

DIGITAL MARKETING TO INCREASE SALES OF PADAS STONE HANDICRAFTS IN SILAKARANG BALI

I Gde Wedana Arjawa¹, Putu Ayu Sita Laksmi², Dewa Ayu Kristiantari³
^{1,2,3}Faculty of Economics and Business, Warmadewa University, Denpasar Bali
Email: wedamail215@gmail.com

Abstract: *This study aims to evaluate the impact of digital marketing on increasing sales of stone crafts in Silakarang, Bali, using quantitative methods. This study involved a sample of 32 respondents from among customers who were familiar with the stone handicraft product. The data collection method involves online surveys and statistical analysis to identify correlations between the digital marketing strategies implemented and the increase in sales. The results of this study are expected to provide a deeper understanding of the effectiveness of digital marketing in the context of the stone craft industry in Silakarang, Bali. The findings from this study can lay the groundwork for local businesses to optimize their digital marketing strategies to increase product visibility and, overall, increase sales in increasingly digitally connected markets.*

Keyword: Bali, digital marketing, sales, stone handicraft,

INTRODUCTION

Sales using digital marketing is the process of selling products or services that involves utilizing various digital marketing strategies to reach, influence, and attract potential customers. Unlike traditional marketing methods that are more conventional, digital marketing relies on digital platforms and channels to achieve sales goals. The main focus of digital marketing sales is online. Businesses use various online platforms such as websites, social media, email, search engines, and more to interact with customers. Some studies state that digital marketing has a significant effect on sales (Harianto & Yucha, 2022; Milanese et al., 2023; Pan et al., 2023; Thamrin et al., 2023).

Having a responsive and user-friendly website and e-commerce platform is an important step. Customers can browse and buy products or services online easily. Utilization of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to build brand presence, communicate with customers, and promote products or services (Akbar et al., 2023; Shah et al., 2023; Wu & Gong, 2023). Search engine optimization is done to improve the ranking of a website in search results (Kurniawati, 2023). It helps for a business website to appear higher when potential customers are looking for a particular product or service.

Creation and distribution of relevant and useful content, such as blog articles, videos, infographics, and more, to attract attention and build relationships with customers. Use email marketing campaigns to send information, special offers, and content that can motivate customers to engage further or make a purchase. Use of paid advertising such as Google Ads, Facebook ads or ads on other platforms to show products or services to targeted audiences (Berg et al., 2023; Maryani et al., 2023).

Conduct a digital campaign performance analysis to understand the extent to which marketing strategies are successful (Romero-Jara et al., 2023), and make data-driven changes to improve effectiveness. Collect and analyze customer data to understand preferences, purchase behavior, and interaction patterns. It helps in devising a more precise and purposeful sales strategy. By utilizing digital marketing, businesses

can reach a wider audience (Kaur, 2023), interact more directly with customers, and build a strong online presence to increase sales of their products or services. Digital marketing has several significant benefits in increasing sales (Pradiani, 2018).

However, there are still many business actors who do not understand digital marketing even though through digital marketing, stone handicraft products can be reached by potential buyers from various locations, even internationally. Digital platforms allow businesses to reach a wider market than traditional marketing methods. In addition, social media such as Instagram, Facebook, and Pinterest can be used to promote products visually (Chang et al., 2023; Knoedler et al., 2023). Posting creative photos and videos about the manufacturing process, design, and final product can grab the attention of potential buyers.

Business people do not yet understand that local search engine optimization (SEO) can help businesses appear in search results when people search for similar products in the area. This increases visibility and local sales opportunities (Patrucco et al., 2022). The creation of high-quality content, such as articles, blogs, or video tutorials related to rocks, can increase brand authority. This content can also influence potential buyers to choose padas stone products from Silakarang Bali.

Business actors do not understand how to use paid ads such as Google Ads or Facebook ads that can increase product visibility instantly. Targeted advertising campaigns can reach a specific audience and potentially become customers. Building a subscription list through a website and sending out periodic newsletters to potential customers can help keep engagement and promote special offers or discounts. By utilizing digital marketing, the stone handicraft business in Silakarang Bali can expand market coverage, increase interaction with customers, and overall increase sales of their products (Naz et al., 2023; Sharma et al., 2023).

Digital marketing affects sales. Therefore, this research is very important to analyze digital marketing against sales. The hypothesis of this study is that digital marketing has a positive and significant effect on the sales of stone craft business actors in Silakarang Bali.

METHOD

This study used quantitative methods. The population used is 32 business actors in Silakarang Bali and uses a saturated sample where the population is equal to the number of 32 business actors. The data collected for the study were first-hand data collected from participants. In this study, questionnaires were used to collect data using survey methodology. In this study, three months were issued. Software called Smart PLS is used to process and analyze data.

RESULT

1. Construct Validity Test

a. Outer Loading

The convergent validity test based on outer loading is presented in Table 1 and shows that all indicators have an outer loading above 0.7 on the intended construct.

Table 1: Outer Loading

	X	Y
X1	0,896	
X2	0,693	
X3	0,868	
Y1		0,956

Y2	0,854
Y3	0,911

b. Fornell-Larcker Criterion

The Fornell-Larcker Criterion evaluation or AVE root values used in the discriminant validity test are shown in Table 2. The concept is legitimate if the AVE root (number when written diagonally) exceeds the correlation between constructions.

Table 2: Fornell-Larcker Criterion

	X	Y
X	0,824	
Y	0,882	0,908

c. Cross Loadings

If the correlation of the construct indicator is larger than the correlation of the indicator with other constructs, the construct is said to have strong discriminant validity. The maximum cross loading value for each indicator against its latent variable is shown in Table 3. This demonstrates that all indicators pass the cross loadings test's criteria for discriminant validity. In other words, all signs are valid.

Table 3: Cross Loadings

	X	Y
X1	0,896	0,892
X2	0,693	0,458
X3	0,868	0,738
Y1	0,908	0,956
Y2	0,737	0,854
Y3	0,741	0,911

2. Construct Reliability Test

The study model's Cronbach's alpha values from Table 4 indicate that every variable has a Cronbach's alpha value over 0.70. These findings indicate that the research model has met Cronbach's alpha requirements, making the study credible. Each variable in the research model has a composite reliability value above 0.70, according to the composite reliability value. These results confirm that all constructs are reliable and the research model has reached composite reliability.

Table 4: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X	0,768	0,862	0,679
Y	0,892	0,933	0,824

Hypothesis Testing

As shown in Table 5, the Path Coefficient and P-value results can be used to evaluate the direct impact of one construct on another by the proposed link. The P-value is 0.000, indicating the significance of the association between X and Y.

Table 5: Path Coefficients

	Original Sample	T Statistics	P-Values
X -> Y	0,882	25,894	0,000

DISCUSSION

Results from tests for validity and reliability are accurate and reliable. The results of hypothesis testing show that sales are significantly and positively influenced by digital marketing. This research shows how the role of digital marketing that is carried out well can increase sales of stone entrepreneurs in Silakarang Bali.

Stone padas business actors in Silakarang, Bali, seem to have managed to understand the concept of digital marketing well to increase sales of their products. This is in accordance with the results of research that digital marketing has a significant effect on the sales of stones to business actors in Silakarang Bali. These business actors may have actively used social media platforms such as Instagram, Facebook, or other platforms. They may be diligent in posting product photos, videos, and information related to their stones. Thus, they can reach a wider audience and build a strong online presence.

If you have a website, chances are they already understand the importance of search engine optimization (SEO). By optimizing their website, such as using rock-related keywords, they can increase online visibility and attract potential customers through online searches. The use of digital advertising, such as Google Ads or Facebook ads, can be evidence of their understanding of digital marketing. By targeting ads to relevant and potential potential customers, they can increase their chances of conversion.

Stone handicraft business actors in Silakarang, Bali, have understood that paid advertising is one form of digital marketing that can significantly increase their sales. Business actors need to realize that many potential customers today are more likely to search and shop through digital platforms. Online presence is becoming increasingly important as many people access product information through the internet. Paid advertising allows businesses to target their ads to a more specific target group. For example, they can specify a specific location, age, or interests.

By using paid advertising, businesses can increase the visibility of their products significantly. This helps to attract the attention of more potential customers. Analytics tools integrated in digital advertising platforms allow businesses to track the performance of each ad. Thus, they can evaluate the effectiveness of their campaigns and adjustments if needed. Digital advertising can provide opportunities for businesses to interact directly with customers. Comments, responses, or feedback can be accessed and responded to directly.

In digital marketing, businesses can choose various types of advertisements, such as display ads, Google ads, or social media ads. This provides flexibility in marketing approach. With the right analytics tools, businesses can gauge the extent to which their investment in paid advertising is generating profits. This helps them make smarter decisions in marketing budget allocation.

To increase the effectiveness of advertising, business actors should understand how search engine algorithms work. This knowledge helps them develop a more optimal advertising strategy. By understanding and implementing paid advertising in their digital marketing strategy, stone handicraft businesses in Silakarang, Bali, have a greater opportunity to increase their online presence and increase sales of their products.

Stone handicraft business actors in Silakarang, Bali, have apparently understood that search engine optimization (SEO) is an integral part of digital marketing strategies that can significantly increase their sales. Through proper SEO practices, businesses can

improve their website's ranking in search engine results. This makes their business easier to find by potential customers. SEO allows targeting specific keywords that are relevant to the product. Thus, their site will appear when people search for related products or services.

SEO helps attract more qualified traffic to the website. People who find a site through search results tend to be more interested and more likely to turn into customers. Business people should understand how search engine algorithms like Google work. This includes an understanding of the factors that affect a website's ranking, such as content quality, backlinks, and user experience. Website content should be optimized by using relevant and informative keywords. This not only helps in search engine rankings, but also provides added value to visitors.

Given the large number of internet users accessing the site through mobile devices, it is important for businesses to ensure that the website is mobile-friendly. It has also become an important ranking factor in search engine algorithms. The use of web analytics tools, such as Google Analytics, can provide insight into visitor behavior. Businesses can use this data to optimize their SEO strategies. SEO ranking improvement can also improve a business's online reputation. Consumers tend to trust businesses more on the first page of search results.

SEO is a long-term effort that, if managed well, can provide sustainable results. This is in contrast to paid advertising which provides immediate results but may be temporary. By understanding and implementing SEO practices in their digital marketing strategies, stone padas businesses in Silakarang, Bali, can maximize their online potential, increase visibility, and ultimately increase sales of their stone products.

CONCLUSION

The conclusion of implementing digital marketing to increase sales of Padas stone handicrafts in Silakarang, Bali, is that this strategy has great potential to increase product visibility and sales. By utilizing various digital platforms such as social media, websites, and online advertising campaigns, Padas stone handicraft businesses can reach a wider audience. In addition, engaging consumers online through interactions and promotions on social media can strengthen bonds with customers and build a dedicated community towards the product. The implementation of digital marketing strategies also provides flexibility to measure and analyze campaign performance in real-time, allowing companies to adjust and improve their marketing strategies based on the data obtained.

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