

## Analysis Of The Digital Marketing Strategy Of Healthy Juice In Ulul Ilmi Msmes Using NVIVO

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**ABSTRACT:** This study aims to evaluate the digital marketing strategy for Healthy Juice products in Ulul Ilmi MSMEs with a SWOT analysis method supported by NVivo software. The data used in this study was obtained from primary sources, namely the interviews and observations of Ulul Ilmi MSME owners, and secondary data from the results of the collection of media articles related to this research. Using NVivo facilitates secondary data analysis in media articles relevant to digital marketing topics, allowing for more in-depth identification of patterns and themes—data analysis techniques to identify data and digital marketing strategies using the SWOT Matrix. The findings from this research analysis indicate that Ulul Ilmi MSMEs have the main strengths in product quality and the ability to innovate, which can be used to expand market reach through digital strategies. Significant opportunities are found in the increasing health trends among the public and the ease of access to marketing through digital platforms. However, this research also reveals weaknesses in mastery of digital technology and the threat of increasingly fierce competition. By utilizing NVivo, this study successfully identified digital marketing strategies that MSMEs can implement to optimize market potential and strengthen competitiveness.

**Keywords:** SWOT Analysis, Using NVivo, MSMEs, Digital Marketing Strategy



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## INTRODUCTION

In the digital era, adopting digital marketing strategies is crucial for the sustainability of micro, small, and medium enterprises (MSMEs). In Indonesia, MSMEs play a vital role in the economy, but the increasingly competitive environment makes it necessary for businesses to adapt and innovate. Digital marketing offers opportunities to enhance brand awareness, improve customer engagement, and increase sales. Ulul Ilmi MSMEs, specializing in hydroponic produce, have introduced a Healthy Juice product. However, their digital marketing efforts have yet to be fully optimized, with challenges such as limited knowledge and resources hindering their potential. This study aims to evaluate the current digital marketing strategy for Healthy Juice using a SWOT analysis supported by NVivo software to identify areas for improvement and opportunities for growth.

In the digital era, adopting digital marketing strategies is crucial for the sustainability and growth of micro, small, and medium enterprises (MSMEs) (Li et al., 2023). MSMEs are the backbone of many economies, including Indonesia, contributing significantly to job creation, GDP, and poverty alleviation (Nugroho & Siswanti, 2022). However, as markets become more saturated and competition intensifies, MSMEs face increasing pressure to adapt to new marketing trends and innovate continuously. Digital marketing, with its ability to enhance brand visibility, improve customer engagement, and drive sales, provides a vital avenue for MSMEs to stay competitive and grow in this environment (Yuliani et al., 2023). One of the most pressing challenges MSMEs face is the digital divide, where businesses need more knowledge and resources to fully harness the benefits of digital tools (Oktaviani et al., 2023). This divide limits the capacity of MSMEs to effectively market their products online, preventing them from reaching broader audiences and expanding their market share (Wijaya et al., 2023). For example, digital marketing can help MSMEs build brand awareness, essential for customer acquisition and retention (Firdaus et al., 2023). Additionally, by engaging with customers through social media and other digital platforms, MSMEs can establish meaningful connections with their target audience, leading to higher customer satisfaction and loyalty (Suryanto et al., 2023).

Digital marketing strategies offer several critical advantages for MSMEs, especially in highly competitive industries. First, digital marketing allows MSMEs to target their marketing efforts more precisely, leading to better returns on investment (ROI) (Saputra et al., 2022). Through platforms like Google Ads, Facebook Ads, and Instagram, businesses can deliver tailored messages to specific customer segments based on demographics, interests, and behaviors (Purnomo & Lestari, 2023). This level of precision is significant for MSMEs, as it allows them to compete with larger companies that typically have more substantial marketing budgets (Hidayat et al., 2023). Second, digital marketing enables MSMEs to engage with their customers in real time, facilitating faster and more personalized interactions (Indah et al., 2023). For example, using tools like chatbots and social media platforms, MSMEs can respond to customer inquiries immediately, thus enhancing the customer experience and improving satisfaction (Hartono & Kurniawan, 2023). This type of engagement is precious in today's marketplace, where consumers expect quick responses and personalized services (Rahman et al., 2023). Third, digital marketing provides MSMEs with valuable data and consumer behavior insights (Gunawan et al., 2023). By analyzing metrics such as website traffic, engagement, and conversion rates, MSMEs can better understand their customers' preferences and adjust their marketing strategies accordingly (Setiawan & Fauzi, 2023). This data-driven approach enables MSMEs to optimize their marketing efforts, reduce costs, and improve overall performance (Nurul et al., 2023).

Despite the clear advantages of digital marketing, many MSMEs in Indonesia need help fully leveraging these tools (Fatimah & Syah, 2023). One of the most common barriers is a lack of digital literacy, where

business owners and employees are unfamiliar with the latest digital marketing trends and tools (Sari & Putra, 2023). This lack of knowledge often results in suboptimal use of digital platforms, with businesses failing to utilize critical features such as audience targeting, SEO optimization, and content marketing (Aulia & Pratama, 2023). Moreover, many MSMEs need more financial resources, restricting their ability to invest in digital marketing (Mardani et al., 2023). While digital marketing is generally more cost-effective than traditional marketing methods, it still requires a certain level of investment, especially in paid advertising and content creation (Yusuf et al., 2023). With the necessary resources, MSMEs may be able to compete with larger companies that can afford to invest more in their digital marketing campaigns (Widodo et al., 2023).

Another significant challenge is integrating digital marketing efforts and other business operations (Sukma & Jaya, 2023). For digital marketing to be effective, it needs to be aligned with the overall business strategy, including product development, sales, and customer service (Arifin et al., 2023). However, many MSMEs treat digital marketing as isolated, leading to inconsistencies and missed opportunities (Wibowo & Kurniawati, 2023).

Ulul Ilmi, a micro-enterprise specializing in hydroponic produce, has introduced a Healthy Juice product. However, despite this product's potential, Ulul Ilmi has struggled to optimize its digital marketing efforts. The main challenges include limited knowledge of digital marketing strategies, insufficient resources, and a need for integration between online marketing and other business functions (Bagaskara & Rahmawati, 2023).

The Healthy Juice product has yet to achieve its full market potential due to inconsistent social media management, limited content creation skills, and the absence of a dedicated digital marketing team (Aditya & Suryana, 2023). This has hindered the ability of Ulul Ilmi to effectively promote the product, resulting in lower sales and limited brand awareness (Putri et al., 2023). To address these challenges, this study aims to evaluate the digital marketing strategy of Ulul Ilmi's Healthy Juice product using a SWOT analysis supported by NVivo software. The SWOT analysis will identify the internal strengths and weaknesses of the business, as well as the external opportunities and threats that impact its digital marketing efforts (Rahim & Priyanto, 2023). Ulul Ilmi MSMEs' primary issue is the ineffective use of digital marketing strategies to improve their Healthy Juice product's market presence and sales. Despite the increasing relevance of digital platforms in consumer behavior, Ulul Ilmi has not maximized these tools, resulting in suboptimal brand awareness and engagement (Rizal et al., 2023). Limited knowledge of digital marketing, inconsistent content management, and inadequate resource allocation contribute to this gap (Sari & Putra, 2023). To bridge this gap, an in-depth analysis of their current digital marketing strategy using a SWOT framework is necessary to pinpoint strengths, weaknesses, opportunities, and threats, thereby providing actionable recommendations for improvement (Purnomo et al., 2023). This

evaluation aims to enhance the company's competitive edge in an increasingly saturated digital marketplace (Saputra & Wulandari, 2023).

This study aims to analyze and evaluate the digital marketing strategy of Ulul Ilmi MSMEs, particularly for their Healthy Juice product. With the rapid evolution of digital platforms, effective digital marketing has become a crucial factor in determining the market success of MSMEs (Purnomo & Lestari, 2023). This research will use a SWOT analysis to assess the internal and external factors influencing Ulul Ilmi's digital marketing efforts. By identifying the strengths, weaknesses, opportunities, and threats in their current strategy, this study aims to uncover areas where improvements can be made (Rizal et al., 2023).

Additionally, NVivo software will provide a structured and in-depth analysis by categorizing data from various digital marketing touchpoints, allowing for a more comprehensive understanding of consumer engagement and the effectiveness of current strategies (Gunawan et al., 2023). This method will assist in identifying gaps in their digital marketing efforts and formulating recommendations to enhance brand awareness, customer engagement, and, ultimately, sales performance (Setiawan & Fauzi, 2023). The expected outcome of this study is to propose actionable strategies that will optimize Ulul Ilmi's digital marketing, thereby increasing the market reach of their Healthy Juice product and improving sales. By leveraging digital platforms more effectively, Ulul Ilmi can overcome competition and position itself more strongly in the market (Saputra & Wulandari, 2023). This research benefits Ulul Ilmi and contributes to the broader understanding of how MSMEs can successfully navigate the complexities of digital marketing in today's competitive business landscape.

## METHODS

This study uses a qualitative approach to explore a deep understanding of the digital marketing strategy of Healthy Juice products from Ulul Ilmi MSMEs (Rizal et al., 2023). This approach was chosen because of its exploratory nature, allowing researchers to collect data directly from the research subjects through interviews and observations (Purnomo et al., 2023). Data were collected using purposive and snowball techniques so researchers could focus on the participants most relevant to the research objectives (Gunawan et al., 2023). This qualitative approach is appropriately used in this research because the goal is not to generalize but to understand the internal and external factors that affect the digital marketing strategy of MSMEs (Indah et al., 2023). In addition, triangulation of data from various primary and secondary sources increases the validity of the findings (Setiawan et al., 2023). NVivo 14 was chosen as a data analysis tool to facilitate systematic organization and analysis of qualitative data, allowing researchers to identify meaningful patterns and themes in digital marketing (Saputra et al., 2023).

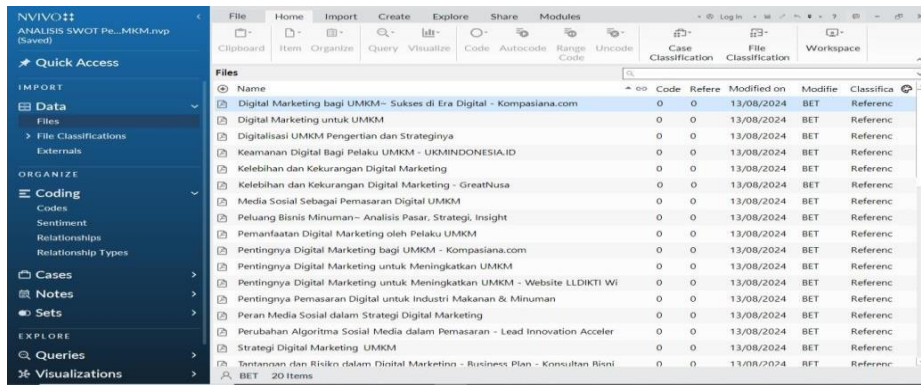
In this study, primary data was collected through interview and observation techniques to gain an in-depth understanding of the digital marketing strategy of Healthy Juice products by Ulul Ilmi MSMEs (Purnomo et al., 2023). The semi-structured interviews with MSME owners aimed to gather first-hand information about the challenges and opportunities they face in digital marketing (Gunawan et al., 2023). This technique allows flexibility in exploring topics that arise during the interview, providing more prosperous and more comprehensive insights (Rizal et al., 2023). Observation is used to directly observe digital marketing practices carried out by MSMEs, record interactions with customers, and use digital platforms (Setiawan et al., 2023). The participant selection criteria are carried out purposively, where the selected participants have knowledge and direct involvement in marketing Healthy Juice products (Widodo et al., 2023). The snowball technique is used to add informants through recommendations from early participants (Saputra & Wulandari, 2023), ensuring that the data collected is relevant and in-depth. The stage of data analysis using NVivo begins with the coding process, where data from interviews and observations are categorized into relevant codes (Purnomo et al., 2023). This code helps identify patterns and relationships hidden within the data. After the coding, theme identification uses the Word Cloud and Query features in NVivo to find the main themes that emerge from the data (Rizal et al., 2023). This process helps structure themes based on the frequency of words or concepts that come up frequently. The next stage is **visualization**, where NVivo produces visualizations such as Word Cloud and Hierarchy Charts to make it easier to understand the data that has been coded (Gunawan et al., 2023). This visualization plays a vital role in further analysis.

Furthermore, data analysis is integrated with SWOT analysis to identify strengths, weaknesses, opportunities, and threats in Ulul Ilmi's digital marketing strategy. The results of NVivo are used as primary data to evaluate relevant SWOT elements and build improvement strategies (Saputra & Wulandari, 2023).

## RESULTS AND DISCUSSION

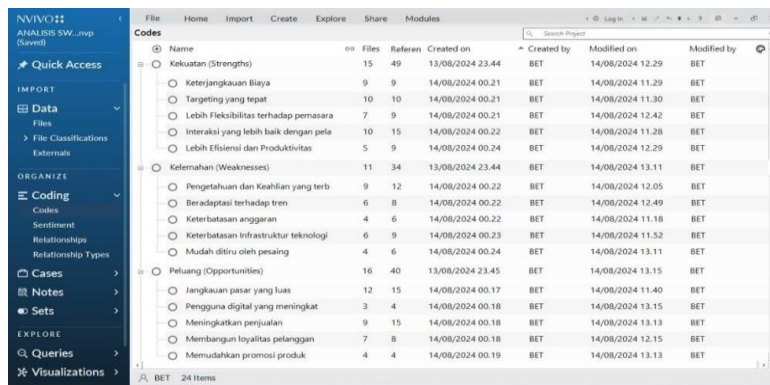
### NVivo Analysis and Data Processing

The first step in analyzing the digital marketing strategy of Ulul Ilmi MSMEs involved processing data using NVivo software. This process began with data import, where media articles related to "digital marketing in MSMEs" were gathered and inputted into NVivo (Purnomo et al., 2023).



Picture 1. Impor Ncapture artikel media pada *software* NVivo

The software's coding feature was used to categorize and code the data into themes related to digital marketing strategies, such as content creation, consumer engagement, and competition (Gunawan et al., 2023). By identifying these themes, researchers could determine which areas required improvement in the digital marketing strategy.



Picture 2. Code dan Sub-code NVivo

The next step involved using NVivo’s Word Frequency Query, which visually displays frequently mentioned words. This enabled researchers to identify key concepts and patterns related to digital marketing in MSMEs (Rizal et al., 2023). This helped focus the research on recurring issues like healthy lifestyle trends, social media usage, and competition in e-commerce (Saputra & Wulandari, 2023).



Picture 3. Word Frequency Query

NVivo’s Hierarchy Chart feature was then used to visualize the relationship between the different elements of the SWOT analysis (Indah et al., 2023). The software mapped themes into strengths, weaknesses, opportunities, and threats. For instance, the blue color in the hierarchy chart represented

threats, such as increased competition and rapidly changing trends in digital marketing, while orange indicated strengths, such as the high quality of Ulul Ilmi's raw materials and product innovation (Sari & Putra, 2023).



Picture 4. Hierarki Chart Analisis SWOT

The yellow sections showed opportunities, including the rising trend of health-conscious consumers and expanding product ranges. At the same time, gray represented weaknesses, such as inconsistency in social media content and lack of visual content creation skills (Mardani et al., 2023). This visual mapping provided clarity and aided in comprehensively understanding the dynamics of Ulul Ilmi's digital marketing strategy.

### SWOT Analysis of Ulul Ilmi MSMEs' Healthy Juice

The strengths of Ulul Ilmi MSMEs stem from the superior quality of their raw materials, which are sourced directly from hydro farm operations. This allows them to produce high-quality, innovative Healthy Juice products that align with the growing health trends in the market (Pratama et al., 2023). Additionally, Ulul Ilmi has established a healthy brand image, which is a critical asset in marketing the product to health-conscious consumers (Widodo et al., 2023). The product's superior quality and brand recognition position the company favorably against competitors (Hidayat et al., 2023).

Despite these strengths, several weaknesses impede the digital marketing strategy. One major issue is the inconsistency in social media content creation, which results in low engagement and diminished brand visibility (Saputra et al., 2023). Moreover, Ulul Ilmi needs a dedicated digital marketing team, and business owners need help to fully optimize social media tools (Purnomo & Lestari, 2023). The absence of expertise in infographics, photography, and videography further limits their ability to create visually appealing content (Setiawan & Fauzi, 2023).

Several opportunities exist for Ulul Ilmi MSMEs to enhance their digital marketing strategy. The growing trend toward a healthy lifestyle presents a substantial opportunity to expand the Healthy Juice product line and attract new customers (Rahim & Priyanto, 2023). There is also an opportunity to diversify their product range by introducing variations of their Healthy Juice, which could cater to

different consumer preferences (Indah et al., 2023). The rise of digital platforms and e-commerce provides an avenue to reach a broader market more efficiently (Gunawan et al., 2023). However, the company also faces significant threats. The increasing number of competitors using digital marketing tools creates fierce competition, especially from e-commerce platforms that offer similar products at various price points (Sari & Putra, 2023).

Additionally, rapid changes in consumer behavior and digital marketing trends pose challenges in keeping up with the evolving market (Mardani et al., 2023). There is also the risk of data security breaches, which could damage consumer trust in their brand (Rahman et al., 2023).

### Integration of NVivo Analysis and SWOT in Strategic Development

#### SO (Strengths-Opportunities) Strategy

Ulul Ilmi's product quality and brand image strengths can be leveraged to exploit market opportunities. For instance, emphasizing their healthy brand image can increase market reach through targeted social media campaigns aimed at health-conscious consumers (Purnomo & Lestari, 2023). The affordability of digital marketing allows them to utilize cost-effective methods to increase sales, such as influencer collaborations and digital ads (Rizal et al., 2023). Their strength in product innovation can be aligned with the growing trend of healthy lifestyles, enabling them to introduce new juice variants to appeal to niche markets (Gunawan et al., 2023).

In line with the NVivo analysis, word frequency patterns show that terms like "healthy," "digital marketing," and "innovation" appeared frequently, further confirming the alignment between consumer preferences and Ulul Ilmi's strengths (Saputra & Wulandari, 2023). Focusing on these themes can help the company build stronger customer connections, increasing brand loyalty (Mardani et al., 2023).

To address their weaknesses, Ulul Ilmi should invest in digital skills training to better understand and utilize social media platforms (Purnomo et al., 2023). This would enable them to create higher-quality content and leverage the broad reach of digital marketing tools to attract new customers (Sari & Putra, 2023). In addition, working with influencers **or** experts in the health and wellness sector could enhance their visibility and credibility in the market (Gunawan et al., 2023).

They can overcome their budgetary limitations by utilizing affordable digital marketing tools while creating consistent, engaging content that appeals to their target audience (Setiawan & Fauzi, 2023). NVivo analysis highlighted the frequent appearance of themes such as "influencer marketing" and



"social media engagement," pointing to the effectiveness of these strategies in enhancing MSME visibility (Indah et al., 2023).

### **ST (Strengths-Threats) Strategy**

In dealing with threats, Ulul Ilmi can use the high quality of their raw **materials** to differentiate their products in a competitive market (Pratama et al., 2023). By highlighting their products' organic and healthy nature, they can appeal to a niche market, prioritizing quality over price (Widodo et al., 2023). By adapting to technology and platform changes, Ulul Ilmi can remain flexible in its marketing approach, adjusting to new social media trends and consumer behavior shifts (Hidayat et al., 2023). To counter competition from e-commerce platforms, Ulul Ilmi should focus on strengthening their brand image, emphasizing the unique aspects of their products, such as sustainability and health benefits (Sari & Putra, 2023). Furthermore, product diversification would allow the company to reduce competition risks by offering a broader product range (Saputra et al., 2023).

### **WT (Weaknesses-Threats) Strategy**

Ulul Ilmi must prioritize improving data security and privacy to mitigate weaknesses while avoiding threats. This can be achieved by implementing security protocols that protect customer information, which is essential for maintaining trust (Rahman et al., 2023). Moreover, continuous technology training is needed to ensure the company stays updated with the latest digital marketing trends (Gunawan et al., 2023).

Consistency in content creation is critical for building a loyal online audience (Purnomo & Lestari, 2023). By developing a content calendar and utilizing accessible technologies like content management systems, Ulul Ilmi can efficiently manage their social media presence while keeping up with competitors (Saputra & Wulandari, 2023).

### **Theoretical Implications and Contributions to MSME Digital Marketing Literature**

Integrating NVivo analysis and SWOT provides a nuanced approach to understanding the digital marketing challenges that MSMEs like Ulul Ilmi face. This study contributes to the literature on MSME digital marketing by offering a model that uses qualitative data analysis tools, like NVivo, to complement traditional strategic planning tools, such as SWOT analysis (Purnomo et al., 2023).

The findings also support existing theories on the importance of brand image and customer engagement in digital marketing success (Saputra & Wulandari, 2023). Moreover, it highlights the role

of content consistency and social media strategy in driving MSME growth, which aligns with previous studies' conclusions (Gunawan et al., 2023).

### CONCLUSION

Based on the analysis of the Jus Sehat digital marketing strategy for Ulul Ilmi MSMEs, it can be concluded that these MSMEs face various challenges in optimizing their digital marketing strategies. One of the main obstacles is the need for a deep understanding of digital marketing and the limited resources that hinder the full integration between digital marketing systems and other business operations. Ulul Ilmi MSMEs, which produce Healthy Juice, have an excellent opportunity to increase sales volume and expand market coverage through digital marketing strategies. However, several aspects need to be considered to achieve its maximum potential. Although the quality of the products and innovations offered are the main strengths, these MSMEs still need help in digital marketing knowledge and implementation. The limitations in creating consistent and engaging content on social media are especially significant obstacles. An effective digital marketing strategy should include intensive training to improve skills in digital media, such as visual content creation and social media platform management. In addition, Ulul Ilmi MSMEs must actively monitor market trends and consumer behavior to adjust their marketing strategies to market needs and preferences. That way, these MSMEs can be more effective in attracting consumer interest and strengthening their position in a competitive market.

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