



(MUDIMA)



Digital Promotion System Design as a Marketing Business Strategy at CV. Walbers Manado

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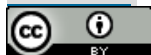
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ABSTRACT

Digital promotion as an effort to determine the success of a marketing business strategy. Business strategy is carried out by business owners who hold managerial or decision-making functions which are very much needed in controlling their business as an effort to provide long-term direction which becomes a guide so that targets, objectives are achieved and business continuity is maintained. The problems that exist include, lack of knowledge about marketing concepts and choosing business strategies, MSME players do not have creativity and innovation in developing their business, do not use digital technology as the main promotional media, reduced sales income/turnover because many customers are used to shopping online through various digital media. The problems that occur must be resolved by creating a digital promotion system that takes into account electronic information system standards so that the business that CV Walbers runs can survive and compete with other similar businesses. The way to solve the problem includes observation and initial interviews with the public regarding their interest in buying through online media and the same thing is also done with CV partners. Walbers, in digging deeper into the implementation of the business strategy being carried out, prepared a digital promotion system according to the needs of MSMEs, then conducted a feasibility study on the supporting aspects of the application system model that would be created. Results obtained: the selection of existing features can be selected according to the needs of the CV. Walbers and other MSMEs in North Sulawesi who want to promote and sell products, namely, display and registration, display of user instructions, dashboards, company data preparation, ledgers, sales offers, purchase offers, inventory, fixed assets, report lists, promotions, users

INTRODUCTION

Business strategy plays a critical role in ensuring that managerial and operational decisions align with an organization's long-term goals and objectives, so that the business can survive and thrive in a rapidly evolving competitive environment. Promotion, as part of the marketing mix, is a key indicator supporting business continuity; particularly in the digital era, the use of online promotional media is no longer a mere alternative but a strategic necessity to reach consumers dispersed geographically (Rolando & Ingriana, 2024)

Initial surveys at CV. Walbers in Manado, which operates in clothing, souvenirs, and traditional Manado foods, reveal that over the past three years there has been a decline in customer numbers and sales volume. Field analysis indicates that the MSME has not optimally utilized digital promotion as part of its business marketing strategy. Barriers identified include: lack of knowledge about marketing concepts and selecting digital business strategies; limited creativity and innovation in product development and promotion; non-use of digital technologies as the primary promotional medium; and reduced revenue due to customers shifting toward purchasing online.

These conditions signal the urgency to design a digital promotion system that is not only effective in marketing aspects, but also adheres to electronic information system standards to ensure customer trust, transaction security, and alignment of product expectations. Previous research with local MSMEs has shown that optimizing digital strategies such as using social media, compelling content, and online advertising can significantly increase visibility and sales when combined with direct consumer interaction and adaptation to users' digital behavior (Endrawati et al., 2024; Ingriana et al., 2025)

Based on these problems, this study aims to design and implement a digital promotion system model tailored to the needs of MSMEs, particularly for CV. Walbers in Manado. By using a dedicated

digital promotion application as the main medium, it is expected that business actors can increase promotion effectiveness and efficiency, strengthen competitive advantage, and maintain and enhance customer loyalty in an increasingly digitized market environment.

METHODS

This study adopts an applied research approach, aimed at developing a digital promotion system design that can be directly implemented by MSMEs, particularly CV. Walbers in Manado. Applied research was selected because it focuses on practical solutions to real-world problems, namely the decline in customers and sales due to the underutilization of digital promotion strategies (Mubarok & Sholihin, 2024).

The research activities include observation, interviews, literature review, and focus group discussions (FGD) to identify business characteristics and current promotional patterns. The initial stage involves strategic planning, including market segmentation, promotional objectives, and mapping relevant media. The implementation stage focuses on the use of digital platforms such as social media, search engine optimization (SEO), and paid advertising. The evaluation stage is conducted by measuring promotional effectiveness through indicators such as reach, number of orders, conversion rates, and customer satisfaction (Aulia et al., 2025).

Promotional indicators are determined based on business model analysis, competitor activities, and customer segmentation. These indicators serve as the basis for selecting features of the digital promotion system, including product catalogues, pricing, discounts, and payment methods. All features are designed in accordance with electronic information system standards regulated under the Indonesian Information and Electronic Transactions Law (UU ITE), ensuring security, reliability, and consumer trust (Wibowo & Santoso, 2025).

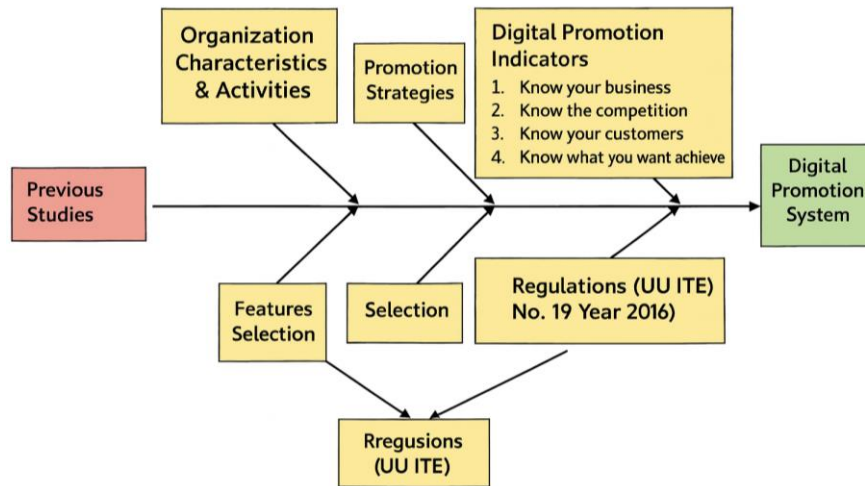


Figure 1. Fishbone Diagram of Promotion System Design

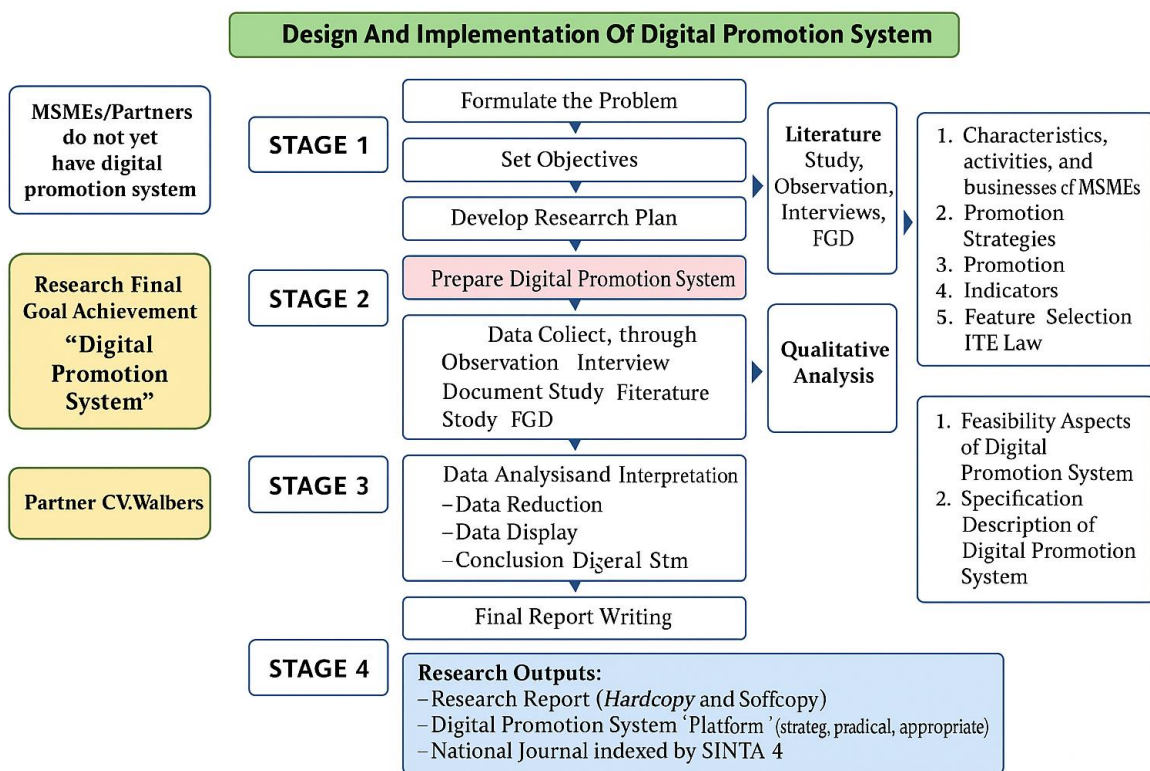


Figure 2. Research Stages

Prior to platform development, feasibility analysis is conducted covering marketing, economic, technological, cultural, social, and legal aspects. This analysis ensures that the platform is not only technically feasible but also economically viable, culturally relevant, socially acceptable, and legally compliant. The aspects considered include:

1. Marketing aspect – segmentation, target audience, digital promotional channels, and content personalization.
2. Economic aspect – cost efficiency, return on investment (ROI) analysis, and customer acquisition cost.
3. Technological aspect – platform readiness, interactivity, digital algorithms, and data analytics capability.
4. Cultural and social aspect – adaptation to consumer behavior, digital trends, and social values representation.

5. Legal aspect – data protection, copyright, and advertising ethics.

All of these aspects are integrated into the research stages, resulting in the design of a digital promotion system prototype, which is then tested and handed over to the MSME partner as an implementable solution.

RESULTS AND DISCUSSION

This study produced a digital promotion system using the accurate online platform to support CV. Walbers' marketing strategy. The platform was selected due to its integration capabilities and flexibility in managing sales, promotions, and financial records systematically

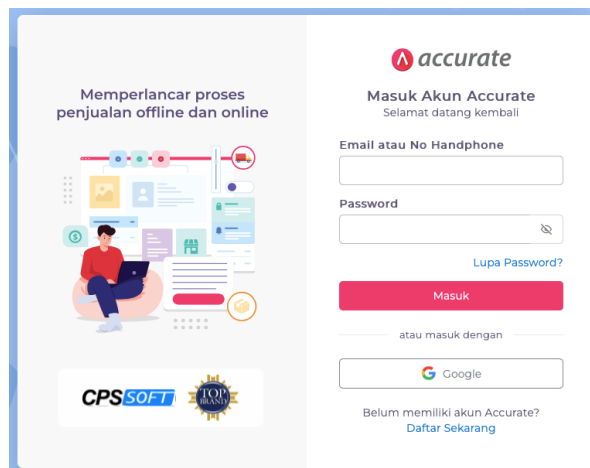
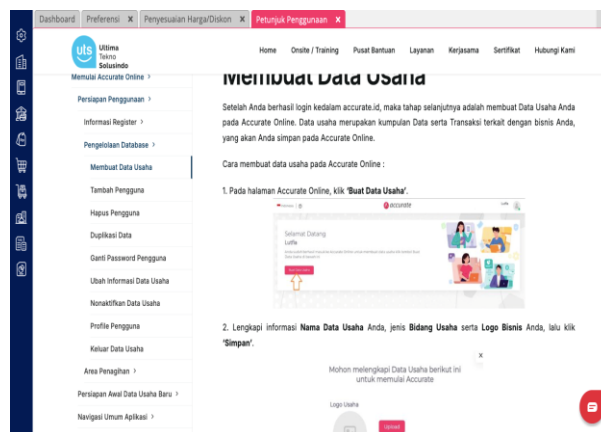


Figure 3. Registration Feature Interface

The registration feature serves as the user's entry point. A clean and responsive design, along with a simplified process, enhances user experience and increases adoption rates (Susanti et al., 2025)



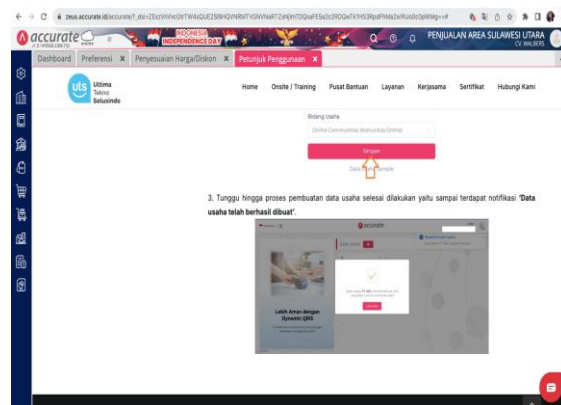
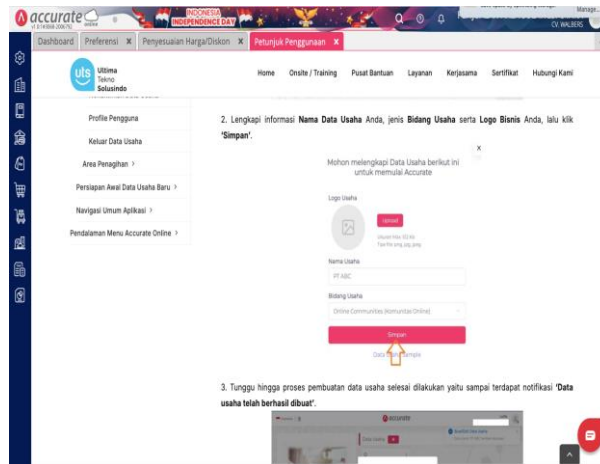


Figure 4. User Guide Feature

This guide includes three main steps: business type selection, inputting cash data, and configuring features such as sales and promotion. Digital literacy

is essential for effective use among MSME actors (Yuliana & Hakim, 2025).

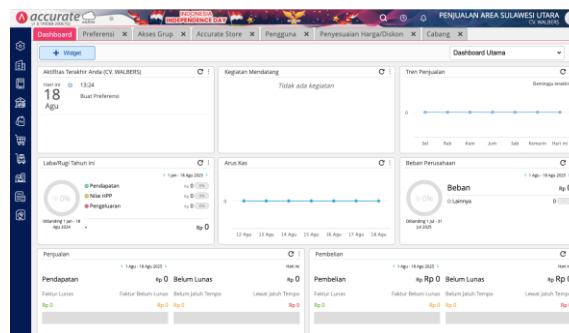


Figure 5. Dashboard Feature

The dashboard presents key performance indicators (KPIs) visually. It enables users to monitor the effectiveness of promotions and sales in real

time—vital for decision-making processes (Limantara & Dewi, 2025).

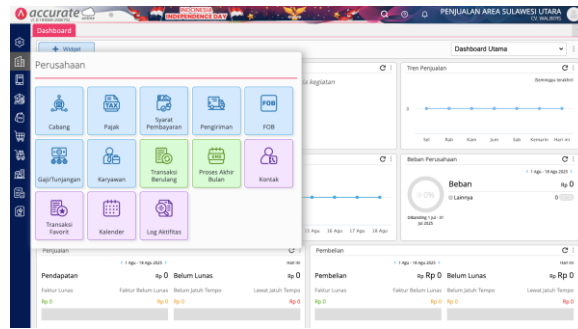


Figure 6. Company Data Interface

This section gathers the company's initial data, including cash, product/service data, customers, and suppliers—crucial for accurate reporting.

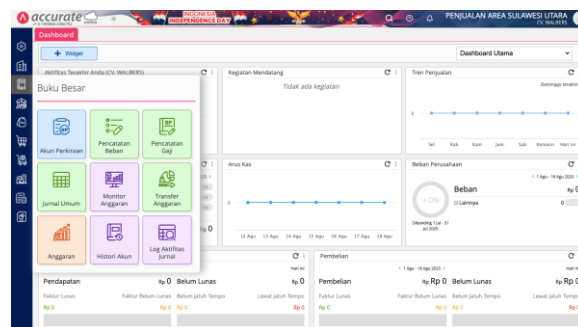


Figure 7. General Ledger Feature

Digital ledger functionality allows detailed financial tracking with components such as debit, credit, balances, and transaction descriptions.

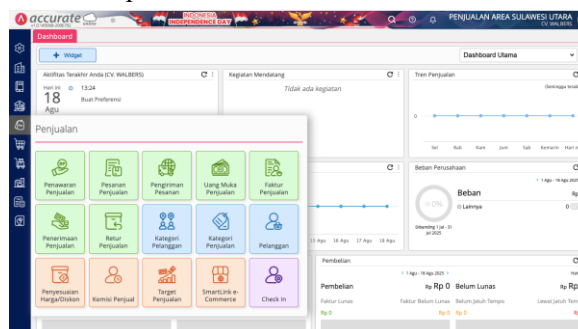


Figure 8. Sales Quotation Feature

This feature allows users to create formal sales quotations with a professional layout and visuals.

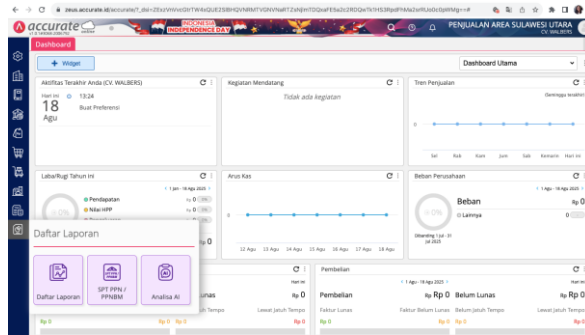


Figure 12. Report List Feature

Provides customizable reports such as balance sheets, profit/loss, and sales—supporting comprehensive business analysis.

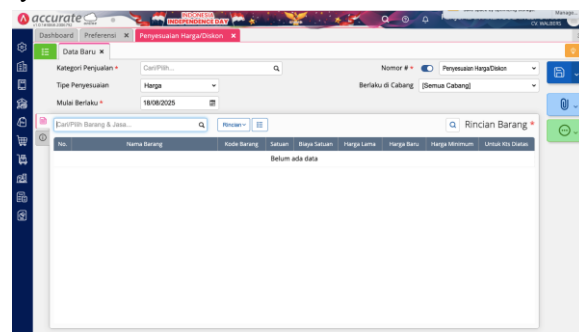


Figure 13. Promotion Feature

This includes video ads (YouTube), Meta Ads (Facebook & Instagram), and email marketing. These formats support personalized promotions to more targeted market segments (Limantara & Dewi, 2025)

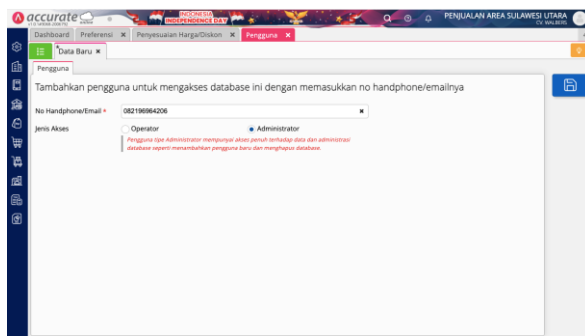


Figure 14. User Interface Feature

Consistent visual design and intuitive navigation improve user efficiency and reinforce positive user experiences (Susanti et al., 2025)

CONCLUSION

Based on the research findings and discussions, it can be concluded that the development of a digital promotion system via the accurate online platform

offers a strategic solution for CV. Walbers in managing the promotion and sales activities of MSMEs in Manado City and North Sulawesi.

The system not only facilitates user registration, business data management, and financial transaction recording, but also provides integrated digital promotion features that are responsive and user-friendly. This allows MSMEs to be more adaptive in

facing market competition by leveraging targeted promotional channels, real-time analytics, and intuitive interfaces.

This conclusion aligns with prior studies which emphasize that the adoption of digital promotional technologies significantly contributes to enhancing the competitiveness and sustainability of small and medium.

Through this system, CV. Walbers can act as a digital aggregator that enables MSMEs to promote their products more broadly, improve business visibility, and foster consumer trust within a competitive digital ecosystem.

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