

MARKETING | RESEARCH ARTICLE

Marketing Strategy Analysis Using WhatsApp Social Media

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ABSTRACT

This study aims to determine and identify marketing strategies using WhatsApp social media in selling Sevina Shop SME products and the effectiveness of using WhatsApp as a product marketing medium. This research uses a descriptive qualitative approach with data collection methods through observation, interviews, and documentation. Data analysis uses Miles and Huberman's data analysis, including data reduction, presentation, and conclusion drawing/verification. Data analysis is carried out by identifying patterns and central themes that describe the application of marketing strategies in using WhatsApp social media, and drawing conclusions based on the findings that have been analyzed. The results of this study show that applying marketing strategies using WhatsApp social media is very practical in helping the Sevina Shop SME find market opportunities, determine strategies in achieving target markets, identify market needs, determine product positions, foster consumer interest, and increase sales. The results of this study are expected to provide in-depth insight into the application of marketing strategies using WhatsApp social media in product sales. They can help SME develop effective marketing strategies to increase their business competitiveness.

Keywords: Marketing Strategy, Social Media, WhatsApp, SME.

JEL Code: M31, M15, L26, O33.

I. Introduction

Sevina Shop SME has been active since 2019 and is one of the SME that utilizes WhatsApp as its primary marketing medium. This SME is in Sumbertengah Hamlet, Panduman Village, Jelbuk District, Jember Regency. The beginning of the business was caused by the impact of the pandemic, which caused school holidays, prompting the owner of Sevina Shop UMKM to try to start online buying and selling activities to fill spare time. Based on the results of temporary interviews with the owners of Sevina Shop SME, SME owners use the WhatsApp platform as a marketing medium because WhatsApp is easy to use, starting from how to communicate and how to share images. Most people use WhatsApp. The use of WhatsApp as a marketing medium is also very effective in the product sales process. WhatsApp allows easier product promotion activities, its use is cost-effective, and it does not require a physical store to buy and sell, so buying and selling can be done anytime. Sevina Shop SME offers several products, including accessories, cosmetics, home furnishings, fashion (clothes, bags, and shoes), and food products.



The buying and selling activities of Sevina Shop SME are carried out by implementing a pre-order system, where the owner offers his products first to consumers without stocking goods first. Orders for accessories, cosmetics, home furnishings, fashion (clothes, bags, and shoes), and food products can be made by directly contacting the owner of Sevina Shop SME using the message feature on WhatsApp. In the ordering process, the owner tells consumers the ready time of the product ordered so that consumers can find out when the product can be picked up. For food products, SME owners include the ready time in the brochure, where the product will be produced according to the number of orders at the time stated. The pre-order system is very effective, where the owner does not need to incur significant costs and reduce the risk of loss due to unsold products. In addition, the owner of Sevina Shop SME also ensures the quality of the products promoted by checking positive reviews from previous buyers, so that customer confidence in the product is maintained.

WhatsApp as a marketing medium is maximized through various features such as status, groups, and direct communication, which have an important role in product sales. WhatsApp status is used to promote and market products by displaying videos, content in writing, product images, and brochures, which are very helpful in marketing. The content in the status is uploaded as often as possible and made as attractive as possible to attract consumers (Andamisari, 2021). The group feature offers products by displaying product images and descriptions and storing product photos. This feature allows consumers to continue ordering products that are not displayed on WhatsApp status. Direct communication is used to interact with consumers; this feature makes it possible to communicate better with consumers, provide experiences, and increase consumer confidence regarding products. These features provide convenience and efficiency in selling products and make interacting and communicating with consumers easier.

Whatsapp is a social media platform that is popular with the public, in its use whatsapp has several advantages including, easy use so that all groups can use it, can contact other people anywhere and anytime, has a chat backup that allows users not to lose messages, automatic contact synchronization, and stories features like other social media (Astria & Santi, 2021), whatsapp also allows businesses to promote their products effectively and efficiently which includes brochures, product photos and attractive product videos, businesses can interact with consumers which can create positive experiences and trust for consumers, and allow consumers to choose, assess and buy products without leaving the house (Putra et al., 2024). WhatsApp has many features that can be used in sales and does not require significant costs. It only uses WhatsApp internet packages to become a practical and efficient promotional medium (Dwiantari & Slahanti, 2022). In its use as a marketing medium, WhatsApp also has weaknesses including limited market reach and status content that is only displayed for 24 hours (Lipursari et al., 2022), the absence of advertising features, in reaching consumers requires high creativity, and requires business actors to carry out promotions correctly and attractively (Andamisari, 2021). Despite its weaknesses, the use of the WhatsApp platform as a marketing medium is very relevant to help SME in selling products

In today's digital era, social media helps SME players sell their products by utilizing information and digital technology. Social media is used by many people for communication and promoting products and brands (Ali & Anwar, 2021). According to Mustika & Maulidah (2023), social media is a platform that allows people to exchange information, post new content, and interact with others online. According to Diandra (2022), apart from being a communication tool, social media can also increase the marketing and sales of goods and services. Using social media as a marketing tool has become an effective strategy to support the growth of SME. SME are business entities run by individuals or groups in all sectors that can be run with low capital. SME have a significant role in every activity of the Indonesian economy, such as providing employment, helping to reduce poverty levels, being a source of foreign exchange income for the country, and so on (Aliyah, 2022). In selling their products, SMEs need the right marketing strategy, due to several important things, including changes in the business environment, increased competition, limited resources, and changes in consumer behavior (Darsana, I. Made, 2023). Although many studies have explored the use of social media in product marketing, the application of marketing strategies in social media, especially WhatsApp, is still limited. Marketing strategy is a critical method in the product marketing process. With the

implementation of the right marketing strategy, SMEs can see market opportunities in society, know consumer needs, and maintain and attract consumer interest. The process of marketing products using WhatsApp social media can be done by applying the four components of a marketing strategy. According to Darsana, I. Made (2023), marketing strategy components include market segmentation, target market, brand positioning, and marketing mix. Each component has an important role in the marketing process, which can make the marketing process more directed and effective. A Marketing strategy can be good if it combines knowledge of markets and consumers with an in-depth understanding of the products and services offered and can adjust to market trends and consumer needs (Darsana, 2023). In previous research (Sope et al., 2023), it was stated that applying marketing strategies has a vital role in product sales, by optimizing the utilization of four components of marketing strategies, which include market segmentation, target market, brand positioning, and marketing mix, product sales can increase. In his research (Yuliana, 2022), the application of marketing strategies, which includes four components, including market segmentation, target market, brand positioning, and marketing mix, is very instrumental in retaining consumers, attracting consumer interest, and increasing the number of consumers to increase product sales. The application of marketing strategies is needed in product marketing, with the implementation of the right marketing strategy, the marketing objectives set can be achieved.

This study aims to determine and identify marketing strategies using WhatsApp social media and their effectiveness in selling Sevina Shop SME products. This research is expected to provide insight for SME to develop effective marketing strategies and increase their business competitiveness.

II. Literature Review and Hypothesis Development

2.1. Marketing strategy

Marketing strategy is a set of objectives, rules, and policies that direct the company's marketing efforts at various levels and are occasionally referenced, especially as the company's response to environmental changes and competition (Musa, 2023). According to Haque-Fawzi et al. (2022), marketing strategy is an effort to market goods or services using specific plans and tactics to increase sales. Marketing strategy has several components. The following components of marketing strategy, according to Darsana, I. Made (2023), include:

1. Market segmentation

Market segmentation is a process by which companies break down larger market groups into smaller ones (Darsana, I. Made, 2023). The advantage of market segmentation is that it can conduct market analysis, find business opportunities, master a more competitive position, make products that align with market needs, and determine effective and efficient communication strategies (Haque-Fawzi et al., 2022). Market segmentation is based on several characteristics: demographic, which includes age, gender, income, education, and occupation; psychographic, which includes values, lifestyle, personality, interests, and attitudes; behavioral, which includes shopping habits; geographic, which includes location and region.

2. Target market

Target markets are an extension of market segmentation; target markets are several segments that will be the focus of marketing activities (Haque-Fawzi et al., 2022). Target market is an overall long-term plan to achieve goals used as a reference in the company's marketing activities (Zebua et al., 2022). In determining the target market, several criteria must be considered: responsiveness, sales potential, adequate growth, and media coverage (Musa, 2023).

3. Brand position

Brand position is a strategy to create an impression of the product by the wishes of the intended market (Musa, 2023). Brand positioning determines how SME owners want consumers to view their

products or services compared to competitors (Darsana, I. Made, 2023). According to Zebua et al. (2022), a company's communication strategy is placing products/brands/names that reflect excellence to give a positive impression to consumers and become differentiators from competitors.

4. Marketing mix

According to (Musa, 2023), the marketing mix is the marketing activities that need to be combined and coordinated so that SME can carry out their marketing tasks effectively. There are four main elements in the marketing mix, including product (product), price (price), distribution (place), and promotion (promotion).

a. Product

Products are goods and services produced and used to fulfill consumer demand, needs, and satisfaction (Rofiki & Muhimmah, 2021). Products are determinants for other marketing mix programs such as pricing, promotion, and distribution. Before marketing products, SME actors need to pay attention to five product levels, including: core benefits, namely core benefits or services that consumers buy, SME actors turn core benefits into basic products, SME actors prepare expected products, SME actors prepare desired products / complete products, potential products that include all improvements at this stage SME actors are looking for various ways to meet consumer satisfaction and differentiate their offerings (Musa, 2023).

b. Price

Price is the amount of money consumers must pay for the products they buy; price is the main thing that must be considered in marketing (Rofiki & Muhimmah, 2021). In determining the price of a product, it is necessary to analyze the production and distribution costs. This analysis determines the price that will be determined in the marketing process. The pricing objectives include gaining market position, achieving financial performance, product positioning, stimulating demand, and influencing competition (Musa, 2023).

c. Distribution (place)

Distribution is a marketing activity that facilitates the delivery of products from producers to consumers by the type, quantity, price, place, and time needed (Musa, 2023). Proper distribution activities can provide benefits for SME owners when selling their products.

d. Promotion

Promotional activities combine advertising, personal selling, sales promotion, publicity, public relations, and direct marketing in a coordinated program to communicate with consumers that influence sales (Musa, 2023). Promotion objectives are to increase consumer awareness of products, influence consumer attitudes towards companies and products, achieve increased sales, generate repeat purchases, encourage trying new products, attract new consumers, and encourage long-term relationships (Haque-Fawzi et al., 2022).

2.2. Social Media

According to Zuniananta (2021), social media is an internet-based web technology that allows people to communicate, share information, and form virtual groups to disseminate content. The primary function of social media is to help users communicate with other users easily and effectively. Social media is used as a means of communication and is effective for marketing. Social media marketing is a modern business practice (Paramita et al., 2023). With its easy and effective use, social media can help micro, small, and medium enterprises (SME) sell their products and services (Pasaribu, 2021). Social media marketing is very impactful in selling SME products; social media allows businesses to interact with customers directly through personalized communication channels (Anggraini et al., 2022).

2.3. WhatsApp

In the current era, WhatsApp is a platform that is in demand by people in Indonesia. WhatsApp is among the most widely used social media; WhatsApp users in Indonesia reach 90.9% of the population. WhatsApp allows users to exchange messages with other users without SMS fees, and it uses data packages just like web browsing. WhatsApp is instrumental in providing and disseminating information to other parties (Andayati, Rachmawati, 2021). Users can also share images, videos, audio, and files, and make video and voice calls for free (Andamisari, 2021). In marketing, WhatsApp also has an important role. By utilizing its features, WhatsApp makes marketing activities easier and more effective. Here are some of the features used, including:

a. WhatsApp status

This feature has an important role in the marketing process, where, through this feature, business owners can upload product photos and videos that are displayed for 24 hours and will be automatically deleted (Lipursari et al., 2022). The selection of engaging content is needed when using this feature, as engaging content can drive consumers' interest.

b. Group

In the product marketing process, this feature is used to collect unregistered contacts. The group feature is also used to promote products. This feature's promotion process is almost the same as the status feature. However, unlike the status feature, which only lasts for 24 hours, product photos in the group feature do not disappear, so it is possible to use it to save product photos.

c. Direct communication

Direct communication is a commonly used feature in WhatsApp; This feature allows SME owners and consumers to interact well, strengthen relationships with consumers, and create more personalized communication that provides a positive experience and can increase consumer confidence regarding the products offered.

Each feature has an important role in marketing; its use allows SME players to promote their products effectively. Effectiveness refers to how healthy strategies in marketing are used to achieve the goals set (Aisyah et al., 2024). Marketing effectiveness is the extent to which the company can achieve its goals; Marketing can be said to be effective if it is done well and according to what is planned and the company's goals (Vanni & Nadan, 2023). Measuring the level of effectiveness is needed to identify areas that need to be improved in marketing activities, make innovations, and help make business decisions. Measuring marketing effectiveness is an activity that evaluates the results of marketing activities. The process is carried out to determine whether the promotion process has been carried out correctly. According to Vanni and Nadan (2023), measuring marketing effectiveness can be done with two approaches:

a. Sales

The measurement process is carried out by looking at the company's sales trends, from which there is an increase or decrease in purchases that occur during a specific period when the program is running.

b. Outside sales

The company can carry out this measurement process, or it can be done through surveys conducted on consumers

2.4. SME

SME stands for Micro, Small, and Medium Enterprises. According to the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises. 1.) Micro Business is a business entity owned by an individual or individual business entity that stands alone and is not a subsidiary of a

company owned, controlled, or part of a large business. 2.) Small Businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly by Medium Enterprises or Large Enterprises that meet the criteria of Small Businesses. 3.) Medium-sized Enterprises are stand-alone productive economic businesses conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of either directly or indirectly by Small Enterprises or Large Enterprises.

SME has an important role in helping the country's economy. SME are a source of income for the local community. SME activities provide employment and economic services to the community at large, in the process of equalization and increasing community income, and maintaining national balance (Setiawan et al., 2023). Many people are interested in running an SME business, where business actors can freely choose the type of business they want to do, can easily divide their time, and are free to determine the goals they want to achieve in their business. According to (Setiawan et al., 2023) SME have strengths and weaknesses, the strengths of SME include: 1.) the development of new business creativity, 2.) being able to innovate, 3.) the dependence of large businesses on small businesses, 4.) can survive in the face of economic crisis. The weaknesses of SME include: 1.) lack of adequate management skills, SME business actors are often entrepreneurs with makeshift resources without a strategy in managing financial management, 2.) failure and its causes, this is due to a lack of mastery of the business field being run and a lack of management skills. 3.) limited resources, including limited funds, equipment, and information related to the insights they have.

III. Research Method

This research uses a qualitative research method using a descriptive approach; This method is used to describe in detail how marketing strategies are implemented by Sevina Shop SME and their effectiveness in selling products using WhatsApp in Panduman Village. The sampling technique uses a purposive sampling where the sample selection is based on research objectives or specific criteria. The subjects of this research are the owner of Sevina Shop SME and four consumers of Sevina Shop SME. Data obtained based on primary and secondary data, primary data obtained by direct interview with the subject and direct observation of the location, and secondary data obtained from documentation. The subject of this research is the Sevina Shop SME, located in Sumbertengah Hamlet, Panduman Village, Jelbuk District, Jember Regency. The research instruments used are observation guidelines to record the context of the marketing process. Interview guidelines used to collect information from the owner of the Sevina Shop SME regarding marketing strategies for using WhatsApp. According to Sugiyono, data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation, by organizing data into categories, breaking it down into units, conducting seintesa, compiling into patterns, choosing which ones are important and which will be studied, and making conclusions so that they are easily understood by oneself and others. The data analysis technique used is the Miles and Huberman data analysis technique. The data analysis process involves the following steps:

1. Data reduction

Data reduction is selecting, simplifying, summarizing, and focusing on the raw data collected using observation and interviews. Observation is carried out by directly observing, recording, and analyzing marketing activities carried out by SME owners. Interviews were conducted with the owner of the Sevina Shop SME and four consumers to obtain information about marketing strategies using WhatsApp social media in product sales and their effectiveness. The raw data collected is then reduced by focusing on information relevant to the research objectives, thus facilitating further analysis.

2. Data Display (Presentation of data)

Data presentation is a stage where the data that has been reduced is arranged and presented in an organized form to facilitate interpretation. Data from the results of observations are presented in the form of descriptive narratives that describe the use of WhatsApp in sales and strategies in promoting products. Interview data with the owner of Sevina Shop SME and four consumers are presented to provide additional context and enrich understanding of the implementation and effectiveness of marketing strategies and the experiences of SME owners and four consumers in marketing activities. The presentation of this data is organized in such a way as to provide a comprehensive picture of marketing strategies using WhatsApp social media.

3. Conclusion/Verification.

The final stage in data analysis is concluding. Conclusions are drawn based on the findings presented and analyzed. From observation, interview, and documentation data, researchers can identify patterns and central themes that describe the application of marketing strategies in product sales using WhatsApp social media. The research conclusions include marketing strategies, utilization of WhatsApp features, and the effectiveness of marketing strategies in selling WhatsApp social media products. Researchers emphasize the importance of the right marketing strategy when selling WhatsApp social media products.

IV. Results and Discussion

4.1. Analysis Result

Marketing strategy is an important part of the product marketing process; with a marketing strategy and proper utilization of social media, the product marketing process becomes more directed and effective. This study aims to understand the implementation of WhatsApp social media marketing strategies and their effectiveness in product sales. Based on the data collected, the findings of this study provide in-depth insight into how Sevina Shop SME can maximize the application of marketing strategies using WhatsApp social media in their sales. The research shows that the application of marketing strategies in using WhatsApp social media is very instrumental in the product sales process. This is supported by the existing facilities in WhatsApp, which include downloading images and writing chats, and can assist in communication activities that enable business activities to remain productive (Andayati & Rachmawati K, 2021). This finding confirms the importance of marketing strategies in product sales using WhatsApp social media to achieve optimal results.

One of the findings shows that the market segmentation and target market of Sevina Shop SME are based on demographic and behavioral segmentation categories. In its marketing, the market segmentation and target market of SME owners, Sevina Shop, are friends and neighbors who use WhatsApp in their daily lives, ranging in age from 15 to 40 years, and have shopping habits and patterns of using WhatsApp. Looking at current conditions, the buying and selling process is supported by various conveniences, where buying and selling do not require leaving the house. In this case, to reach the target market, Sevina Shop SME utilizes WhatsApp features, namely status and group features, which are used to post photos, videos, and product testimonials, and direct communication, which is used to contact several contacts one by one to help the process of promoting products. To attract consumers who are determined in market segmentation, providing a variety of product choices, affordable prices, and product posting arrangements has a significant role in product sales (Sope et al., 2023). In addition to market segmentation and target markets, brand positioning plays an important role in marketing activities. In marketing, product quality and service are essential in determining brand position. Based on the results of interviews, the owner of Sevina Shop SME said that the SME always tries to ensure that the products received by consumers are in good condition and that consumer orders are fulfilled. However, products sometimes cannot be provided if there are few orders, in certain conditions the product sometimes does not match consumer orders, in this case the owner of the SME seeks to contact the consumer first, the owner of the SME informs the state of the product and asks the consumer

regarding the decision in the product purchase process. Sevina Shop SME maximizes service by quickly responding to incoming messages and receiving complaints from consumers regarding products. His research (Sope et al., 2023) found that to retain consumers and increase sales, it is necessary to increase content creativity, cooperative relationships, maximize service with a fast response attitude, and provide friendly service. In interviews related to products, the owner of Sevina Shop SME revealed that the products offered by Sevina Shop SME include cosmetics, accessories, household furniture, food, and groceries. Before marketing using WhatsApp, the owner of Sevina Shop SME collects product photos and changes the price according to the price set by Sevina Shop SME itself. Product provision is done by placing an order/pre-order first. After placing an order, the product supply is carried out by adjusting the number of orders received. Providing products by pre-order has its benefits. By using a pre-order system, SME owners do not need a physical store, which requires significant funds, and it reduces the loss level. By carrying out the pre-order process, SME owners do not need to worry about unsold products. When providing products, SME owners determine the order target, provided that if there are only a few orders, product provision cannot be carried out. In its marketing activities, the products offered are affordable for all groups. According to HDR, as one of the consumers, the price is determined by the products offered and can even be cheaper than other stores with the same quality. Price determination is carried out by looking at each product's initial price; the profit taken from each product is IDR 2,000.00 - IDR 5,000.00 per product. By determining the price, SME owners can determine the exact price of the product, which is then promoted using WhatsApp. Determining the price is very important, as the owner determines it, and consumers can find out the exact price of the product. Determining product prices can foster consumer buying interest, with affordable prices and appropriate product quality being an attraction and encouragement for consumers to purchase at the Sevina Shop SME. In addition, price determination determines the product's position in the market and can affect competition in the market.

In distributing Sevina Shop SME products, products ordered by consumers via WhatsApp will be sent from the manufacturer directly to Sevina Shop SME. In this case, consumers make direct pickups from Sevina Shop UMKM; delivery can also be made by being delivered to consumers' homes directly or meeting at a place previously determined by consumers and the owners of Sevina Shop SME. According to the owner of Sevina Shop SME, this distribution strategy is relatively effective, considering that the target market of Sevina Shop SME has a range that is not too wide. Proper distribution activities can be an added value and can provide benefits for SME. Good service in distribution activities can also be a special satisfaction for consumers purchasing at the Sevina Shop SME. Sevina Shop SME products are promoted via WhatsApp features, including status, groups, and direct communication. The content is made as attractive as possible and adjusted to the actual state of the product; the content posted is in the form of product photos, product videos, and consumer testimonials that can strengthen promotion. Product photos and videos are obtained from direct producers, so SMEs only need to continue using the WhatsApp feature. The owner of the Sevina Shop SME revealed that content posting was carried out by dividing each posting into one type of product in the promotion process. Content division is carried out so that consumers can easily receive product information and avoid product supply process errors. According to RA, as a consumer, the division of content posting is a special attraction for the Sevina Shop SME. Some consumers feel disturbed by the existence of spam and irregular promotions.

The use of WhatsApp in product marketing has a very significant effect on product sales. In promotional activities carried out by Sevina Shop SME, most consumer responses come from WhatsApp status, because most of the contacts are not registered in the group. Consumers more often place orders via WhatsApp status, with this feature, consumers can immediately place orders while watching the posted content. The first time, marketing, viewers, and orders were still small due to the lack of contacts and experience. With the increase in contact lists and experience gained, the number of viewers has increased compared to the previous year. Currently, every time SME Sevina Shop promotes, the number of orders is always significant to meet the order target as a condition of product supply. The profit obtained by Sevina Shop SME in one posting reaches Rp 100,000.00 outside of the event.

4.2. Discussion

Social media has an important role in the marketing process; social media provides two-way interactions that can strengthen relationships with consumers. Interactive features like likes, shares, and comments allow consumers to interact actively (Prihatiningsih et al., 2025). WhatsApp is an easy-to-use communication platform that has become one of the preferred communication media. The choice of platform is driven by the increasing shift of consumers to online shopping and digital communication. Using the WhatsApp platform in marketing can increase the intensity of communication with consumers during the business process (Diandra, 2022). WhatsApp is a marketing medium using status features, groups, and direct communication, making it easier for consumers to get information and reach the products offered.

Marketing strategies for using the WhatsApp platform as a marketing medium are needed. This finding aligns with previous research showing that marketing strategy has an important role in product sales. (Sope et al., 2023) His research suggests that applying marketing strategies that include market segmentation, target market, brand positioning, and marketing mix significantly increases product sales. (Zebua et al., 2022) Also suggests that applying appropriate marketing strategies, including market segmentation, determining targets, market position, and pricing, is instrumental in attracting consumers and winning the competition. In marketing, determining market segmentation and target markets is vital; this process is the initial stage in product marketing activities. Market segmentation is a process that helps SMEs see the market based on the variables in society. SME must be creative and innovative in dealing with developments in society (Sope et al., 2023). Applying market segmentation in using WhatsApp as a marketing medium enables Sevina Shop SME to provide responsive products and formulate efficient and effective communication messages. The market is easier to manage because it responds similarly (Musa, 2023). Market segmentation is divided into four categories: geographic, demographic, psychographic (lifestyle), and behavior. The market segmentation used by Sevina Shop SME is demographic segmentation, which includes age, and behavioral segmentation, which includes shopping habits and WhatsApp usage patterns. Appropriate market segmentation can help Sevina Shop SME design marketing strategies using WhatsApp that are directed so that the marketing objectives can be achieved. Based on demographic and behavioral segmentation, UMKM Sevina Shop tends to focus more on WhatsApp users aged 15-40, namely teenagers and productive adults. Brand positioning is a strategy to determine how consumers view the Sevina Shop SME in marketing. This strategy concerns building trust, confidence, and competition for consumers (Sope et al., 2023). The quality of products and services is important in building consumer trust and satisfaction. Appropriate product quality attracts consumer interest (Sari & Asral, 2025). Consumers tend to prefer high-quality products that meet their needs and desires (Woen & Santoso, 2021). Services in the form of fast response and good communication with consumers can also build consumer confidence in the product and drive consumers to place repeat orders.

Marketing mix is a strategy that combines marketing activities to achieve marketing goals. The application of the marketing mix, which includes product supply, pricing, distribution, and promotional activities, is the main thing in the marketing process. The initial stage in marketing is product supply. Supplying Sevina Shop SME products is done by contacting producers and other buying and selling platforms. In providing products, they are ensured to be of good quality and meet the needs and demands of consumers. In addition to product quality, knowing what consumers need and want is also a positive value for SME, where the main objective of product marketing is to fulfill consumer demand and desire. With the pre-order process, demand fulfillment can be maximized to build consumer trust and satisfaction. The next step is determining the price if the product has been confirmed. Price determination is based on the initial price of the producer. Price is an important component in marketing because price determines revenue and business sustainability. Price also significantly impacts the overall marketing strategy, which can affect sales and demand (Atrisia et al., 2024). Affordable prices can attract consumers to buy the products offered. Product quality and affordable prices are a positive value for the Sevina Shop SME. This can be compared with competitors and is an advantage for Sevina Shop SME, where consumers like products with quality and affordable prices. As for the process of distribution and supply of products, the products are sent directly from the manufacturer to the

Sevina Shop SME, after checking the products by the SME, consumers pick up the products directly from the Sevina Shop SME premises. With a market reach that is not too broad, this method is relatively effective. With this method, the products received can be ensured to be of good quality and meet consumer demand and needs. Consumers can have more personalized communication with SME owners using the direct communication feature in WhatsApp; communication can be in the product collection process, assessments, and complaints regarding the products received. This method enables the services provided to be carried out optimally by the owner of Sevina Shop SME so that consumer trust and loyalty are maintained.

Consumers tend to like processes that are not too complicated; this is an opportunity for the Sevina Shop SME. In promotional activities, product promotion is carried out by posting photos and videos and including descriptions related to the product. With a description of each product, consumers can easily find information related to the product. Product photos and videos are posted in the WhatsApp group, and status features allow consumers to place orders by directly marking the product to be ordered. Sevina Shop SME ensures that the products offered are based on the actual situation and use honest and straightforward language so that consumers can understand easily. Using WhatsApp as a marketing medium makes it easier for Sevina Shop SME owners to carry out product promotions. SME can reach a broader range of consumers than offline marketing, product information can easily reach consumers, and does not require much time to market products, so the marketing process becomes more efficient. In using WhatsApp as a marketing medium, some obstacles need to be faced by Sevina Shop SME, including the process of providing products that depend on achieving order targets. Products received from producers sometimes do not match the wishes of consumers, and some consumers place orders, but the products are not delivered.

The effectiveness of using WhatsApp as a marketing medium can be seen from consumer interactions, consumer satisfaction regarding products and services, and increased sales. Using WhatsApp features makes it easier for Sevina Shop SME to respond to messages received, provide good service, and communicate personally with consumers to create positive consumer experiences (Putra et al., 2024). Services are not only carried out in terms of providing products, but also in terms of the response of SME to the delivery of consumer desires. This aspect can benchmark consumer satisfaction when ordering products using WhatsApp. Using WhatsApp as a marketing medium has also increased product sales at the Sevina Shop SME. The number of consumers who place product orders has increased over time due to the use of WhatsApp. There was a significant increase in product sales at the Sevina Shop SME compared to the previous year. Based on this, using WhatsApp as a product marketing medium is classified as effective and efficient.

V. Conclusion

This study shows that marketing strategies are important for selling WhatsApp social media products. Based on the data analysis, determining market segmentation, target market, brand positioning, and marketing mix helps Sevina Shop SME find market opportunities, determine strategies in achieving target markets, meet market needs, determine product positioning, foster consumer interest in buying products, and increase sales. The findings provide insight into how SMEs can maximize the application of marketing strategies using WhatsApp social media to achieve product marketing objectives. In this study, the WhatsApp platform is also vital and effective in product sales. At Sevina Shop SME, the WhatsApp platform is the primary medium for product marketing. Using WhatsApp as a marketing medium, Sevina Shop SME maximizes its marketing through status features, groups, and direct communication. These features help Sevina Shop SME promote products and interact with consumers. Based on the discussion, WhatsApp is classified as an effective marketing medium. This can be seen from the increase in product sales, the benefits obtained, the interaction and response from consumers, and consumer satisfaction in terms of quality, price, and service carried out by Sevina Shop SME.

The value of this research lies in its contribution to the science and practice of implementing marketing strategies. This study emphasizes the importance of marketing strategies in product sales using WhatsApp social media. By conducting this research, it is hoped that it can help SMEs market their products

more effectively. This research provides a theoretical understanding and an in-depth description of the application of WhatsApp social media marketing strategies in marketing products. However, this research has several limitations, including only using one SME and several consumers, so the scope is not broad. For future research, increasing the number of samples is recommended to expand the scope.

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