

Strategy for Implementing Digital Marketing (Case Study of a Coconut Fruit Expedition Business in Makassar City)

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Abstract: This research aims to determine effective strategies for implementing digital marketing in running a coconut fruit expedition business in Makassar City. The research method used is descriptive qualitative research using data collection methods through observation, interviews and documentation of research objects which are then developed using Research and Development. The research results show that the implementation carried out by researchers for the Coconut Fruit Expedition in Makassar City with Research and Development implementing Digital Marketing such as WEBSITE, Instagram, Facebook is important to implement because after planning and implementation using Research and Development it can be stated that digital marketing is very helpful for the expedition and consumers because it can make it easier to get information, communicate and transact online so that in this case it can prevent problems that exist in the 4.0 era and can meet consumer needs.

Introduction

Coconut expedition is a business that operates in the service sector, with deliveries from city to city. Companies providing goods delivery or expedition services play an important role in the distribution of goods because they make it easier for people to send goods quickly and precisely. The expedition company as the executor of goods delivery also has a responsibility towards its consumers, namely responsibility for goods entrusted by the sender to be sent in accordance with the agreement. Delivery of goods can be in the form of electronic goods, logistics, documents, and others.

Goods delivery services can be used as a solution for those who like practicality and convenience in sending goods, especially if the delivery concerns an area where people as consumers cannot reach it themselves. Currently, the need to send goods has become a major need for every individual. All individuals need safe, fast, affordable and timely delivery of goods to their destination. In order to expedite goods delivery activities, companies generally do not transport their own goods but instead use transportation facilities that are not owned by the company or expeditions engaged in goods delivery services.

Marketing strategy is an important aspect in running a business so that it can continue to compete with competitors because the increasing number of entrepreneurs present requires entrepreneurs to continue to provide innovation in implementing marketing strategies, especially in the 4.0 era or the era of digitalization which uses the internet as a very effective form of marketing. to continue to be developed, developments in the industrial world are currently developing very advanced so that trade routes are experiencing a very drastic increase. As a result of the current increase in trade routes, expedition companies are starting to emerge as goods delivery services. This expedition company is a form of public service that offers convenience in the process of sending goods from one city to another safely and can be accounted for by the service party (Azmi Fadhilah & Pratiwi, 2021)

To meet the need for goods delivery services in Indonesia, especially on the Makassar - Bone route, companies have emerged that operate in this field and on this route, one of which is a private company that operates in the field of goods delivery, namely the Coconut Fruit Expedition, which is one of the companies operating in the South Sulawesi area on the route Makassar – Bone is to be a container for delivering goods from Makassar city center to the Bone district area to meet consumer demand in the Bone district area and therefore the Coconut Fruit Expedition is here to be a container that can be a means of transportation to meet demand consumers in an area are responsible for the security and safety of the goods being transported, from the moment the goods are received until the goods are handed over to the recipient. And if the delivery of the goods does not go smoothly, for example the goods suffer losses due to delays, loss or damage during delivery, then this is also the responsibility of the carrier.

In goods delivery activities, there is a mutually helpful relationship between business actors and their consumers. Where the interests of business actors are to gain profits from transactions with consumers, while the interests of consumers are to obtain satisfaction with services. Companies providing goods delivery or expedition services play an important role in

the distribution of goods because it makes it easier for people to send goods quickly and precisely. The expedition company as the executor of goods delivery also has a responsibility towards its consumers, namely responsibility for goods entrusted by the sender to be sent according to the agreement. Delivery of goods can be in the form of electronic goods, logistics, documents, etc., so that in order to continue to develop, the coconut fruit expedition company is required to be able to keep up with the times.

Digital marketing can personalize important messages and information for consumers so that with user data collected this business can convey important information, apart from that digital marketing can also make communication easier between owners and customers using the social media provided such as Instagram, Facebook and websites. So this can create a closer relationship and build trust.

Overall, the application of Digital Marketing in business development provides many benefits and opportunities for businesses to grow and succeed in this digital era. By harnessing the potential of the internet and technology, businesses can increase their visibility, optimize marketing efforts, and build stronger relationships with consumers (Darma et al., 2022).

This coconut fruit expedition service business is still far from perfect in running a business because this coconut fruit expedition still uses a manual/convectional system in running the business, even though this digital marketing media system can benefit the owner because it can make it easier for customers to check goods at any time. which is sent so that customers do not need to go to the offline store for coconut fruit expeditions. Problems like this often occur in coconut fruit expedition businesses due to the lack of product information for each customer because this business only provides an offline store so price checking, checking goods and picking up goods are done manually, therefore the researcher took the initiative to implement digital marketing based in order to simplify management from the administration department and maintain customer comfort so that it is easy to use the services of the coconut fruit expedition.

We can use this 4.0 era for business development, so the author took the initiative to choose the Coconut Fruit Expedition as a case study in his research as one of the businesses that applies digital media to facilitate the running of this service business. In this case, researchers are very interested in applying digital media such as Facebook, Instagram, WEBSITE, digital marketing. This was created to provide information about the journey of goods from one area to another so that service providers or goods owners can use this information (tracking). contains various up-to-date shipping information, contains tariff information, contains profiles and provides other information that is useful for customers. This can minimize the risk of loss of goods or other work accidents and the goods sent can arrive at their destination according to the initial delivery plan.

Research Method

This type of research uses a qualitative research approach, this research is descriptive. This research was conducted at the Coconut Fruit Expedition business, Kec. Ujung Tanah,

Makassar City, South Sulawesi. Research and Development (R & D) is a method or step to produce new products or develop and perfect existing products, and is used to test the effectiveness of these products. In implementing R&D, there are several methods used, namely methods: descriptive, evaluative and experimental.

According to Borg and Gall, the ten phases of R&D research can be described as follows:

1. Research and Data Collection.
2. Planning.
3. Initial Product Development.
4. Initial product trial / Limited Trial.
5. Initial Product Refinement.
6. Wider Field Trials.
7. Product Improvement from Wider Field Test Results.
8. Final Product Testing.
9. Revision or Improvement of the Final Product.
10. Dissemination and Implementation.

Result and Discussion

Based on the results of the research analysis that has been described, namely regarding the Strategy for Implementing Digital Marketing in the Coconut Fruit Expedition Business in Makassar City, in this case the application used is the R&D Method. This research aims to apply digital marketing to the coconut fruit Expedition Business in Makassar City, by By applying digital marketing, you can find out whether the coconut fruit expedition business can keep up with the 4.0 era and find out whether after implementing digital marketing in the coconut fruit expedition business it can reach a wider market than running a business without implementing digital marketing.

In implementing digital marketing, the researcher followed several digital marketing steps, the first was choosing what digital marketing was suitable to be applied to the coconut fruit expedition business. At this stage researchers focus on using digital marketing that can reach a wider market and can include information from digital marketing. At this stage of implementing digital marketing, the researcher chose the digital media WEBSITE, FB, and Instagram for promotional and information media.

The efforts made by researchers in implementing digital media WEBSITE, FB and Instagram because digital media WEBSITE contain very important features needed in Digital Media WEBSITE because this feature provides 3 core things in WEBSITE, namely Header, content and Footer. The header provides a navigation bar feature which is intended to show substances that consumers want to know, for example profiles, price check services, news, location and contact person. Content is intended to provide information about what consumers need. And Footer is the basis for the position at the bottom of the WEBSITE because it is almost the same as the navigation menu, but there are more of them and they are more complete. Usually in the footer there are links to the main menu, secondary menu, social media information. Meanwhile, digital media FB and Instagram are also important to

implement because this can expand the business we run. Apart from expanding the brand, this social media can also make it easier for consumers to communicate online so that consumers can easily get information and make agreements online. Because Instagram and Facebook can provide information via photos and videos and can play a role in the online ecosystem of the Buah Kelapa Expedition business and provide various services and features that support digital interaction and information exchange.

After the researcher carried out the analysis, in the second stage, the researcher provided and facilitated a coconut fruit expedition using digital media, Website, FB and Instagram. In this case, the researcher implemented features that are important to be implemented in digital marketing so that they can cover the shortcomings and complete the needs of consumers. The next step is for the researcher Informing about digital media on the Coconut Expedition to carry out initial trials because this is something new on the Coconut Expedition so an in-depth opinion is needed regarding the digital media that has been implemented by researchers. After this researcher provided digital media to the coconut fruit expedition business and handed it over to the owner, the owner agreed and wanted to make big changes in his business so that the owner felt this was very helpful with the digital media that had been provided by the researcher in the coconut fruit expedition business.

The next step is that the researcher carried out broader observations of the consumers of the Coconut Fruit Expedition in order to find out whether the application of digital marketing is feasible and whether it can meet the needs of consumers. After carrying out this observation, the statement that consumers have concluded is that digital media from Coconut fruit expeditions have helped consumers to carry out transactions and obtain information, and the results of the website features have also become an attraction for consumers because the website features have completed everything that consumers need, therefore this can increase consumer confidence in coconut fruit expeditions.

In this research, it has been implemented using the R&D method, this method is suitable to be applied because there are several step by step which are important to apply such as Research and Data Collection, Planning, Initial Product Development, Initial product trials/Limited Trials, Initial Product Refinement , Wider Field Trials, Product Refinement Results of Wider Field Tests, Final Product Trials, Revision or Refinement of Final Products, Dissemination and Implementation.

In previous research, many have developed digital media as promotional and information media to expand marketing coverage by carrying out more effective product branding through digital marketing. Although many researchers have implemented digital marketing or developed digital marketing. but there are still few who implement and develop effective digital marketing with the products studied. Most previous research implemented digital marketing using strategies and developed digital marketing by looking at the influence of digital marketing without paying attention to the steps in carrying out research and development. So the results of this research are an update of previous research.

Based on research by (Muflikhata & Fadly, 2023) with the title "Application of Digital Marketing as a Strategy to Increase Sales of SR12 Herbal Skincare". The results show an

increase in sales using digital social. The results also state that supporting factors and inhibiting factors are factors that support the company in carrying out its strategy, while the inhibiting factors in using digital social media each have obstacles. In (Khoziyah & Lubis, 2021) with the title "The Influence of Digital Marketing on the Purchasing Decisions of Instagram @Kpopconnection Online Shop Followers". The results show that digital marketing has a significant influence on purchasing decisions seen from the coefficient value $Y = 6.037 + 0.840 X$, with a significance level of 0.000 which is smaller than $\alpha = 0.05$. The tcount value is greater than ttable, namely $30.867 > 1.966$, the meaning of the hypothesis calculation is that H_a is accepted and H_o is rejected. These results state that digital marketing simultaneously has a significant influence on purchasing decisions. Research by (Susanto & Asmira, 2017) with the title "Website Design as a Promotional and Information Media Using Web Engineering Methods". The results show that the aim of designing a website is to make it easier to carry out promotions, convey information and increase marketing effectively and efficiently. The results also state that websites can promote more widely and reduce promotional costs. And (Sidik, 2019) with the title "E-commerce design and development using Research and Development Methods" the results show that this research can replace the old system and can be a solution to problems that previously existed in the system by looking at research data, namely design validation testing and field testing.

Based on the four previous studies, it shows that the application and development of digital marketing has a significant influence on purchasing decisions and expanding promotions as an effective and efficient information medium so that it is worthy of being implemented and developed, but of the four previous studies, only 1 study used research and development (R&D) methods with focuses on planning E-commerce development without implementing it in the system. So this research contributes knowledge in terms of effective and efficient implementation and development of Websites, Instagram and Facebook because it has a very good impact, because it has proven that the application of digital media can reach a wider market apart from that with the digital media of websites, Instagram, and Facebook can benefit from two parties, the first is the expedition party and the consumer, where the features provided on this digital media will make it easier and the coconut expedition business can develop over time in the 4.0 era.

Based on the four previous studies, it also supports this research, it is proven that the four studies show the effectiveness and efficiency of digital marketing in terms of application, influence and development, all of which are suitable and suitable for application in a product.

From achieving the desired goals of the researcher, the process of implementing digital marketing in the coconut fruit expedition business in the city of Makassar using the R&D method requires quite a long time because the researcher has to prepare everything carefully in order to get maximum results, so that the results of the trial revision broader, limited to the whole, it was stated to be very good with input from several observers, after being refined to obtain the final model results. Basically, the application of digital marketing to the coconut fruit expedition business has met the criteria and met the needs of the owner and consumers,

so that this digital marketing can be used by the owner for the coconut fruit expedition business in the city of Makassar.

Based on the application of digital marketing in the coconut fruit expedition business in the city of Makassar using the R&D method, it can be concluded that the application of digital marketing is suitable for use and implemented by the owner of the coconut fruit expedition business.

Conclusion

Based on research conducted on the Coconut Fruit Expedition business in Makassar City, it can be concluded that the application of digital media to the coconut fruit expedition in Makassar City shows that the strategy for implementing digital marketing on Facebook, Instagram and Websites on the Coconut Fruit Expedition business in Makassar City It is important to implement it because after planning and implementing it using R&D it can be stated that digital marketing is very helpful for expedition parties and consumers because it can make it easier to get information, communicate and make transactions online so that in this case it can prevent problems that exist in the 4.0 era and can meet consumer needs.

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