

Exploration of Digital Marketing Strategy Potential for Prima Karya Stationery Store

Mohamad Irfan Maulana¹, Edi Murdiyanto², Taufik Akbar³
^{1,2,3} Department of Management, Islam Kadiri University, Kediri, Indonesia

ARTICLE INFO

Article history:

Received Apr 23, 2026

Revised Jun 23, 2026

Accepted June 25, 2026

Keywords:

Digital Marketing
Marketing Strategy
SME Readiness
Qualitative
Business Potential

ABSTRACT

The rapid development of digital technology requires Small and Medium Enterprises (SMEs) to adapt, including traditional stationery retail stores. This study aims to explore the potential of digital marketing strategies at the Prima Karya Stationery Store. This research employs a qualitative exploratory approach with data collection techniques comprising observation, in-depth interviews with owners, employees, and customers, as well as documentation. The results indicate that the store possesses a high potential for digital marketing, characterized by clear market segmentation, product readiness, and the initial use of WhatsApp for communication. However, the store's readiness is currently in the pre-adoption phase. While managerial readiness shows openness to innovation, human resources and technological infrastructure (such as digital payments) remain underdeveloped. The main barriers identified include limited capital, low digital competence, and a strong path dependency on conventional mouth-to-mouth marketing. In conclusion, the store needs a gradual digital transformation, starting with basic social media optimization and digital payment integration to enhance local competitiveness before expanding to a broader e-commerce market.

Corresponding Author:

Mohamad Irfan Maulana,
Department of Management,
Universitas Islam Kadiri,
Manisrenggo, Kediri, 64128, Indonesia,
Email: maulanahard@gmail.com

INTRODUCTION

The development of digital technology in recent decades has brought massive changes to various aspects of human life, including economic and marketing activities. The internet, as part of the industrial revolution 4.0, is slowly shifting interaction patterns from face-to-face to screen-to-face. This shift significantly influences consumer behavior, which

currently tends to search for product information, compare prices, and make transactions without having to visit a physical store (Ranjani et al., 2024).

In this context, the implementation of digital marketing strategies is becoming increasingly crucial for the survival of Micro, Small, and Medium Enterprises (SMEs). Digital marketing allows for a strategic approach to building long-term relationships and efficiently increasing sales without geographical boundaries (Ferdiyan et al., 2024). Unfortunately, the level of understanding and application of digital marketing among SMEs in Indonesia remains relatively low. Many business actors still face digital literacy constraints, limited resources, and have not optimally integrated digital systems (Kamuri & Anabuni, 2025; Saputra et al., 2023).

One of the affected sectors is the stationery retail business. Although stationery products are a stable functional need for students and office agencies, competition with online sellers and marketplaces is tightening. Prima Karya Stationery Store is one of the retailers that still relies on a conventional word-of-mouth marketing system. This condition indicates a gap between the development of the digital business ecosystem and the traditional marketing practices that are still maintained.

Previous research has generally focused on SMEs that have implemented digital marketing and evaluated its effectiveness quantitatively (Putri & Senen, 2025; Kamuri et al., 2024). Research examining the "pre-adoption" phase or qualitative evaluation of internal readiness in traditional retail businesses is still very limited. Therefore, this study aims to explore the potential for relevant digital marketing strategies, analyze the store's internal readiness level, and identify tangible barriers to its implementation at the Prima Karya Stationery Store.

LITERATURE REVIEW

Marketing is a fundamental function that connects companies and consumers through the creation and exchange of value. According to Kotler and Keller (2016), marketing orientation has evolved rapidly toward relationship marketing and digital marketing. Appropriate marketing strategies, specifically through segmentation, targeting, and positioning analysis, allow business entities to allocate their resources to gain precise competitive advantages.

The concept of digital marketing is reinforced by Chaffey and Smith (2017) as the application of digital technologies and media to facilitate interactive two-way communication between producers and consumers. Its main advantage lies in the ability to reach audiences efficiently, in real-time, and its impact is highly measurable by metrics. Deiss (2016) adds that digital marketing is a crucial process for acquiring new visitors and

nurturing existing customers through search engines, social media, and e-commerce platforms.

However, digital transformation at the SME scale does not occur automatically. Based on the view of Sharabati et al. (2024), the readiness to implement digital innovation heavily depends on two main pillars: human resource (HR) competence and the availability of technological infrastructure. Furthermore, funding limitations, low digital literacy, and psychological dependence on conventional methods (path dependency) are often the main barriers hindering the adoption of technological innovations at the retail SME level (Fanelli, 2021; Ashar & Hariyasasti, 2025).

RESEARCH METHOD

This study uses a qualitative approach with an exploratory descriptive research design. This approach was analytically chosen because the study does not aim to statistically test the relationships between variables, but rather to deeply explore the potential, readiness, and barriers to implementing digital marketing based on natural phenomena occurring in the field (Creswell, 2016).

The research was conducted at the Prima Karya Stationery Store from February to April 2026. Primary data was gathered through semi-structured in-depth interviews with three key informant groups: the store owner (as the policy maker), employees (as operational implementers), and customers (as the target audience). Data gathering was supported by non-intervention observation techniques and documentation studies to verify marketing realities on-site.

Data analysis was performed using the interactive model by Miles and Huberman (1984), which consists of data reduction (selecting crucial findings), thematic narrative data presentation, and drawing conclusions. Data validity was strictly tested using source triangulation (comparing the perceptions of the three informant groups) and technique triangulation (cross-checking interview results, observations, and documentary evidence).

RESULTS AND DISCUSSIONS

Digital Marketing Potential and Opportunities

In-depth observation and interview results show that Prima Karya Stationery Store basically possesses a highly measurable market segmentation foundation. The target market is dominated by the student segment (elementary to high school) and local village agency workers. Although its geographical reach is still lococentric, the characteristics of the products sold have a stable variety and stock availability, as well as packaging that is visually highly viable for digitalization.

Paradoxically, in terms of brand awareness, the store's identity has not been well managed and relies solely on physical exposure in the form of a front store banner. Analytically and theoretically, this limitation is actually a massive opportunity. Considering the store has not utilized digital channel exposure (such as Instagram or Google My Business) at all, the potential leverage in visibility generated if digital marketing is activated could be highly significant. Additionally, the informal use of the WhatsApp application by the store as a medium for ordering goods indicates a digital engagement embryo ready to be developed into a legitimate interactive marketing channel (Chaffey & Smith, 2017).

Implementation Readiness Analysis

The store's readiness level in facing digital transformation reflects a managerial irony. Cognitively, the store owner demonstrates a very high openness to innovation (readiness for change) and realizes the urgency of online sales for the future. However, this mental readiness has not been followed by adequate operational readiness.

From the HR aspect, digital literacy is still stalled at the basic communication stage (user level). The owner and employees collectively admit they do not yet have the technical capacity to professionally manage social media content or analyze digital metrics (Sharabati et al., 2024). More fatally, in the transaction technology infrastructure aspect, the absence of a cashless digital payment system (such as QRIS or mobile banking) is a critical gap in the modern consumer cycle. Therefore, the store's readiness is currently objectively in the "pre-adoption" phase: ready in intention, but lacking the basic operational instruments to execute it.

Transformation Barriers and Challenges

The digital implementation barriers at Prima Karya Stationery Store are heavily dominated by systemic internal factors. The limited working capital ratio triggers the management's reluctance to allocate a specific budget for marketing. Furthermore, these findings reveal a strong "path dependency" phenomenon. The management feels trapped in a comfort zone because the word-of-mouth promotion method is historically deemed sufficient to sustain their physical sales to this day (Ashar & Hariyasasti, 2025).

Meanwhile, from the external side, the low digital literacy among some surrounding consumers and the historical preference of the community to shop physically (touch and feel) pose a dual challenge. Digital adaptation in this ecosystem requires not only radical changes from the seller's side but also demands transaction literacy education for the local consumer ecosystem (Lianto & Sutejo, 2025).

CONCLUSION

Based on the exploration results, it can be concluded that Prima Karya Stationery Store is at a "pre-adoption" transition point in the digital transformation curve. This organization has very substantial digital marketing potential, driven by stable functional market segmentation and a WhatsApp-based customer communication embryo. Although managerially the store owner is highly open to marketing innovation, this capability is stagnating due to weak technical content creation literacy, the absence of digital payment infrastructure, and a strong psychological dependence on conventional marketing methods.

Therefore, radical digital marketing implementation, such as entering the national e-commerce marketplace ecosystem, is not yet relevant at this time. The most rational recommendation is to carry out a gradual assimilative transformation: starting with the digitalization of customer service through WhatsApp Business, the provision of QRIS facilities for transaction modernization, and the creation of basic social media accounts to strengthen brand awareness in the local area.

ACKNOWLEDGEMENTS

The authors express deep appreciation and gratitude to the Faculty of Economics, Universitas Islam Kadiri, for the moral and academic support provided. Similar appreciation is also extended to the owner, employees, and loyal customers of Prima Karya Stationery Store who were willing to act as key informants and facilitate the smooth execution of this exploratory research.

References

- Ashar, Y. S., & Hariyasasti, Y. (2025). Tantangan dan peluang penerapan digital marketing pada UKM konveksi di era digital. *Universal Journal of Science and Technology (UJOST)*, 4(2), 45-56.
- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (5th ed.). Routledge.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Pustaka Pelajar.
- Deiss, R. (2016). *Digital marketing for dummies*. Wiley.
- Fanelli, S. (2021). The impact of digital marketing on the profitability of SMEs. *European Journal of Business and Management*, 13(4), 12-23.
- Ferdiyan, M. R. R., Iqbal, & Hendriana, A. (2024). Strategi digital marketing melalui

- Instagram untuk meningkatkan penjualan UMKM Keripik Pisang Ibu Sumiati pada Koperasi Syariah BMI. *JIMAPAS: Jurnal Ilmu Manajemen dan Pemasaran*, 2(2), 105–118.
- Kamuri, K. J., & Anabuni, A. U. T. (2025). The Influence of Entrepreneurship Education, Self-Efficacy, and Digital Literacy on The Competitiveness of Bajawa Coffee Sector MSMEs in The International Market. *Journal of Management : Small and Medium Enterprises (SMEs)*, 18(1), 383–397. <https://doi.org/10.35508/jom.v18i1.20011>
- Klaasvakumok J. Kamuri, Andrias U. T. Anabuni, Irience R. A. Manongga, Marianus S. Neno, Yonas F. Riwu, Yuri S. Fa'ah, & Dominikus Kopong T. Aman. (2024). Optimization Of Product Promotion Through Digital Marketing Content Training And Education For MSME Group Buildings, BUMDes Oeltua. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 7(2), 470–478. <https://doi.org/10.35568/abdimas.v7i2.4539>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Lianto, C. N., & Sutejo, B. S. (2025). Eksplorasi hambatan adopsi digital marketing pada UMKM di Jawa Timur. *Jurnal Bisnis Terapan*, 8(1), 34-45.
- Manullang, M., & Hutabarat, E. (2016). *Manajemen Pemasaran Konsep dan Strategi*. Andi Offset.
- Miles, M. B., & Huberman, A. M. (1984). *Qualitative Data Analysis: A Sourcebook of New Methods*. Sage Publications.
- Putri, S. H., & Senen. (2025). Strategi digital marketing dalam meningkatkan penjualan pada Toko Daiva Gold di Pasar Modern Intermoda Tangerang. *JORAPI: Journal of Research and Publication Innovation*, 3(2), 298–308.
- Ranjani, E., Fasa, M. I., & Susanto, I. S. (2024). Implementasi digital marketing sebagai strategi pemasaran guna meningkatkan daya saing UMKM di Indonesia. *JICN: Jurnal Intelek dan Cendekiawan Nusantara*, 1(5), 112-125.
- Saputra, H. T., Rif'ah, F. M., & Andrianto, B. (2023). Penerapan digital marketing sebagai strategi pemasaran guna meningkatkan daya saing UMKM. *Journal Economy Management Business and Entrepreneur*, 1(1), 29–37.
- Sharabati, A. A., et al. (2024). Digital marketing adoption in SMEs: The role of human resources and organizational readiness. *Journal of Global Entrepreneurship Research*, 14(1), 50-68.