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Analysis of Digital Marketing on the BERIDAMPAK Platform to Increase Product Sales at Yayasan Ciptakarya Baik Indonesia

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Abstract: Digital marketing allows social enterprises to expand market reach, yet strong online interaction does not always lead to actual purchases. This study examines the gap between advertising clicks and purchase conversion on the BERIDAMPAK platform managed by Yayasan Ciptakarya Baik Indonesia. The objectives are to analyze the implementation of digital marketing, identify barriers to sales conversion, and formulate improvement strategies. A descriptive qualitative approach was applied through observation, interviews, documentation, and analysis of sales-forecasting and audience-interaction data. The findings show that social media, digital advertising, and Meta Ads improve product exposure, audience reach, interaction, and access to product-trend information. However, sales performance remains suboptimal because product information is not sufficiently persuasive, audience targeting is inaccurate, prices do not always match perceived value, promotional displays are less attractive, and pre-order duration is too long. The novelty lies in identifying the click-to-purchase conversion gap and integrating content quality, targeting accuracy, pricing, promotional appeal, and pre-order duration as practical determinants of sales conversion.

Keywords: Digital Advertising, Digital Marketing, Meta Ads, Product Sales, Social Media

INTRODUCTION

The development of the internet has changed communication patterns, information-seeking behavior, and consumer decision-making, while also shifting marketing strategies from conventional approaches toward digital channels. For organizations that sell products through online platforms, digital marketing is not merely a promotional tool; it also enables interaction, product-information delivery, audience targeting, and the movement of prospective customers toward purchase decisions (Suharto & Suhendri, 2022; Santoso, 2020). BERIDAMPAK is a social-enterprise platform developed by Yayasan Ciptakarya Baik Indonesia that combines social initiatives with e-commerce activities. In marketing its products, the platform uses social media, digital advertising, and Meta Ads. These channels provide opportunities to reach wider audiences, establish two-way communication, and obtain information about audience responses and product trends. Digital marketing can also improve promotional efficiency when

audience targeting, messaging, and advertising expenditure are managed appropriately (Fathoni Nasrullah, 2020).

However, the effectiveness of digital marketing cannot be assessed solely from impressions, interactions, or clicks. Sales growth occurs only when audience interest is converted into transactions. BERIDAMPAK sales-forecasting data show an upward pattern that remains inconsistent. In November, for example, the recorded increase was only approximately 12.5% compared with the preceding period. This condition indicates a gap between initial audience interest and realized sales. The research gap lies in the limited understanding of why digital interactions do not consistently progress to purchases in the specific context of the BERIDAMPAK social-enterprise platform. Previous studies have emphasized the benefits of digital marketing for market expansion and sales improvement, whereas this study focuses specifically on the conversion point from click to transaction by examining audience-targeting accuracy, product-information quality, price, promotional presentation, cost efficiency, and pre-order duration (Gumilang, 2019; Syukri & Sunrawali, 2022; Arfan & Hasan, 2022).

The state of the art of this study is an integrated analysis of the click-to-purchase conversion gap on BERIDAMPAK rather than a simple evaluation of social-media and Meta Ads usage. The study positions content quality, targeting accuracy, pricing, promotional appeal, and the pre-order process as interconnected factors that determine whether digital interaction can be transformed into sales. Accordingly, this study aims to analyze the implementation of digital marketing on the BERIDAMPAK platform in increasing product sales, identify the factors that prevent advertising interactions or clicks from progressing to purchases, and formulate marketing improvements that are more accurately targeted, attractive, efficient, and conversion-oriented.

Table 1. Relevant Studies on Digital Marketing and Product Sales

Study	Focus	Method	Main Finding	Relevance
Suharto & Suhendri (2022)	Internet development and behavioral change	Study/analysis	Internet development affects cultural, economic, social, communication, information-search, and purchasing behavior.	Provides a basis for understanding changes in consumer behavior and digital marketing strategies.
Santoso (2020)	Marketing concepts and processes	Conceptual review	Marketing includes planning, pricing, promotion, and distribution to create value-generating exchanges.	Confirms that marketing extends beyond promotional activity.
Fathoni Nasrullah (2020)	Digital marketing	Review	Digital marketing uses websites, e-mail, databases, social media, and online channels for marketing and customer relationships.	Supports the use of digital media for broader reach and marketing effectiveness.

Syukur & Favouritha (2023)	Digital marketing and online transactions	Review	Digital marketing creates opportunities for small businesses but also introduces information-quality, fraud, and default risks.	Highlights the need to manage transaction risk and consumer trust.
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Source: Compiled from the literature cited in the original manuscript.

METHODS

This study used a descriptive qualitative design to provide an in-depth description of digital marketing implementation in increasing product sales on the BERIDAMPAK platform. The approach did not focus on statistical hypothesis testing, but rather on understanding social-media strategies, digital advertising, Meta Ads, and the factors influencing sales conversion.

The research object was the digital marketing activity for products marketed through BERIDAMPAK, which is managed by Yayasan Ciptakarya Baik Indonesia. The analytical focus covered interactivity, informativeness, personalization, product-trend monitoring, pricing accuracy, marketing-cost efficiency, and sales improvement. Data were collected through observation, interviews, documentation, and analysis of sales data. Observation covered social-media content, published advertisements, the use of Meta Ads, and audience responses. Interviews were used to obtain informants' explanations of digital marketing practices. Documentation included sales-forecasting data, product-promotion information, and audience-interaction data such as advertising clicks. Data were analyzed descriptively by organizing findings from observations, interviews, documentation, and sales information to identify patterns of digital marketing implementation, conversion barriers, and possible strategic improvements. Findings from the different sources were compared to obtain a coherent description of the relationship between digital marketing activities and sales conditions.

RESULTS AND DISCUSSION

1. Digital Marketing Implementation on the BERIDAMPAK Platform

The observations, documentation, interviews, and sales-data analysis show that BERIDAMPAK implements digital marketing through social media, digital advertising, and Meta Ads. Social media functions as the main channel for communicating product information, promotions, and offers, while also enabling interaction through comments and direct messages. Digital advertising is used to broaden reach and monitor audience responses, whereas Meta Ads supports targeting based on selected audience characteristics.

Research informants explained that digital media are used because they are considered more effective than conventional marketing for reaching prospective customers. Digital interaction also accelerates information delivery and responses to customer inquiries. However, the click data indicate that initial interest does not always result in transactions, meaning that performance assessment should focus on conversion rather than engagement alone. Digital marketing provides four main operational benefits: interactivity, faster information delivery, personalization, and product-trend monitoring. These benefits can help the organization understand audience interest and design more relevant communication. This finding is consistent with the view that digital media can expand market reach and strengthen customer relationships (Gumilang, 2019; Syukri & Sunrawali, 2022).

Table 2. Product Sales Forecast for 2025

Month	Forecast Sales/Items	Percentage
January	50	-
February	50	-
March	100	50%
April	100	-
May	100	-
June	100	-
July	100	-
August	200	50%
September	300	30%
October	350	42%
November	400	12.5%
December	500	20%

Source: Data processed by the researcher (2026).

The forecasting data show an increase in sales targets, but the growth percentages are inconsistent. March and August recorded 50% increases, September 30%, October 42%, November 12.5%, and December 20%. The pattern indicates unstable growth and reinforces the need to evaluate whether digital activities are effectively producing actual transactions.

2. Barriers to Converting Digital Interaction into Sales

The findings indicate that digital marketing has not yet optimized sales performance. Advertising can generate clicks, but not every click develops into a purchase. The identified barriers include product information that is not sufficiently persuasive, inaccurate audience targeting, selling prices that may not match perceived consumer value, less attractive promotional displays, and excessively long pre-order periods.

Pricing accuracy is important because customers compare price with expected benefits, quality, and purchasing power. When perceived value is not proportional to price, prospective customers may postpone or cancel a purchase. Marketing-cost efficiency should therefore also be assessed in relation to sales outcomes. High advertising costs without adequate conversion indicate the need to evaluate content, targeting, and promotional offers. The previous pre-order period of up to one month may reduce purchasing urgency and increase the risk that interested customers abandon their intention to buy. The source manuscript recommends shortening the pre-order period to approximately three to seven days and providing a clear delivery estimate.

Table 3. Comparison Before and After Digital Marketing Implementation

Aspect	Before Implementation	After Implementation	Data Source
Marketing Strategy	Promotion was predominantly conventional, reach was	Social media, digital advertising, and Meta Ads are used to expand reach and support sales.	Observation, Informant I interview, documentation

	limited, and digital media were not routinely used.		
Social Media	Use was not optimal, customer interaction was limited, and product information was delivered slowly.	It functions as a primary channel for information, promotions, offers, comments, and direct messages.	Observation, Informant II interview, documentation
Digital Advertising	Digital advertising was not systematically used and audience responses were difficult to monitor.	Advertising is used to reach broader audiences and monitor responses such as clicks.	Observation and documentation
Meta Ads	Not used; audience targeting was not specific.	Used to define audience targets based on market characteristics.	Observation, interviews, documentation
Operational Benefits	Interaction was limited, information delivery was slow, personalization was low, and product trends were difficult to observe.	Interactivity, informativeness, personalization, and product-trend monitoring improved.	Observation, interviews, documentation
Sales Impact	Sales were unstable, market reach was narrow, and promotion was less effective.	Reach and audience interest increased, but not all interaction was converted into purchases.	Sales-data analysis, documentation, interviews
Challenges	Consumer data were limited and promotional effectiveness was difficult to evaluate.	Targeting remains imperfect, information is less persuasive, prices and promotions are not yet optimal, and pre-order duration is too long.	Interviews, sales analysis, documentation

Source: Research observations, interviews, documentation, and sales-data analysis.

3. Improvement Strategies to Increase Sales Conversion

Strategic improvement should prioritize conversion rate rather than clicks alone. The organization can compare the number of advertising clicks, product-page visits, orders, and completed transactions to identify where potential customers are lost. A/B testing of images, videos, headlines, prices, offers, and calls to action can help determine which promotional material produces stronger responses and better conversion.

Product information should also be strengthened by clearly presenting product benefits, quality, prices, testimonials, authentic photographs, the social impact of purchases, and straightforward ordering procedures. Meta Ads targeting should be aligned with prospective customer characteristics so that advertising expenditure becomes more efficient and campaigns do not stop at engagement without transactions. The findings emphasize that digital marketing is not merely a content-publication activity. Its effectiveness depends on the interaction between content quality, targeting accuracy, price, promotion, purchasing convenience, and order-fulfillment speed. Accordingly, digital marketing evaluation should combine interaction data with sales data.

4. Practical Implications for Digital Marketing Performance Measurement

The findings suggest that BERIDAMPAK should shift digital marketing evaluation from attention metrics toward transaction metrics. Clicks remain useful as an indicator of initial interest, but they are insufficient for determining marketing success unless followed by product-page visits, orders, and completed transactions. Performance evaluation should therefore map the stages from advertisement exposure, click, product consideration, order creation, and transaction completion. Conversion-rate measurement can show the proportion of audiences who actually purchase after interacting with advertising. In this study, this need arises because clicks were observed without a proportional increase in sales. Linking interaction and transaction data would help distinguish whether the main problem occurs in targeting, content quality, product trust, pricing, or the ordering process.

Promotional-cost evaluation is also necessary to assess efficiency. Advertising expenditure should be compared with sales results so that the organization can determine whether promotional spending produces adequate returns. The source manuscript recommends adding indicators such as click-through rate, conversion rate, and return on advertising spend in future research because these measures can provide a more quantified view of digital marketing effectiveness. In content management, A/B testing can be applied to images, videos, headlines, price offers, and purchase calls to action. This approach allows the organization to compare alternative materials and retain the version that generates stronger responses and conversion. It can also help determine whether messages about product benefits and the social impact of purchasing are persuasive enough.

The purchasing experience should be treated as part of conversion strategy. A long pre-order period can reduce urgency and increase the likelihood that prospective customers cancel their intent to buy. Shorter pre-order periods, transparent delivery estimates, authentic product images, testimonials, benefits, prices, and ordering procedures should therefore be integrated into the conversion strategy. The novelty of this study is the identification of a conversion gap rather than an exposure problem. The study integrates five practical determinants - product-information quality, audience-targeting accuracy, price, promotional appeal, and pre-order duration - as simultaneous intervention points that must be managed if BERIDAMPAK is to translate digital interaction into more tangible sales improvement.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Digital marketing on the BERIDAMPAK platform through social media, digital advertising, and Meta Ads has supported product introduction, wider audience reach, stronger interaction, faster information delivery, and product-trend monitoring. However, sales improvement remains suboptimal because interactions and clicks are not consistently converted into transactions. The main barriers are insufficiently persuasive product information, inaccurate audience targeting, prices that may not fit consumer perceptions, less attractive promotional presentations, and excessively long pre-order periods. Therefore, digital marketing effectiveness should be evaluated on the basis of sales conversion and supported by improvements in content, targeting, pricing, promotion, and the purchasing process.

Limitations

This study used a descriptive qualitative approach and focused on a single platform, so the findings cannot yet be generalized to all social enterprises or small and medium-sized businesses. The available quantitative information consisted mainly of sales forecasts and interaction data, while actual sales, advertising expenditure, click-through rate, conversion rate, and return on advertising spend were not comprehensively available. Consequently, the

relationship between digital marketing and sales improvement cannot be interpreted as causal or statistically inferential.

Recommendations

BERIDAMPAK is advised to routinely monitor conversion rate, conduct A/B testing for Meta Ads content, strengthen product information, refine audience targeting, evaluate price suitability, and shorten the pre-order period to approximately three to seven days with clear delivery estimates. Future studies should incorporate actual sales, advertising costs, click-through rate, conversion rate, and return on advertising spend, and may use quantitative or mixed-method designs to test strategy effectiveness more rigorously.

Author Contributions

Agil Pahreza contributed to data collection, observation, interviews, initial analysis, and manuscript preparation. Tiris Sudrartono contributed to academic supervision, analytical-framework development, interpretation of findings, and scholarly revision. Both authors read and approved the final version of the manuscript.

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