



DIGITAL PROMOTION STRATEGY: UTILIZATION OF DIGITAL ADVERTISING, ENDORSEMENTS, AND SOCIAL MEDIA CAMPAIGNS AT JNC COOKIES

STRATEGI PROMOSI DIGITAL: PEMANFAATAN IKLAN DIGITAL, ENDORSEMENT, DAN KAMPANYE MEDIA SOSIAL JNC COOKIES

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Abstract

The increasing intensity of competition in the culinary business sector of Micro, Small, and Medium Enterprises (MSMEs), particularly in snack food products such as JNC Cookies, necessitates the implementation of effective digital promotion strategies to expand market reach and improve sales performance. Changes in consumer behavior that increasingly rely on digital platforms to obtain information, evaluate purchasing decisions, and interact with brands have made adaptation to digital marketing an unavoidable requirement. Therefore, this study aims to analyze the planning, implementation, and effectiveness of digital promotion strategies through the utilization of digital advertising (paid advertising), endorsements, and social media campaigns in enhancing brand awareness and consumers' purchase intention toward JNC Cookies. This study employs a descriptive qualitative approach, with data collection techniques including in-depth interviews, observation of social media activities, and analysis of the performance of implemented digital marketing campaigns. In addition, several supporting indicators were measured, such as content reach, engagement rate, consumer interactions, and changes in sales volume during the campaign period. The collected data were subsequently analyzed to identify the relationship between digital promotional activities and consumer responses. The expected outcomes of this study include the formulation of an applicable digital promotion strategy model for food-sector MSMEs, recommendations for the development of sustainable social media campaigns, and the mapping of the roles of endorsements and digital



advertising in strengthening the brand positioning of JNC Cookies. The findings of this study are expected to provide practical contributions for MSME practitioners in optimizing the use of digital media as an effective, measurable, and consumer-oriented promotional tool.

Keywords : digital promotion; digital advertising; endorsement; social media campaign; food MSMEs.

Abstrak

Meningkatnya intensitas persaingan dalam sektor bisnis kuliner berbasis Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya pada produk makanan ringan seperti JNC Cookies, menuntut penerapan strategi promosi digital yang efektif guna memperluas jangkauan pasar serta meningkatkan kinerja penjualan. Perubahan perilaku konsumen yang semakin mengandalkan platform digital dalam memperoleh informasi, mempertimbangkan keputusan pembelian, dan berinteraksi dengan merek menjadikan adaptasi terhadap pemasaran digital sebagai kebutuhan yang tidak dapat diabaikan. Oleh karena itu, penelitian ini bertujuan untuk menganalisis perencanaan, pelaksanaan, serta efektivitas strategi promosi digital melalui pemanfaatan iklan digital (paid advertising), endorsement, dan kampanye media sosial terhadap peningkatan kesadaran merek (brand awareness) dan minat beli konsumen JNC Cookies. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi terhadap aktivitas media sosial, serta analisis kinerja kampanye digital marketing yang telah dijalankan. Selain itu, dilakukan pengukuran terhadap sejumlah indikator pendukung, seperti jangkauan konten, tingkat keterlibatan (engagement rate), interaksi konsumen, serta perubahan volume penjualan selama periode kampanye. Data yang diperoleh selanjutnya dianalisis untuk mengidentifikasi hubungan antara aktivitas promosi digital dan respons konsumen. Luaran yang diharapkan dari penelitian ini meliputi perumusan model strategi promosi digital yang aplikatif bagi UMKM sektor makanan, rekomendasi pengembangan kampanye media sosial yang berkelanjutan, serta pemetaan peran endorsement dan iklan digital dalam memperkuat positioning merek JNC Cookies. Hasil penelitian ini diharapkan dapat memberikan kontribusi praktis bagi pelaku UMKM dalam mengoptimalkan pemanfaatan media digital sebagai sarana promosi yang efektif, terukur, dan berorientasi pada kebutuhan konsumen.

Kata Kunci : Promosi digital, iklan digital, endorsement, kampanye media sosial, UMKM makanan.

1. INTRODUCTION

The development of digital technology has brought fundamental changes to marketing practices across various business sectors, including Micro, Small, and Medium Enterprises (MSMEs). This transformation affects not only how business actors market their products but also changes consumer behavior in seeking information, obtaining recommendations, and making purchasing decisions. Social media and internet-based advertising have now become the primary means for consumers to interact with brands and build perceptions of a product. In this context, MSME actors are required to optimize digital promotion strategies to remain competitive and relevant in an increasingly dynamic market (Kotler & Keller, 2016).

In the food MSME sector, the level of competition tends to increase with the emergence of various new brands offering similar products. Snack products such as cookies rely heavily on brand image strength, visual appeal, and emotional proximity to consumers. JNC Cookies,



as an MSME-based snack brand, faces challenges in increasing brand awareness, consumer engagement, and sales conversion through the effective and measurable use of digital media. Therefore, digital promotion functions not only as an information delivery tool but also as a strategic means of building long-term relationships with consumers.

In practice, digital promotion is not limited to social media content posting; it includes the integration of various marketing communication instruments, such as digital advertising (paid advertising), influencer endorsements, and interactive social media campaigns. These three instruments must be designed systematically to align with target market characteristics, digital consumer behavior, and the desired brand positioning (Rangkuti, 2017). However, many MSME actors still conduct digital promotions sporadically without strategic planning and adequate performance evaluation. Consequently, the potential of digital media as an effective promotional tool has not been optimally utilized (Sugiyono, 2019). The use of Instagram as a digital promotion medium is considered effective in supporting business strategies because it can expand market reach through attractive visual content and promotional cost efficiency compared to traditional media, as shown in international business strategy studies on the global company Starbucks (Dian Amelia Gidanthi et al., 2025). The utilization of social media such as Instagram and WhatsApp Business in digital marketing strategies has proven capable of helping business actors reach wider consumers and driving sales increases, as demonstrated in digital marketing strategy research on MSMEs by Sikki et al. (2021).

Social media also plays a vital role in forming two-way communication patterns between brands and consumers. Consumers no longer act as passive message recipients but as active parties providing feedback through comments, messages, and other forms of interaction. This communication pattern allows business actors to understand consumer preferences, perceptions, and needs more deeply. In the food industry, personal and interactive communication is a crucial factor in building consumer loyalty because purchasing decisions are often influenced by trust and emotional attachment (Kaplan & Haenlein, 2010). Thus, an analysis of JNC Cookies' digital promotion strategy becomes relevant to provide an empirical overview of the effectiveness of utilizing digital media in strengthening brand image and driving consumer purchase interest.

a. Problem Formulation

Based on the background described, the research problems in this study are as follows:

- ✓ How is the planning and implementation of JNC Cookies' digital promotion strategy through digital advertising, endorsements, and social media campaigns?
- ✓ How effective is the use of digital advertising, endorsements, and social media campaigns in increasing brand awareness and consumer purchase interest for JNC Cookies?
- ✓ What is the role of each digital promotion instrument in supporting JNC Cookies' marketing performance?



b. Research Benefits

This research is expected to provide both theoretical and practical benefits. Theoretically, the results are expected to add scientific insight and references in the field of marketing management, specifically regarding digital promotion strategies for food sector MSMEs.

Practically, this research is expected to serve as a consideration for JNC Cookies in designing and implementing more effective and integrated digital promotion strategies. Additionally, the results are expected to be a reference for other MSME actors in optimizing the use of digital advertising, endorsements, and social media campaigns to improve competitiveness and marketing performance. For academics and future researchers, this study is expected to be a reference for developing research related to digital promotion strategies in the MSME sector.

c. Digital Promotion

Digital promotion is a marketing communication activity that utilizes internet-based media and digital technology to deliver messages to consumers interactively and measurably (Kotler & Keller, 2016). Digital promotion allows companies to reach a wider audience with relatively efficient costs compared to conventional media.

d. Digital Advertising

Digital advertising is a form of paid promotion presented through digital platforms to increase brand exposure, audience reach, and drive consumer action (Belch & Belch, 2018). In the context of social media, digital advertising allows for audience segmentation based on demographics, interests, and behavior.

e. Endorsement and Influencer Marketing

Endorsement is a promotional strategy involving public figures or influencers to provide recommendations for a product, thereby increasing consumer trust (Sari & Nugroho, 2021). Influencer marketing is considered effective because it provides social legitimacy and emotional proximity to the audience.

f. Social Media Campaigns

A social media campaign is a series of planned promotional activities carried out through social media platforms to achieve specific marketing objectives, such as increasing brand awareness and engagement (Mangold & Faulds, 2009). Campaigns that are interactive and storytelling-based tend to generate higher consumer responses.

2. RESEARCH METHOD

This research uses a descriptive qualitative approach supported by simple quantitative data analysis sourced from digital marketing metrics (Nugraha, 2025). This approach was chosen to obtain a comprehensive understanding of the planning, implementation, and evaluation processes of JNC Cookies' digital promotion strategy through the integration of digital advertising, endorsements, and social media campaigns. The research was conducted in a gradual and systematic manner so that each process could be analyzed measurably and structurally.



The initial stage began with problem identification and a literature study related to digital promotion, influencer marketing, paid advertising, and social media campaigns in food MSMEs. This stage aimed to build a conceptual foundation and develop data collection instruments. Subsequently, the research design was formulated by determining the unit of analysis, which includes JNC Cookies' social media accounts, the digital promotional activities carried out, and consumer responses to the promotional content.

Primary data collection was conducted through in-depth interviews with business owners or managers, social media managers, and endorsement partners. Additionally, observations were made on digital promotional activities, including content types, interaction patterns, captions, posting frequency, and campaign formats used. Primary data was also supplemented with documentation in the form of promotional materials, post history, and consumer testimonials. Meanwhile, secondary data was obtained from sales reports, social media platform insights, and digital advertising data covering reach, impressions, engagement rates, and ad performance during the campaign period.

The data obtained were analyzed through stages of data reduction, thematic categorization, and result interpretation. Qualitative analysis was used to map digital promotion strategy patterns, while simple quantitative analysis was utilized to assess performance indicators such as content reach, consumer interaction, follower growth, and changes in sales volume. The integration of qualitative and quantitative analysis results was performed to assess the effectiveness of the digital promotion strategy implemented and to formulate an applicable digital promotion strategy model for JNC Cookies.

3. RESULT AND DISCUSSION

a. Overview of JNC Cookies' Digital Promotional Activities

Based on observations and documentation, JNC Cookies' digital promotional activities focus on three main channels: Instagram, TikTok, and WhatsApp Business. These three platforms are used as marketing communication tools to reach consumers, build brand image, and encourage direct interaction. The published content is dominated by product and packaging visuals, customer testimonials, light educational content regarding flavor variants and ingredients, consumption moments, and short videos showing the production process simply.

b. Implementation of Digital Advertising (Paid Advertising)

The implementation of digital advertising by JNC Cookies is carried out periodically and adjusted to specific moments, such as approaching holidays, weekends, and new product launches. Instagram Ads and TikTok Ads are the most frequently used platforms with the primary goal of increasing audience reach and engagement.

c. Implementation of Endorsement and Influencer

Marketing The endorsement strategy in JNC Cookies' digital promotion is carried out by collaborating with micro-influencers, local content creators, and loyal customer communities. Based on observations, endorsement content generates higher engagement rates than direct promotional content uploaded by the brand account.



d. Social Media Campaigns and Consumer Interaction

Social media campaigns are carried out through various activities, such as small-scale giveaway programs, seasonal campaigns, and interactive content like polls and Q&A sessions. During the campaign period, there was an increase in orders initiated through inquiry-based communication on WhatsApp.

e. Synthesis of Research Findings

Overall, the results show that each digital promotion instrument has a complementary role. Digital advertising primarily increases reach and awareness, endorsements strengthen trust and product image, and social media campaigns build engagement and emotional proximity. However, the integration between these three instruments is not yet optimal, particularly in connecting the consumer purchase flow and strategically repurposing campaign content.

4. CONCLUSION

The results show that JNC Cookies' digital promotion strategy utilizing digital advertising, endorsements, and social media campaigns contributes positively to increasing brand awareness, consumer interaction, and purchase interest. Digital advertising effectively expands audience reach, while endorsements build consumer trust through social legitimacy. Social media campaigns enhance engagement through interactive content and storytelling. However, the implementation is not yet fully integrated into a structured marketing flow. Effectiveness would be more optimal if these three instruments were applied synergistically, data-driven, and supported by clear calls-to-action (CTA).

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