

Integration of Market-Based Contextual Learning in Craft Tasks: a Study of Consumer and Competitor Behavior by Students

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ARTICLE INFO	ABSTRACT
<p>Keywords:</p> <p>educational analysis; market trends; consumer behavior; competitor positioning; student research;</p>	<p>In the digital era, digital marketing is crucial for expanding business reach and engaging consumers. This study examines PT Sadulur Sinareng Raharja, a digital marketing firm specializing in customized campaigns based on market trends, consumer behavior, and competitor analysis, which is highly relevant to educational institutions with digital marketing programs. Despite its innovative strategies, the company faces challenges such as changing consumer preferences, increasing competition, and declining campaign effectiveness. This study offers practical business insights while also serving as an educational tool, demonstrating the use of data-driven marketing strategies in real-world business contexts. The research, based on quantitative methods and strategic marketing theory, analyzes data from 30 respondents using multiple regression analysis to evaluate the impact of market trends, consumer behavior, and competitor positioning on campaign performance (ROI, conversion rate, and engagement rate). The findings, validated by classical assumption tests, show that all factors significantly affect campaign effectiveness, with an R^2 value of 77.9%. The results emphasize the importance of a market-driven approach, adaptability to changing trends, and the use of data analytics to create targeted campaigns. This case study is valuable for students and professionals in business and marketing education.</p>
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1. INTRODUCTION

Amid the advancements of the digital era, digital marketing has become one of the primary strategies companies use to expand their reach and strengthen interactions with customers (Riofita et al., 2024); (Erwin, 2024)(Sudirjo et al., 2023); (Michael & Lesmono, 2024). Several digital marketing and influencer strategy agencies in Bali, including PT Sadulur Sinareng Raharja, compete in the market. However, PT Sadulur distinguishes itself with an innovative approach that combines advanced market

analysis with influencer strategies. This unique method makes it a preferred choice for brands seeking to maximize their digital visibility. As a dedicated digital marketing firm, PT Sadulur focuses on helping brands enhance their online presence, engage target audiences, and build strong consumer relationships across digital platforms.

In the rapidly evolving digital era, traditional marketing is no longer sufficient to achieve optimal business success. According to previous research (Trenggana et al., 2022)(Ratna Gumilang, 2019)(Dinar Vania Sasikirana et al., 2024)(Saputra, 2024);(Jusuf, 2022). Digital marketing is essential in modern strategies, allowing businesses to reach targeted audiences. PT Sadulur Sinareng Raharja offers a variety of services, including SEO, SEM, social media management, content marketing, and email marketing. With a data-driven approach and expert collaboration, the company creates effective strategies to help clients achieve their goals, boost online visibility, and foster strong consumer relationships.

Currently, digital marketing has become a cornerstone for many companies striving to maintain relevance and competitiveness in an increasingly interconnected business world (Nugroho & Wardhana, 2023);(Krismajayanti et al., 2024); (Pattisina & Sumadi, 2023); (Adewumi et al., 2024) . In Bali, a creative hub in Indonesia, many companies offer digital marketing and influencer strategies. PT Sadulur Sinareng Raharja stands out by combining advanced technology, market analysis, and strategic partnerships with local and national influencers. This approach boosts clients' digital visibility and enhances consumer engagement. Despite evolving consumer preferences and digital advancements, PT Sadulur stays committed to continuous innovation and meeting market demands.

Many factors influence the effectiveness of craft tailored campaign strategies. According to previous research (I. Yanti & Idayanti, 2022)(Riofita et al., 2024)(Saputra, 2024); (Elfandari, 2024)(Agustian et al., 2023) with the times. Understanding market trends, including consumer preferences, new technologies, and marketing innovations, helps companies stay competitive and seize opportunities. By continuously monitoring these trends, PT Sadulur Sinareng Raharja ensures its marketing strategies remain effective and relevant, allowing the company to adapt quickly and strengthen its market position while creating value for customers and stakeholders.

The implementation of modern technology plays a crucial role in enhancing the effectiveness of campaign strategies (Sayudin et al., 2023); (Triwahyono et al., 2023); (Jusuf, 2022); (Harahap et al., 2023). By leveraging data analytics, AI, and marketing automation, companies can design more efficient, measurable campaigns with real-time tracking and personalized experiences. Continuous innovation is crucial for PT Sadulur Sinareng Raharja to maintain its competitive edge and lead in the digital marketing industry. However, by September 2024, the company experienced a 20% decline in campaign effectiveness, driven by selective consumer behavior and increased competition offering better pricing. Shifting consumer preferences and competitors' use of AI and automation further impacted Sadulur's outcomes, emphasizing the need for research to enhance its marketing strategies in this dynamic market.

In addition to market trends, consumer behavior also plays a crucial role in determining the success of marketing campaigns (Sulistiyani, 2023); (Setiawan et al., 2024) (Ayoker, 2021) (Galvano, 2021). Changes in lifestyle, values, and consumption patterns across market segments require PT Sadulur Sinareng Raharja to continuously adapt and understand consumer needs. By analyzing consumer behavior, the company can create personalized and relevant campaigns, increasing their success rate. This understanding also helps to enhance consumer engagement and strengthen the emotional connection with the brand. Using technologies like data analytics and AI, the company can accurately identify consumption patterns and preferences, enabling the design of timely, relevant strategies that align with consumer expectations and preferred channels.

The presence of competitors is also a key factor influencing the success of campaign strategies (Ulfah et al., 2021)(Maulida & Indah, 2021)(Laila Fitria et al., 2024) (Galvano, 2021); (Husaeni et al., 2024). Understanding competitors' strengths and weaknesses allows companies to develop more targeted and effective strategies. By evaluating factors such as product quality, pricing, market reach,

and innovation, a company can identify areas for improvement and opportunities for new competitive advantages. This insight is essential for assessing the impact of market trends, consumer behavior, and competitors' positions on the effectiveness of PT Sadulur Sinareng Raharja's craft tailored campaign strategies.

The presence of competitors in the market plays a significant role in determining the success of campaign strategies (Rezaldy & Nanda Diyan Saputra, 2023)(Tedy et al., 2024)(Agustian et al., 2023); (Ramadhan, 2022). Competitors can serve as a benchmark for companies to assess the effectiveness of their strategies. By analyzing competitors' activities, marketing approaches, and performance, companies can identify opportunities for differentiation and innovation. Additionally, understanding competitors' strategies helps companies anticipate market trends and shifts in consumer preferences, enabling them to better adjust their campaigns. Intense competition also drives companies to continually improve the quality of their products and services to compete effectively and win over consumers.

Several issues faced by society today impact the effectiveness of craft tailored campaign strategies (N. Yanti et al., 2020)(Bachri et al., 2015)(Diniati et al., 2024);(Lautania et al., 2024); (Jusuf, 2022) at PT Sadulur Sinareng Raharja. First, the rapid changes in market trends require the company to continuously adapt to the latest developments to remain relevant. Second, consumers have become more critical and have easier access to product information through the internet and social media, making them more selective and demanding higher quality in products and services. Third, the emergence of many new competitors trying to capture consumers' attention has intensified competition, forcing companies to develop more creative and innovative marketing strategies in order to compete and attract customers.

Researching market trends, consumer behavior, and competitor positions in the context of the effectiveness of craft tailored campaign strategies is crucial because these three factors directly influence the success of marketing strategies. Market trends can involve technological innovations, shifts in consumer preferences, or changes in how products are marketed. Keeping up with these trends helps companies adapt and innovate with effective strategies (I Wayan Kayun Suwastika, SE. et al., 2023)(Susilowati et al., 2024)(Sudiantini et al., 2023). From a consumer perspective, today's consumers often use social media and the internet to search for information and make purchasing decisions (Indriyani & Suri, 2020). Therefore, understanding their interaction with these media is crucial for designing effective marketing strategies. From a competitor standpoint, information about competitors allows companies to identify opportunities for differentiation and develop competitive advantages ((Neka Fatyandri et al., 2023), which is essential for designing campaigns that can effectively compete. By understanding competitors' positions, companies can identify their strengths, such as superior product features, competitive pricing strategies, or excellent customer service. Conversely, information about competitors' weaknesses, such as shortcomings in product or service quality, can be used to create more attractive and better offerings for consumers. These three factors justify the need for research on "Evaluating the Impact of Market Trends, Consumer Behavior, and Competitor Positions on the Effectiveness of Craft Tailored Campaign Strategies at PT Sadulur Sinareng Raharja".

Given the growing importance of market trends, consumer behavior, and competitor positioning in shaping digital marketing strategies, it is crucial to analyze PT Sadulur Sinareng Raharja's tailored campaigns and their relevance to digital marketing education. This study, titled "An Educational Analysis of Market Trends, Consumer Behavior, and Competitor Positioning in Craft Campaigns as a Student Research Assignment," aims to provide insights into how these factors influence campaign outcomes, offering valuable lessons for both businesses and digital marketing students. The study connects practical marketing strategies with educational enrichment for future practitioners.

In the ever-evolving digital era, digital marketing has become the backbone of modern business strategies. Digital marketing strategies allow companies to reach a wider audience personally and efficiently (Sayudin et al., 2023). However, most of this research focuses more on technical application and less on local contexts, especially at the scale of mid-sized digital marketing firms such as PT Sadulur

Sinareng Raharja. The company stands out in Bali by combining data-driven market analysis and strategic partnerships with local influencers, which according to Nugroho & Wardhana (2023) can significantly increase consumer engagement. However, there have not been many studies exploring how this strategy maintains its effectiveness amid fluctuating trends and rapidly changing consumer preferences.

Digital consumer behavior is a crucial aspect in developing a marketing strategy. Adaptation to these changes is often late by companies, including by PT Sadulur, which in September 2024 reportedly experienced a 20% decrease in campaign effectiveness. This signals a gap between consumer behavior analysis and its application in the design of adaptive and personalized marketing strategies. Competition in the digital marketing industry is getting tougher, along with the increasing use of advanced technologies such as AI, marketing automation, and real-time analytics by competitors. Although this technology trend has been highlighted a lot, there is not much literature that studies its impact directly on the dynamics of local firms with limited resources. This is an important research gap, especially in the context of PT Sadulur having to compete not only with price, but also with the speed of technological innovation.

2. METHODS

This study uses a mixed-method approach, combining descriptive and causal analysis. Quantitative research is employed to statistically analyze data and test hypotheses, allowing for generalization of patterns between variables. The study aims to evaluate the impact of market trends, consumer behavior, and competitor positions on the success of tailored campaign strategies. The underlying theory is Strategic Marketing Theory, which emphasizes the interconnection between these factors in designing effective strategies. The research adopts a market-driven approach, highlighting the importance of data-informed decision-making. Additionally, qualitative methods are used to explore how educational elements influence strategic decisions. In-depth interviews with key personnel at PT Sadulur Sinareng Raharja offer insights into how market trends, consumer behavior, and competitor knowledge shape campaign strategies.

The population in this study includes both current and potential customers of PT Sadulur Sinareng Raharja, as they are the primary target of the evaluated campaign strategy. This group is crucial for the research as they are directly influenced by market trends, consumer behavior, and competitor strategies. The sample consists of 30 respondents who completed a validated and reliable questionnaire, meeting the minimum sample size requirement for basic statistical analysis. This sample size is sufficient for parametric tests, which typically require at least 30 respondents for normal distribution. The selection of the sample is based on representativeness, efficiency, and feasibility, ensuring it reflects the views of the target market relevant to the campaign strategy evaluation. The research variables consist of independent variables, which include market trends, consumer behavior, and competitor position. The dependent variable is the effectiveness of craft tailored campaign strategies. The evaluation is measured through clear and measurable performance metrics to assess various aspects of the tailored campaign based on the influencing factors. The following are part of the performance metrics that will be measured, based on Return on Investment (ROI), conversion rate, and engagement rate.

To obtain research data, a questionnaire was used. The questionnaire is divided into five sections, including respondent identity, respondent knowledge of market trends, respondent knowledge of consumer behavior, respondent knowledge of competitor position, and respondent knowledge of craft tailored campaign strategies. Validity and reliability tests were conducted to assess the feasibility of the research instrument, using Pearson product-moment correlation. The questionnaire was distributed to respondents online through the Google Forms platform. The researcher obtained respondent identities to share the Google Form link via PT Sadulur Sinareng Raharja's database and contacted them via WhatsApp. The data analysis method used is multiple regression analysis. The equation model is $Y = C + aX_1 + bX_2 + cX_3 + e$. Multiple regression analysis is used to test the effect of market trends, consumer

behavior, and competitor position on craft tailored campaign strategies. The evaluation is measured based on performance metrics.

Meanwhile, from a qualitative perspective, this study employs the **Scenario-Based Learning (SBL)** method (Boon et al., 2024); (Thulla, 2022). The selection of this method is based on its ability to integrate theoretical understanding with direct practical experience. Through the implementation of SBL, students not only learn theoretical concepts but are also given the opportunity to apply them in contexts that closely resemble real-world situations. Throughout the research process, students actively participate in key stages, including research planning, data collection and analysis, and the development of strategic recommendations. Therefore, the application of SBL not only deepens students' academic understanding but also sharpens their critical thinking, problem-solving abilities, and decision-making skills essential for professional environments.

In a qualitative approach, this study uses the Scenario-Based Learning (SBL) method to explore in depth how market trends, consumer behavior, and competitor positions affect strategic decision-making in marketing campaigns. The implementation of SBL begins with designing scenarios based on real problems faced by PT Sadulur Sinareng Raharja. The scenario was developed based on a preliminary study of the company's campaign data, current market dynamics, and the strategies of the main competitors. Each scenario includes the background of the situation, relevant data, as well as the strategic decision-making challenges that the participants must face.

The implementation of SBL is carried out in several stages. First, participants were given orientation and briefing on the main concepts in strategic marketing and market data analysis. Next, they are grouped to analyze the scenarios that have been drafted, identify core problems, and devise alternative solutions based on the available data. This process emphasizes collaboration, critical thinking, and the use of data-driven approaches. In the next stage, each group presents the campaign strategy they designed, accompanied by logical arguments that refer to market trends, consumer preferences, and competitor strengths. After the presentation, an open reflection session was held where participants and researchers discussed the effectiveness of the proposed strategy and the thinking process that underpinned it.

The evaluation of the implementation of SBL was carried out by observing several indicators. The quality of the participants' strategic analysis was the main aspect assessed, including the depth of argumentation, the accuracy in analyzing the data, and the relevance of the solution to the given challenge. In addition, participants' cognitive engagement was measured through active participation during the discussion process and scenario simulation. To enrich the data, participants were also asked to write individual reflections describing the thinking and learning processes they experienced. In addition, in-depth interviews were conducted with several key participants to explore their experiences in following the SBL process and its impact on conceptual understanding and strategic decision-making skills. The data from observations, reflections, and interviews were then analyzed thematically to identify cognitive patterns, dynamics of group interaction, and the effectiveness of SBL as a contextual and practical learning approach. Thus, the SBL method in this study not only strengthens theoretical understanding, but also improves practical ability to design data-driven strategies that are relevant to real challenges in the industrial world.

3. FINDINGS AND DISCUSSION

3.1 Implementation Technology in PT Sadulur Sinareng Raharja.

At PT Sadulur Sinareng Raharja, the external division engages directly with customers, communities, and business partners. A key component is the development of branded communities networks of customers, prospects, influencers, and media that strengthen loyalty and expand brand presence. The company also utilizes user forums to gather feedback and enhance product or service quality. Through platforms like Twitter, LinkedIn, YouTube, and Discord, real-time communication and engagement with customers are fostered. The company prioritizes delivering value through

products and services that meet customer needs, with the external strategy focused on increasing sales, encouraging repeat purchases, and building brand advocates. Customer feedback is also crucial for driving innovation and staying relevant in the market.

The external division focuses on boosting sales to support business growth and sustainability. Key priorities include driving repeat purchases and fostering brand advocacy, turning satisfied customers into loyal promoters. The company also values customer feedback as a vital source of innovation, using it to refine products and services in line with changing market demands and customer preferences, ensuring continued relevance and competitiveness. PT Sadulur Sinareng Raharja uses Gathertown as a communication tool to support both internal coordination and external collaboration. This platform enables real-time interaction among team members, customers, and partners, promoting effective communication and engagement. By streamlining collaboration and facilitating feedback exchange, Gathertown helps strengthen relationships, improve internal processes, and drive innovation and customer satisfaction.



Figure 1. Team Work PT Sadulur Sinareng Raharja

At PT Sadulur Sinareng Raharja, Gathertown enhances both internal and external division performance, aligning with the company's communication needs. For internal teams, it promotes efficient collaboration, real-time discussions, and quick decision-making, boosting productivity. Externally, it facilitates virtual meetings with customers, partners, and communities, helping strengthen relationships, drive sales, and encourage brand advocacy. Gathertown also enables the collection of customer feedback, supporting innovation and product adaptation to meet market demands. In summary, Gathertown optimizes communication, teamwork, and stakeholder relationships, fostering the company's growth and long-term success. To evaluate the effectiveness of its craft campaigns, PT Sadulur Sinareng Raharja analyzes key factors such as market trends, consumer behavior, and competitor positioning. By tracking market trends and adjusting strategies, understanding consumer preferences, and assessing competitor positioning, the company ensures its campaigns align with market demands and customer expectations. This approach allows for continuous improvement and helps the company stay competitive, contributing to the overall success of its marketing efforts.

3.2 Data Analysis

The following are the results of the data analysis, which will serve as the benchmark for evaluating the impact of market trends, consumer behavior, and competitor position on the effectiveness of craft tailored campaign strategies at PT Sadulur Sinareng Raharja.

1. Normality Test

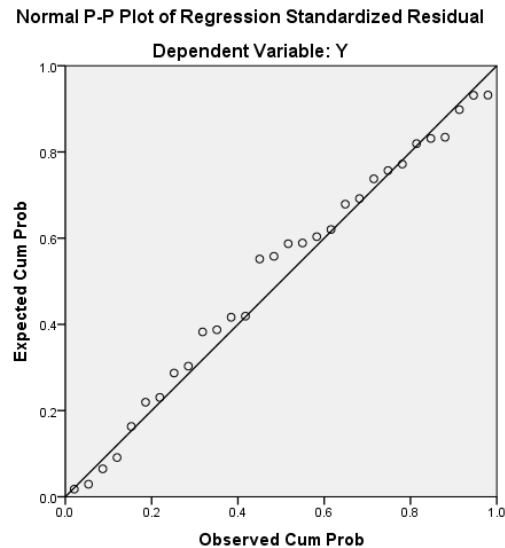


Figure 2. Normality Test

Figure 2 shows the normality test results for the variables "Market Trends," "Consumer Behavior," and "Competitor Position" used to assess the effectiveness of Craft Tailored Campaign Strategies at PT Sadulur Sinareng Raharja. The data points closely align with the diagonal line representing a normal distribution, indicating that the data for these variables is normally distributed. This confirms that the data meets the assumptions required for valid statistical analysis, such as regression.

2. Multicollinearity

Table 1. Multicollinearity

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-13.573	6.570		-2.066	.049		
	X2	1.227	.596	.324	2.059	.050	.388	2.576
	X3	.663	.617	.154	1.075	.292	.470	2.128
	X1	1.579	.409	.504	3.865	.001	.564	1.772
a. Dependent Variable: Y								

A good regression model should avoid multicollinearity, which can obscure the distinct effects of market trends, consumer behavior, and competitor positioning on campaign effectiveness. Multicollinearity can mask the individual impact of variables, reducing analysis accuracy. This study shows no multicollinearity, as indicated by the Tolerance value of 0.388 (greater than 0.1) and the F value of 2.576 (less than 10), confirming that each variable independently contributes to the model.

3. Heteroscedasticity Test

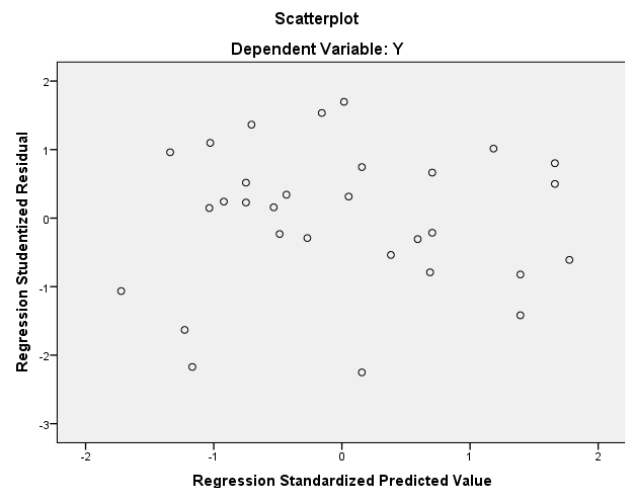


Figure 3. Heteroscedasticity test

Figure 3 shows no evidence of heteroscedasticity in the data, indicating that the variance of errors in the regression model is constant across the independent variables: "Market Trends," "Consumer Behavior," and "Competitor Position." The absence of heteroscedasticity is crucial for ensuring unbiased and efficient regression coefficient estimates. This validates the regression model, improving the accuracy of its predictions. In linear regression, heteroscedasticity can lead to unreliable estimates, affecting analysis outcomes. By confirming consistent error variance, this study strengthens the model's quality, ensuring reliable results and providing a solid foundation for strategy recommendations.

4. Autocorrelation Test

Table 2. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.883 ^a	.779	.754	3.35586	1.691
a. Predictors: (Constant), X1, X3, X2					
b. Dependent Variable: Y					

Table 2 shows the results of the autocorrelation test. The value obtained for du is 1.650, and 1.691 falls between du and $4 - du$, indicating that no autocorrelation exists. This suggests that the residuals of the regression model do not exhibit any particular pattern and are not correlated with each other. The absence of autocorrelation is a crucial assumption in classical linear regression, as it ensures that the regression coefficient estimates are unbiased and efficient. Therefore, the regression model used can be considered valid and reliable for further analysis. The lack of autocorrelation strengthens the validity of the conclusions drawn from this study and supports the use of the model for prediction and decision-making.

Based on the four classical assumption tests, all assumptions have been met. These include the absence of multicollinearity, heteroscedasticity, autocorrelation, and the fulfillment of the residual normality assumption. With all these assumptions satisfied, the regression model used is considered valid and reliable. This ensures that the regression analysis results are unbiased, efficient, and provide an accurate depiction of the relationships between variables. Therefore, this model can be confidently used for prediction and decision-making in the context of this study.

5. t Test

After conducting the classical assumption tests, the next step is to perform partial testing. In this t-test, the effect of each independent variable on the dependent variable will be examined individually.

This will assess whether market trends, consumer behavior, and competitor position have an impact on the Effectiveness of Craft Tailored Campaign Strategies.

Table 3. t Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Constant	-14.841	6.155		-2.411	.023		
	X2	1.246	.487	.329	2.560	.017	.515	1.942
	X3	1.033	.477	.251	2.167	.040	.633	1.580
	X1	1.409	.395	.450	3.566	.001	.534	1.874

Based on Table 3, the significance result for the independent variable X2 is 0.017, which is less than 0.05. This indicates that consumer behavior has an impact on the effectiveness of craft tailored campaign strategies at PT Sadulur Sinareng Raharja. A similar result is observed for variables X3 and X1, with significance values of 0.040 and 0.001, respectively, which are also less than 0.05. This means that competitor position and market trends each have an impact on the effectiveness of the tailored campaign strategies at PT Sadulur Sinareng Raharja. Based on Table 3, the regression equation can be formulated as follows: $Y = -14.841 + 1.246X1 + 1.033X2 + 1.409X3 + e$. This means that when all independent variables (X1, X2, and X3) are zero, the predicted value of Y is -14.841. The coefficient of 1.246 indicates that for each increase of one unit in X1, the value of Y is predicted to increase by 1.246 units, assuming the other variables remain constant. Similarly, 1.033X2 means that for each increase of one unit in X2, the value of Y is predicted to increase by 1.033 units, assuming the other variables remain constant. Finally, 1.409X3 means that for each increase of one unit in X3, the value of Y is predicted to increase by 1.409 units, assuming the other variables remain constant.

6. F Test

Based on Table 3, the regression equation can be formulated as follows: After conducting a partial test, each independent variable is tested simultaneously against the dependent variable. This is illustrated in the following Table 4

Table 4. F Test

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	1034.394	3	344.798	30.617	.000 ^b	
Residual	292.806	26	11.262			
Total	1327.200	29				

a. Dependent Variable: Y
b. Predictors: (Constant), X1, X3, X2

The overall significance value of 0.000 indicates that market trends, consumer behavior, and competitor positioning significantly affect the effectiveness of PT Sadulur Sinareng Raharja's Craft Tailored Campaign Strategies. By understanding and managing these factors, the company can improve campaign impact and efficiency, leading to better results and business growth. This analysis offers a strong basis for more informed strategic marketing decisions. The model summary shows an R Square (R^2) value of 0.779, or 77.9%, indicating that 77.9% of the variation in the dependent variable is explained by the independent variables in the model. R^2 is commonly used in regression analysis to assess how well the model explains the relationship between variables. A higher R^2 value suggests a better fit, making it an important indicator of a model's effectiveness in explaining variation.

relationships with 110 Key Opinion Leaders (KOLs), demonstrating their ability to build strong partnerships with influential figures. Additionally, their campaign generated 42,496 hashtags, which garnered 9,368,762 impressions and resulted in 121,208 engagements. PT Sadulur Sinareng Raharja's campaign strategies have outperformed competitors like KPOPHastag in terms of social media impact. Their campaign generated more impressions, engagements, and hashtag use, proving the effectiveness of their approach. The team's ability to build strong relationships with influencers and maintain partnerships with 110 Key Opinion Leaders (KOLs) contributed to the success. With 42,496 hashtags, 9,368,762 impressions, and 121,208 engagements, the campaign demonstrated superior results, highlighting the company's ability to create impactful campaigns that surpass its competitors.

3.4 Implementation Education Analysis as a Student Research Assignment

Based on the comprehensive and statistically valid findings of this research, the study should be further developed by integrating it into marketing strategy courses or using it as a case study in business and management classes. The results, which highlight the significant influence of market trends, consumer behavior, and competitor positioning on the effectiveness of tailored campaign strategies, provide a rich and practical foundation for academic discussion and real-world application, especially for students undertaking internships in companies.

Through the Scenario-Based Learning approach, students are encouraged to actively engage in understanding and applying real data analysis from PT Sadulur Sinareng Raharja. In one learning scenario, the instructor presents regression data showing the relationship between the number of social media advertisements and the increase in online sales transactions. Students are then tasked with analyzing the regression results and simulating the decision-making process, such as determining the most effective digital marketing strategy based on the identified data trends.

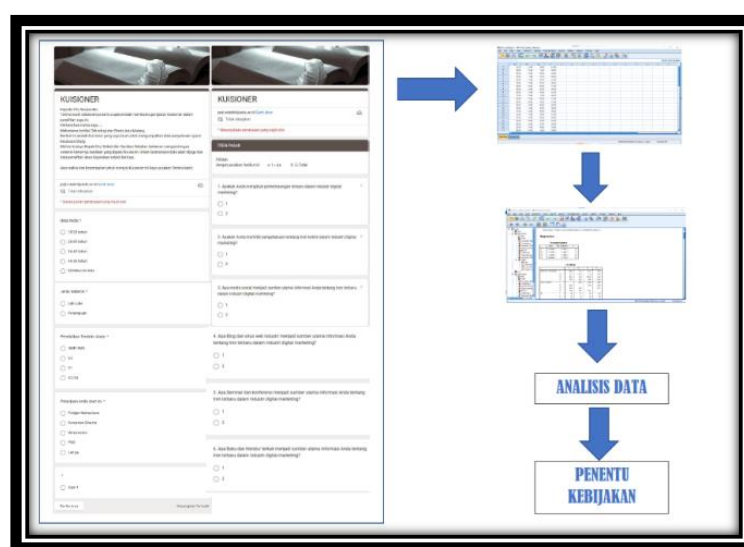


Figure 6. Student Assignment to Analyze Data

To enhance research-based learning, a Scenario-Based Learning approach is applied using a real case study from PT Sadulur Sinareng Raharja. Students are tasked with researching "Evaluating Market Trends, Consumer Behavior, and Competitor Positioning on Campaign Effectiveness." The instructor guides them to create a questionnaire for primary data collection and conduct interviews with relevant parties at PT Sadulur. After gathering data, students analyze it using statistical software like SPSS, performing regression tests and other analyses. Finally, students compile a report and present data-driven recommendations to PT Sadulur's decision-makers, aiming to inform new policies aligned with the company's needs.

Scenario-Based Learning (SBL) enables students to apply theory to real-world situations, gaining hands-on experience in research, data analysis, and strategic recommendations. This approach enhances critical thinking, problem-solving, and communication skills, preparing students for professional environments. Through SBL, students develop practical skills that go beyond academic knowledge, equipping them to address real challenges in the workplace and contribute effectively in dynamic settings.

Figure 7 shows a task sheet for students. It has a green background. At the top, there are two input fields labeled 'Name : ' and 'NIM : '. Below these is the title 'TASK SHEET' in white capital letters. The main content is in a white box with a green border. It contains three numbered instructions: 1. Determine the research theme that you will investigate. 2. Select the company that will be the subject of your research. 3. Perform the following tasks and answer the questions below: This is followed by a bulleted list of tasks: Identify the variables to be studied, Use a questionnaire for collecting primary data, and use secondary data if obtained directly from the studied location, Collect the necessary data, Analyze the collected data, Apply the results of the analysis to company policies, and Compile a research report based on the analysis results.

Figure 7. Task Sheet for Student

The following is one of the task sheets provided to students as a step-by-step guide for conducting their research. This worksheet guides students through several essential steps, starting with identifying the variables to be studied. Next, students are instructed to use questionnaires if the research involves primary data, or to use secondary data if it is obtained directly from the research site. Once the data is collected, students are required to analyze it systematically. The results of the analysis are then implemented into company policies as a form of real-world application. The final step is to compile a report that documents the entire research process.

3.5 Discussion

In this study, the case study taken from PT Sadulur Sinareng Raharja provides valuable insights to students, starting from how to structure task assignments, collect data, analyze data, and implement the results of the analysis. Additionally, this case study also teaches how to formulate recommendations that can be presented to decision-makers in the company as a consideration for policy formulation. Indonesia's digital advertising industry is anticipated to expand by 12% in 2024 compared to the prior year, reflecting a growing dependence on digital platforms to engage broader audiences. Leading this shift are platforms such as Google, Instagram, and TikTok, which offer a variety of tools enabling businesses to effectively reach specific audience segments. Advertising formats like short videos and interactive content have gained significant popularity, as they meet the preferences of today's consumers for visually appealing and engaging ads. These developments highlight the necessity for businesses to embrace creative and innovative advertising approaches to stay competitive in the evolving digital market.

The role of Key Opinion Leaders (KOLs) and social media influencers has grown significantly, with 70% of brands relying on their platforms to enhance brand visibility. This trend underscores the trust and personal engagement that KOLs bring, making them key players in influencing consumer perceptions. TikTok stands out as a dominant platform for influencer marketing, showing a 15% yearly increase in active users. This surge highlights TikTok's effectiveness in connecting with younger

audiences and delivering powerful marketing initiatives, establishing it as a strategic platform for brands aiming to broaden their audience and strengthen consumer confidence.

E-commerce continues to thrive in Indonesia, with Shopee and Tokopedia maintaining their dominance in the market. Shopee holds an impressive 68% market share, cementing its position as the go-to platform for online shopping. Tokopedia, meanwhile, captures the attention of 55% of monthly active users, showcasing its strong engagement and loyal customer base. These platforms are critical for businesses, including PT Sadulur Sinareng Raharja, offering opportunities to establish collaborations or refine marketing strategies that align with these e-commerce giants. Leveraging their ecosystems can help the company optimize product visibility and boost sales.

The integration of advanced technologies, particularly Artificial Intelligence (AI) and automation, is transforming marketing strategies in 2024. AI-driven tools allow businesses to analyze consumer behavior, detect patterns, and forecast trends, offering crucial insights for informed decision-making. These technologies also enable companies to tailor their products and services to better meet customer demands. Personalized marketing, through email campaigns and push notifications, has become a central strategy for building stronger customer relationships and boosting loyalty.

For PT Sadulur Sinareng Raharja, the current market trends offer valuable prospects for growth and innovation. By utilizing digital advertising formats like short videos and interactive content on popular platforms such as TikTok and Instagram, the company can broaden its audience engagement. Collaborating with influencers or Key Opinion Leaders (KOLs), especially on TikTok, will further increase the brand's visibility and trustworthiness, building a stronger connection with its target audience. Additionally, forming partnerships with major e-commerce platforms like Shopee and Tokopedia provides the company with an opportunity to extend its reach and boost sales by tapping into the large, active user bases of these platforms. Implementing cutting-edge technologies, including AI-driven analytics and personalized marketing approaches, will help PT Sadulur Sinareng Raharja refine its marketing efforts, enhance customer loyalty, and improve the overall effectiveness of its campaigns. By aligning with these trends, the company can strengthen its position in the competitive market and adapt to the rapidly changing landscape of Indonesia's digital economy.

In 2024, online consumer behavior in Indonesia is experiencing a notable shift toward social media platforms. A substantial 73% of internet users engage with social media, underscoring its critical influence on purchasing decisions. Consumers are especially attracted to TikTok Shop and other online marketplaces that offer substantial promotions, highlighting the role of competitive pricing and enticing deals in driving sales. There is also an increasing reliance on reviews from Key Opinion Leaders (KOLs) and user-generated content, particularly within the beauty and technology sectors. This growing trust in authentic, peer-driven feedback plays a significant role in shaping consumer choices and perceptions.

The primary demographic for online shopping is made up of Gen Z and Millennials, who account for 60% of total purchases. These younger consumers are particularly drawn to interactive shopping experiences, such as live shopping events and engaging storytelling content, which allow brands to connect with them more effectively. In terms of purchasing behavior, 45% of consumers compare prices before buying, indicating a more thoughtful and informed approach to shopping. Flash sales and daily promotions also serve as key motivators, with many consumers seizing time-limited deals. Finally, sustainability is becoming increasingly important for consumers, with many now prioritizing products that are environmentally friendly and produced sustainably. This trend suggests that businesses like PT Sadulur Sinareng Raharja should consider integrating sustainability into their products and marketing strategies to meet the expectations of conscientious consumers.

In 2024, digital agencies such as Gushcloud, ThinkDigital, and Sociabuzz have emerged as dominant players in the Indonesian market. These agencies are primarily focused on influencer management and interactive video campaigns, capitalizing on the growing power of social media influencers to engage consumers and elevate brand awareness. Their approach is centered around creating compelling, visually engaging content that drives interaction and encourages brand loyalty.

Gushcloud stands out by offering integrated campaign packages, providing clients with a comprehensive, end-to-end solution for their digital marketing strategies. This all-in-one approach helps businesses streamline their marketing efforts while maximizing their reach and impact. ThinkDigital, on the other hand, emphasizes community development and TikTok content, recognizing the platform's growing popularity for influencer engagement and brand storytelling. By focusing on building communities around brands, ThinkDigital effectively taps into the younger, social-savvy audience that TikTok attracts. Sociabuzz differentiates itself through data-driven solutions, using sophisticated tools to measure and optimize Key Opinion Leader (KOL) performance. This allows businesses to refine their strategies and ensure they are achieving the best possible return on investment.

Despite their success, many digital agencies struggle to meet the needs of Indonesian SMEs (UMKM), creating an opportunity for PT Sadulur Sinareng Raharja (Maju Mapan) to offer tailored, affordable solutions. Moreover, the lack of personalized strategies for niche markets among competitors presents another opening for Maju Mapan to deliver customized marketing services. By addressing these gaps, the company can strengthen its position in the digital marketing industry. Additionally, this case can serve as a valuable model for student projects, helping them build skills in research, analysis, and strategy development while gaining real-world insights into digital marketing, consumer behavior, and e-commerce growth in today's digital economy.

This study shows that the integration of digital technology, market trends, and consumer behavior analysis is a crucial element in designing an adaptive and competitive marketing strategy. PT Sadulur Sinareng Raharja is a real representation of how companies can leverage technological advancements such as AI, collaboration with influencers, and social media platforms to increase brand visibility and audience engagement. Despite this, companies continue to face significant challenges due to changing consumer behavior and increased price-based competition and innovation. Therefore, a deep understanding of the digital landscape, combined with the ability to read trends and formulate data-driven strategies, is key to maintaining business relevance.

From an educational perspective, this case study enriches the student learning process through a real-life experience-based approach and strategic analysis. Students are not only trained to understand digital marketing theory, but also to implement it in the context of an actual industry. This strengthens students' analytical competence, data literacy, and critical thinking skills in developing research-based business solutions. For educational institutions, the results of this study recommend the need to integrate the curriculum with dynamic digital industry case studies, in order to create graduates who are ready to face the challenges of the modern job market and are able to contribute strategically in business decision-making.

4. CONCLUSION

The results of this study demonstrate that PT Sadulur Sinareng Raharja's market-driven campaign strategies—rooted in adapting to market trends, consumer behavior, and competitor positioning—successfully improved campaign outcomes, as evidenced by strong data validity across normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Regression analysis confirmed that all three factors significantly affect campaign effectiveness, explaining 77.9% of the variance. The company's ability to respond to dynamic market conditions led to notable increases in customer engagement, conversion rates, and social media interactions, reinforcing its position as a trusted partner in digital marketing.

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