interaksi konten	287	1	Aktivitas profil	254	8	Tujuan iklan	1.800	51
Category	Value	Target															
Jangkauan	28.482	18.5K															
Interaksi konten	287	1															
Aktivitas profil	254	8															
Tujuan iklan	1.800	51															
Tiktok	Tiktok Ads were carried out in April with content in the form body lotion products Audience: women aged 18-44 years old throughout Indonesia who have an interest in beauty and personal care.																

The final stage is control of digital marketing actions for 3 months (February-April 2024) which is carried out based on KPIs with targets that have been determined based on company objectives. Control is carried out over actions that have been carried out in every aspect. The red value indicates that the realization of the indicator did not reach the target. The following is a control over aspects of digital marketing income and costs.

Table 6. Control on Total Digital Marketing Revenue and Costs

5S	KPI	February		March		April	
		Target	Result	Target	Result	Target	Result
Sell	Revenues	Rp 60.000.	Rp 60.827.	Rp 60.000.	Rp 88.572.	Rp 65.000.	Rp 100.855
		000	437	000	998	000	.428
Save	Cost	Rp 2.000.	Rp 1.462.	Rp 2.000.	Rp 685.	Rp 2.000.	Rp 23.
		000	401	000	267	000	800

Table 6 is a control carried out on aspects of total company revenue and digital marketing costs for 3 months. The company's current source of income is increasing from the Tiktok Shop marketplace. Next, there are controls on Instagram social media, namely in Table 7.

Table 7. Control on Social Media Instagram

5S	KPI	February		March		April	
		Target	Result	Target	Result	Target	Result
Sizzle	Account Reached	900	66.744	1.000	78.959	1.100	1.787
Sizzle	Followers	15.235	15.815	15.245	16.275	15.255	16.268
Sizzle	Profile Visit	550	4.038	565	3.714	580	1.171
Speak	Account Engagement	100	990	115	695	130	51

Table 7 is the result of Instagram control for 3 months which shows that the majority of indicators succeeded in meeting targets and experienced an increase until March. Apart from Instagram, control is also carried out on several aspects of Tiktok, which can be seen in table 8 below.

Table 8. Control on Social Media Tiktok

5S	KPI	February		March		April	
		Target	Result	Target	Result	Target	Result
Speak	Engaged Audience	20	42	25	65	30	269
Sizzle	Reached Audience	600	1.995	635	2.165	670	4.645
Sizzle	Video Views	500	2.388	620	4.053	740	7.219
Sizzle	Profile Views	40	96	42	147	44	131
Sizzle	Followers	1160	1.178	1170	1.208	1180	1.223
Speak	Total Likes	50	115	70	91	95	341

Table 8 shows the control results on Tiktok during the 3 months of implementation, showing very positive results and exceeding targets, especially in April. The final control is carried out on the company's marketplace which can be seen in table 9 below.

Table 9. Control on Marketplace Shopee and Tokopedia

5S	KPI	February		March		April	
		Target	Result	Target	Result	Target	Result
Tokopedia							
Sizzle	Followers	600	661	615	695	630	721
Sizzle	Visitors	4.950	2.820	5.050	5.830	5.150	5391
Serve	Rating	4.95	4.90	4.95	4.90	4,95	4,90
Shopee							
Sizzle	Followers	3.000	3.500	3.200	4,2 K	3.400	5.000
Sizzle	Visitors	24.000	12.750	24.000	16.888	24.000	25.573
Serve	Rating	4.90	4.87	4.90	4.88	4,9	4,88

Table 9 is the control result on the Tokopedia and Shopee marketplaces. Several indicators in the marketplace have not succeeded in achieving targets, especially store ratings.

3.2 Discussion

Based on the control results in table 6, the use of promotional features in the marketplace and campaigns carried out on social media had a positive impact in increasing the company's revenue for 3 months. It is proven that revenue in February decreased due to the non-implementation of promotional features such as giving discounts in the marketplace. The use of digital marketing costs can also be reduced due to organic strategy optimization in increasing brand awareness.

Furthermore, the control results for the strategy on Instagram based on table 7 show that the use of advertising on Instagram certainly produces better insights compared to the April strategy which was run organically only. Apart from Instagram, the control carried out on Tiktok based on table 8 shows a significant increase in results in 3 months, especially in April which took advantage of the use of advertising. However, the organic strategy implemented on Tiktok with consistent posting, live streaming and trend analysis has brought good improvements to every aspect of digital marketing on Tiktok.

The TikTok strategy succeeded in increasing the company's revenue for 3 months. The final control results are based on table 9 carried out on the Shopee and Tokopedia marketplaces. The store's assessment could not reach the target because it was caused by several factors such as service and chat responses that were not fast enough, poor customer reviews, delivery errors, and so on. Increasing store valuation also takes longer, around 6-12 months. The number of visitors is influenced by the use of advertising and promotional features that are proven to attract visitors.

There are digital marketing tactics that are most ideal to use. On Instagram, the ideal tactic is to create a content campaign on special days and maximize it with Instagram Ads. On Tiktok, the ideal tactic is to create content that is trending and maximize it with Tiktok Ads. In the Tokopedia and Shopee marketplaces, the most ideal tactic is to use promotional features and take part in promotional events provided to attract more customers. The suggestions and recommendations that can be given on Instagram social media are collaborating or endorsing with macro level influencers and using voucher codes to find out the effectiveness of the endorsement. On Tiktok social media, it is recommended to optimize live streaming and affiliate programs. In the marketplace, it is recommended to further improve service response to improve store ratings.

4. CONCLUSION

The digital marketing strategy based on the SOSTAC method is quite effective, especially in retail bodycare companies. Based on the control results using KPI metrics, most of the indicators in the digital marketing aspect have successfully achieved the targets set by the company, although there is still a decline in several other indicators. The strategy focuses on optimizing the use of Instagram and Tiktok social media organically and non-organically which has succeeded in increasing company revenue by 55.6%. The suggestions and recommendations given to maximize the company's future strategy.

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