

Analysis of Digital Marketing Communication Strategies of Tasgrosirsederhana in Influencing Consumer Behavior on the Shopee Platform.

By:
Muhammad Hafiz Ainur Rofi

Supervisor: Dr. Didik Hariyanto, M.Si

**Communication Science Study Program
University of Muhammadiyah Sidoarjo**

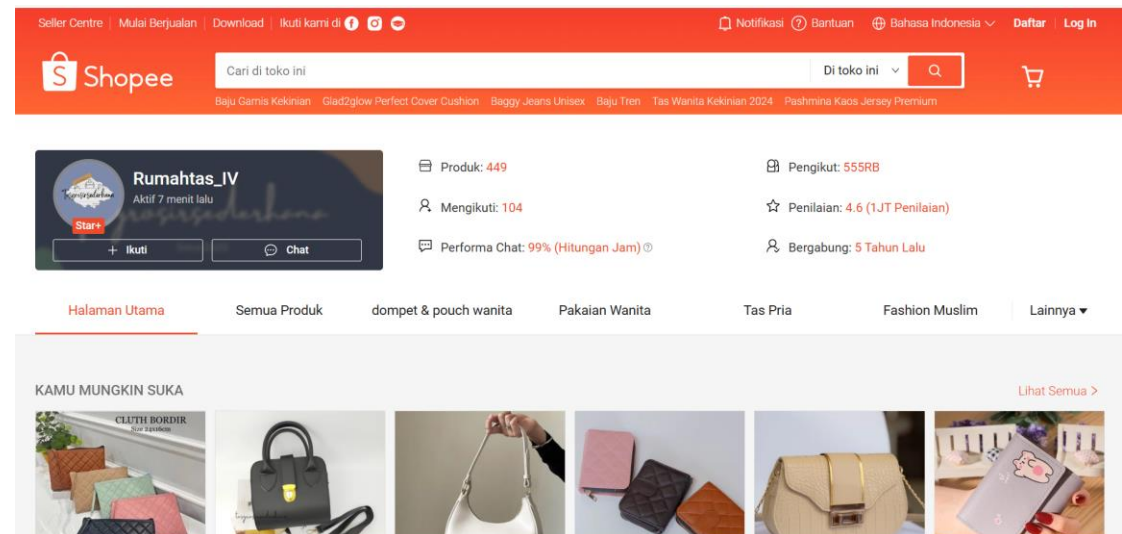


Background

- Micro, Small, and Medium Enterprises (MSMEs) play a very strategic role in supporting the national economy. However, along with the rapid growth of technology and the increasing use of the internet, consumer behavior has shifted, people now prefer shopping online.
- This condition requires MSMEs to adapt and transform digitally, one of which is by using e-commerce platforms such as Shopee. To increase product visibility and competitiveness, MSMEs must implement well-structured digital marketing communication strategies.

Research Object

- The object of this research is *Tasgrosirsederhana*, an online store based in Pasuruan, East Java. Since 2020, this store has focused on selling women's bags and fashion products through Shopee. As of 2024, the store has gained more than 550,000 followers and achieved an average of 37,000 units sold per month. This achievement illustrates the great potential of MSMEs in the digital marketplace and highlights the importance of digital transformation in maintaining competitiveness.



Problem Formulation and Objective

- **Research Question:** How does Tasgrosirsederhana implement digital marketing communication strategies through Shopee?
- **Research Objective:** To analyze the digital marketing communication strategies applied by Tasgrosirsederhana in shaping consumer behavior.

Theoritical Framework

- This research is based on the **Hierarchy of Effects theory** by Robert J. Lavidge and Gary A. Steiner (1961). This model explains the stages consumers go through before making a purchase decision, which include: Awareness, Knowledge, Liking, Preference, Conviction, and finally Purchase.

Research Method

- This research uses a **qualitative descriptive method**.
- **Object of research:** Tasgrosirsederhana online store on Shopee.
- **Data collection techniques:** interviews with the owner/manager and active consumers, observation, and documentation.
- **Data analysis:** data reduction, data presentation, and conclusion drawing.

Finding and Discussion

Based on the analysis, the strategies applied by Tasgrosirsederhana can be mapped according to the Hierarchy of Effects model:

- **Awareness** → Paid advertisements to increase store visibility in searches.
- **Knowledge** → Providing detailed product information such as photos, descriptions, and videos.
- **Liking** → Affordable pricing and responsive chat service.
- **Preference** → Offering discount vouchers, free shipping, and cashback.
- **Conviction** → Maintaining positive ratings, refund guarantees, and live streaming sessions.
- **Purchase** → Ensuring a good shopping experience for consumers.

Conclusion

In conclusion, the digital marketing communication strategies implemented by Tasgrosirsederhana successfully guide consumers through all stages of the Hierarchy of Effects, from awareness to purchase.

This proves that a well-planned and structured strategy becomes a key strength for MSMEs to remain competitive in the e-commerce industry.

Closing

Thank you for the kind attention.