



Designing a digital marketing strategy model at sanggar bunga nirwana using a grounded theory approach

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ABSTRACT

One of the ornamental plant shops in Agam Regency, which is in Payakumbuh, West Sumatra, is Nirwana Flower Studio Business. Nirwana Ornamental Flower Studio is a small and medium-sized industrial enterprise because it makes a small amount of money and has a small number of employees. The Nirwana Ornamental Flower Studio had trouble running its business because it didn't have enough customers and couldn't compete with similar businesses. One reason why this studio doesn't make enough money is that their advertising and sales are still boring and boring. The Grounded Theory method is what is used. Grounded Theory is a qualitative method that can be used to make sure that Sanggar Bunga Nirwana has the right marketing strategy model for their business right now. There are 15 important indicators that need to be taken into account when making a model for a digital marketing strategy. The six most important ones are the readiness of human resources, the availability of technology, the capabilities of the company, the support infrastructure, the uniqueness of the product, and customer expectations.

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INTRODUCTION

Ornamental plants are one of the things that can be used as decorations to make a place look better and more appealing. At this time, many people were interested in this plant for its looks. Many people use flowers to decorate their homes. They compete to get the most flowers, so it makes sense that they spend a lot of money to get them. Planting flowers is a hobby and a way to make o money, so many people have started their ornamental plant businesses. In 2020, people were talking a lot about decorative flowers, and there were a lot of great deals on prices. So, many people get into this business, hoping to make a lot of money. If we look at social media, marketplaces, and websites, we can see that many sell different kinds of flower decorations. This business has a lot of potentials, but it needs the plan to stay appealing to customers and compete locally and worldwide.

One of the ornamental plant businesses in Agam Regency is Nirwana Flower Studio Business, which is at Jl. Raya Bukittinggi – Payakumbuh, Tj Alam, kec. Ampek Angkek, Agam Regency, West Sumatra. Nirwana Ornamental Flower Studio is in the small and medium business sector because it has a small number of employees and a small amount of money coming in. The Nirwana Ornamental

Flower Studio is having trouble running its business because not enough people are interested, and it can't compete with similar companies. This studio doesn't make enough money because its sales and promotions are dull and boring. This studio's only form of advertising is banners with the business's name and address. They don't hold other events or promotions to show off their products. Customers can only buy things at a store if they go there. Promotion is a business or effort to move forward or get better. For example, it could boost business or move the field forward. The word "promotion" comes from the English word "promote," which means "to develop or improve." When this knowledge is applied to sales, it can be used as a tool to boost sales turnover. Walangitan et al. (2019) looked at the effect of promotion on sales levels, which turned out to be significant. So, it's clear that promotion is something you should pay close attention to. From the information we have, we know that the Nirwana Ornamental Flower Studio used banners to advertise. Compared to similar businesses that have gone through digital reform by using digital marketing to sell their products on websites and social media to make more sales. The Shafira Bukittinggi cactus is an ornamental plant that uses websites, Instagram, and Facebook for marketing its products. Then there is Mozza Flowers and Syahri Cactus Bukittinggi.

Digital marketing is the promotion of a company's brand through digital media. Digital marketing is a type of marketing that uses online platforms to reach potential customers. Digital marketing is also defined as marketing products or services over the internet, also known as marketing, web marketing, online marketing, e-marketing, or e-commerce. The goal of digital marketing is to make more sales (Muljono, 2018). Studies on the effect of the Digital Marketing System for Home Industries on increasing sales volume have shown this to be true (Pradiani, 2017). And based on interviews with Cactus Business Owner Shafira Bukittinggi researchers, it was found that sales have gone up a lot since the company started using digital marketing for promotions. Without digital marketing, sales have gone up by 40% since before. The same goes for Mozza Flower, whose sales have increased by 15%. When making digital marketing strategy models at the Bunga Nirwana Studio, researchers pay attention to 1) how ready the business is to use digital marketing; 2) how well the products fit with online promotion methods; 3) the availability of technology, and 4) the ability of the infrastructure to support digital marketing. 6) Readiness of human resources; 7) Uniqueness of the product compared to competitors; 8) Use of digital technology to reach customers; 9) Goals to be reached; 10) Reasons for choosing digital channels. 11) Customers in mind; 12) Competitors in the market for digital products; 13) The pros and cons of competitors; 14) What customers expect from digital marketing; 15) Customer social media.

RESEARCH METHOD

This research is descriptive and was done to give an overview of digital marketing strategies to increase the selling power of products so that they can compete locally and globally in the current conditions and situation. This study's primary goal is to determine what needs to be considered when making a digital marketing conceptual model. As a systematic qualitative method, the grounded theory method focuses on schemes in the form of factors that need to be considered when making digital marketing plans. Based on the description of grounded theory, it is then used to make the conceptual model.

Field research is used to make plans for digital marketing. Based on the first research, it is clear that both primary data (observations, interviews, and written records) and secondary data (books, journals, and reports) will be needed to design this strategy. The information gathered from the interview will be rewritten as a script, and then the information will be checked against the source. The interview result verification sheet can be used to prevent this. The general conclusion on the verification sheet is made up of three choices: SS (Already Appropriate), BS (Not Appropriate), and TS. Sources who gave information and opinions are given the interview results and verification sheets to ensure that the information written down is the same as what the source said. After getting all of the relevant information from interviews with several respondents in the form of interview

scripts, the stages are done according to the method used, Grounded theory. This stage includes Open Coding, Axial Coding, and Selective Coding.

Digital marketing products are made using a conceptual analysis of digital marketing variables based on data processing results. After doing the research and getting the digital marketing model design strategy product, the conclusions of this study are based on the goals that have already been set, as well as suggestions for more research and the problems with the current research. Researchers used "content analysis" techniques to look at qualitative research data. To do content analysis, you have to make data transcripts, record results, summarize and organize data, and do data abstraction. Here is a plan for how to look at qualitative research data:

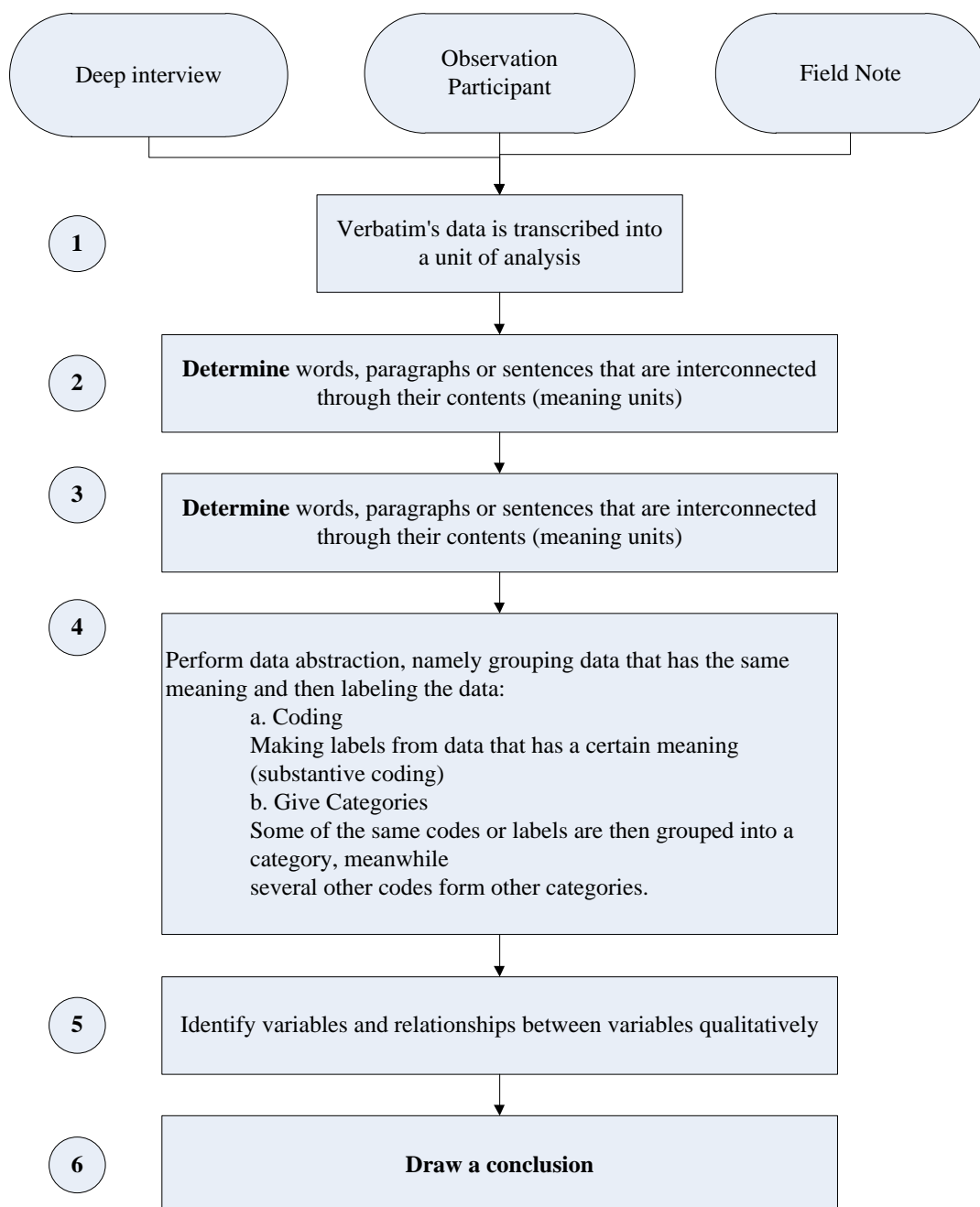


Figure 1. Schematic of Qualitative Research Data Analysis Steps

RESULTS AND DISCUSSIONS

The strategic model design is done to figure out what Sanggar Bunga Nirwana needs to do in digital marketing to compete locally and globally. Figure 1 shows the creation of the digital marketing design model strategy.

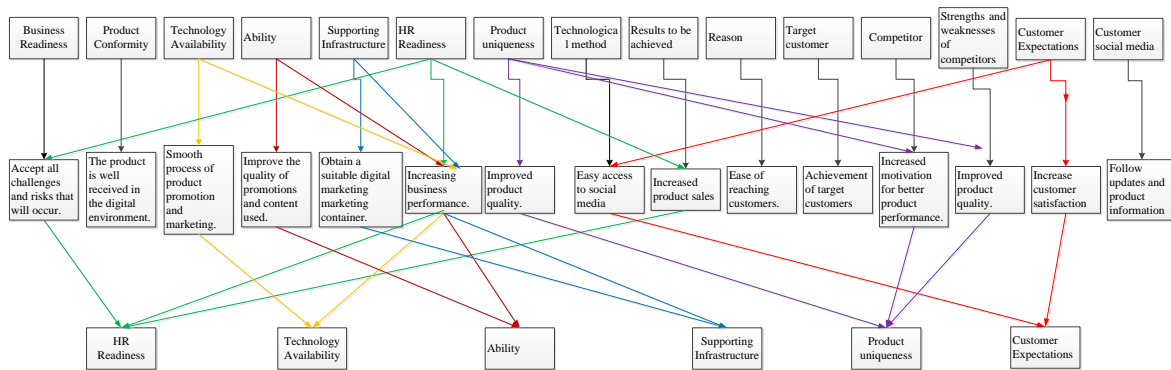


Figure 2. The most influential category relationships

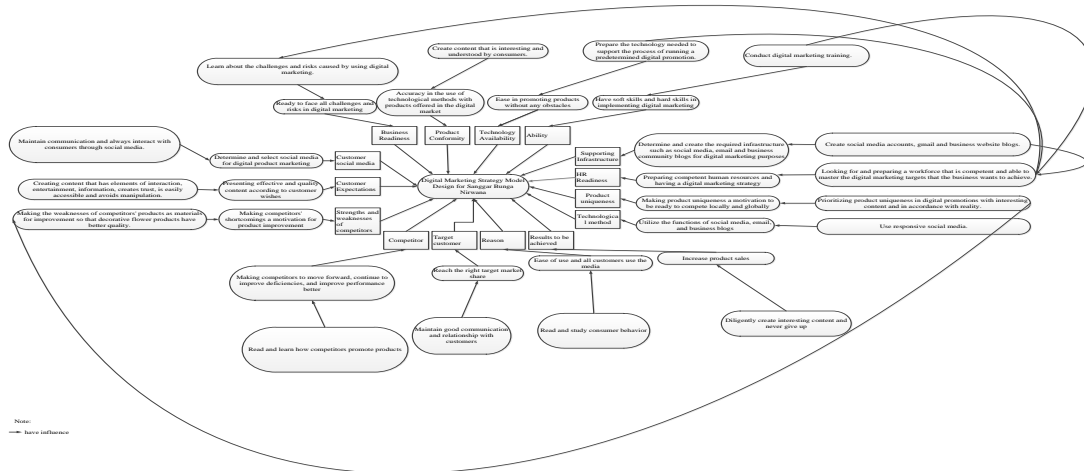


Figure 3. Digital Marketing Design Strategy Model for Sanggar Bunga Nirwana

The indicators that need to be taken into account when making a model for a digital marketing strategy are:

How ready a business is to use digital marketing.

Technology is an integral part of running a business. For the readiness of Sanggar Bunga Nirwana to run a business, it has been said that the company is ready to use Digital Marketing. This is because Sanggar Bunga Nirwana has already planned and made preparations to use digital-based business, which is now popular among business people.

Many people, including business owners, know that digital marketing is essential. Combining traditional and digital marketing methods can help businesses grow. Chaffey (2009) said that digital marketing is an effort to reach sales goals using digital technology. In 2013, Chaffey noted that digital marketing uses technology to give customers more information as needed.

How well a product fits with online advertising methods

One of the products or services advertised online is an ornamental plant. This type of ornamental plant is beneficial for people who like to collect plants because it makes it easier for people to find information about their decorative plant needs. Because of this, many people who sell ornamental plants do so through social media. Kotler (2002) says that marketing is a sales activity that involves making, offering, and selling products. This can be done online or in person; marketing is the same either way; the only difference is the medium used.

Access to technology

Information technology plays a significant role in business. One example is the use of electronic commerce or E-Commerce. Information technology is now widely used for business purposes, so Sanggar Bunga Nirwana already has the computers and cell phones it needs to do digital business. Sanggar Bunga Nirwana has made sure that technology is available, which makes it easy for employees to use Digital Marketing and speeds up the delivery of up-to-date information about the products and services offered to customers. According to Richardus Eko Indrajit (2011), information technology is the result of humans figuring out how to send and receive information in a way that is faster, more widespread, and can be kept for longer.

Ability

Sanggar Bunga Nirwana needs to master technology to increase sales and grow its business. With the growth of information technology, the power of technology is used to win the business competition by getting all the needed information quickly and more efficiently. Sanggar Bunga Nirwana already has employees who can master technology.

Digital marketing needs infrastructure to work.

Sanggar Bunga Nirwana's technological infrastructure helps implement digital marketing plans, such as website design, which helps with digital marketing activities. Website design is crucial in business for company profiles, which helps build customer trust in the availability of products and services. Sanggar Bunga Nirwana already has the infrastructure to support digital marketing. It does this by offering wifi, creating an email, social media, and a website, which makes it easier for users to carry out their plans in the digital business.

Human Resources Readiness

It can't be denied that information technology has many benefits in many areas of life. The availability of quality human resources that can meet company needs shows that the quality of Human Resources needs to be raised (HR). Human Resources (HR) is an essential part of an organization or company because it is a possible driving force. HR uses the word "human" in the way it means: a subject that needs more power. This subject is essential to a company's growth because it is this subject, in this case, employees, that are used to move the company forward and reach its goals. Sanggar Bunga Nirwana employees in the field and the finance department can now learn how to use this technology.

Product uniqueness compared to competitors.

One thing that makes a company stand out from its competitors is its unique qualities that competitors don't have. For example, Sanggar Bunga Nirwana's prices are lower than those of its competitors, which makes it easier for customers to be satisfied with what's being offered in terms of price. And the others have different kinds of ornamental plants, meaning they have different types of products, which also interest people.

Ways to reach customers through digital technology

Michael Cross (2013) says that "social media" refers to a group of technologies that help people work together, share information, and talk to each other through web-based message content. Since the internet is constantly changing, the technologies and features that users can use are also changing. Because of this, social media is more of a hypernym than a specific name for a set of uses or designs. This technology allows digital businesses to reach a broader range of customers than

traditional businesses. Sanggar Bunga Nirwana is already using social media in its industry. Social media is an excellent way to promote online sales of products or services.

What needs to be done

In digital business, businesses compete to increase sales, so Sanggar Bunga Nirwana hopes that with the digital company, sales can go up, information delivery can grow, and market access can grow. Expanding market access helps increase the market for Sanggar Bunga Nirwana so that it can, e, help increase sales with technological features that can be accessed for free or for a fee so that the results are in line with Sanggar Bunga Nirwana's expectations and vision.

Reasons for choosing digital channels

Several online shop websites provide free access so that they are easy to access without incurring costs in product promotion for business people who want to sell their products digitally. Sanggar Bunga Nirwana chose social media because many people access it, so it becomes a practical choice in trying digital business on its products. On the use of media, Mckee (2011) says that sales through social media marketing through digital media is a form of promotion with a variety of business content in social media activities that aim to find a way of disseminating information for business interests and increasing sales.

Target customer

Customers according to Greenberg (2010) revealed that customers are individuals or groups who usually buy a service or product based on the wishes of the company based on decisions that are obtained in terms of price, benefits, and quality, which establish a relationship with the company by communicating by telephone or other means. Sanggar Bunga Nirwana has services and sales of plants and plantation tools. The average target customers for Sanggar Bunga Nirwana are schools, offices, and government and private institutions. Sanggar Bunga Nirwana can develop its business digitally by providing digital platforms to reach customers and deliver the best offers. And prospective customers for the nirvana flower shop.

Competitors in the digital market

In digital competition, which is in the Bukittinggi area and its surroundings, specifically in the sale of ornamental plants, there are several UKM owners of ornamental plants such as Shafira Cactus and Mozza Flower who have made sales online, based on field observations of online sales have proven to have an increase compared to conventional ones.

Competitor strengths and weaknesses

In interviews with two competitors, namely Shafira Cactus and Mozza Flower, the advantages of competitors are having affordable prices, and good quality, in terms of disadvantages, namely plant variations, limited space, and limited tools and materials.

Customer digital marketing expectations

In digital business, customers have expectations of business owners, namely the attitude of business people who are honest and friendly in serving customers, providing clear information, and delivering goods or orders on time.

Customer social media.

Social media is a digital platform that makes it easy for everyone to find out the latest news or information; in research interviews conducted with Sanggar Bunga Nirwana consumers, the most widely used social media are Facebook, WhatsApp, Instagram, TikTok, Telegram, and Twitter.

Analysis of Designing a Digital Marketing Strategy Model

The strategic model design is carried out to determine the digital marketing strategy that must be carried out by Sanggar Bunga Nirwana so that it can compete locally and globally with the help of technology. It can be a way to increase sales.

CONCLUSION

Six core indicators out of 15 are the most influential. They must be considered when designing a digital marketing strategy model, namely human resource readiness, technology availability,

capabilities, supporting infrastructure, product uniqueness, and consumer expectations. The indicators for designing a digital marketing strategy model include 1) Business readiness to adopt digital marketing; 2) Conformity of products with online promotion methods; 3) Availability of technology; 4) Ability; 5) Infrastructure to support digital marketing; 6) Readiness of human resources; 7) Product uniqueness compared to competitors; 8) Digital technology methods to reach customers; 9) Results to be achieved; 10) Reasons for choosing digital channels; 11) Target customers; 12) Competitors in the digital market; 13) Strengths and weaknesses of competitors; 14) Customer digital marketing expectations; 15) Customer social media. The design of the digital marketing strategy model for Sanggar Bunga Nirwana includes: 1) Learning about the challenges and risks caused by the use of digital marketing; 2) Creating content that is interesting and understandable to consumers; 3) Prepare the technology needed to support the specified digital promotion process; 4) Conduct digital marketing training; 5) Create social media accounts, gmail and business website blogs; 6) Finding and preparing a workforce that is competent and able to master digital marketing targets that the business wants to achieve; 7) Prioritizing product uniqueness in digital promotions with exciting content and in accordance with reality; 8) Using responsive social media; 9) Diligently create exciting content and never give up; 10) Reading and studying consumer behavior; 11) Maintain communication and good relations with customers; 12) Reading and studying competitors' ways of promoting products; 13) Using competitors' product weaknesses as materials for improvement so that decorative flower products have better quality; 14) Creating content that has elements of interaction, entertainment, information, creates trust, is easily accessible and avoids manipulation; 15) Maintain communication and constantly interact with consumers through social media.

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