

DIGITAL MARKETING STRATEGY TO INCREASE SALES USING SWOT ANALYSIS AT RAISA AEON STORE BSD TANGERANG

Murniati¹, Munarsih²

Faculty Economic and Business, University of Pamulang¹
Email: murniatii754@gmail.com¹, dosen02448@unpam.ac.id²

Abstract: The purpose of this study is to analyze the Digital Marketing strategy in increasing sales at RAISA Aeon Store BSD Tangerang with a SWOT analysis approach which experienced a decline in revenue due to increasingly tight Company competition. The place of this research was conducted at RAISA Aeon Store BSD Tangerang located at Jl. BSD Raya Utama, Pagedangan, Pagedangan District, Tangerang Regency, Banten 15339. The research method uses a qualitative descriptive method with data collection techniques including observation, interviews, and documentation which are then analyzed using SWOT analysis. The results of the analysis show that the IFAS value is 0.91 and EFAS 0.87, the position of the SWOT matrix is in an aggressive strategy in quadrant I. This strategy shows that RAISA Aeon Store BSD has high internal strengths and considerable external opportunities, but has not been utilized optimally in the face of increasingly tight competition, so it is necessary to strengthen and develop digital marketing strategies to increase sales.

Keywords: *Digital Marketing, Marketing Strategy, Sales, SWOT*

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1. Introduction

The rapid development of digital technology has significantly transformed business activities in Indonesia, particularly in the retail sector. The shift from conventional marketing methods to digital marketing has changed the way companies interact with consumers. Previously, marketing relied on brochures, banners, and printed media. However, in the digital era, companies utilize social media, websites, and digital communication platforms to reach customers more effectively and efficiently. This transformation not only affects promotional strategies but also influences consumer purchasing behavior.

Digital marketing has become an important strategy in increasing company sales. According to Kotler (2016), marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating and exchanging products of value. In the digital context, marketing activities are carried out through online platforms such as WhatsApp, Instagram, and websites that allow businesses to communicate directly with customers. Based on Hootsuite (2024), WhatsApp is the most widely used social media platform in Indonesia, reaching 90.9% of internet users. This condition shows that WhatsApp can be an effective tool for implementing digital marketing strategies.

In developing effective marketing strategies, companies need to evaluate internal and external factors. One strategic tool that can be used is SWOT analysis, which analyzes Strengths, Weaknesses, Opportunities, and Threats. Through SWOT analysis, companies can

formulate appropriate strategies to optimize strengths and opportunities while minimizing weaknesses and threats in order to improve sales performance.

Raisa AEON Store BSD is a personal shopper service operating within AEON Store BSD that utilizes digital platforms, especially WhatsApp Business, to conduct promotional activities and serve customers. Various promotional programs such as discounts, cashback, free delivery, and “Tebus Murah” programs are implemented to attract consumers. Although digital marketing strategies have been applied, sales performance in recent years shows fluctuations and declining achievements.

Table 1. Data Realization Sales at RAISA Aeon Store BSD Tangerang

Year	Realization (%)	Description
2022	125%	Achieved
2023	90%	Not Achieved
2024	91%	Not Achieved

Source: Raisa Aeon Store Bsd 2025

Based on the data above, in 2022 Raisa AEON Store BSD successfully exceeded its sales target with a realization of 125%. However, in 2023 sales decreased to 90% of the target, indicating that the company failed to achieve the expected performance. This decline was influenced by changes in consumer behavior after the pandemic and less optimal promotional effectiveness. In 2024, although digital marketing strategies were still implemented, sales achievement only reached 91% of the target, showing that the company still faced challenges in increasing revenue.

This downward trend indicates that although digital marketing has been implemented, it has not been fully optimized to improve sales performance. Increasing competition in online retail services also requires Raisa AEON Store BSD to evaluate and reformulate its digital marketing strategies more strategically and systematically.

Based on the background above, this study aims to analyze the digital marketing strategy using SWOT analysis in order to formulate appropriate strategic recommendations to increase sales at Raisa AEON Store BSD. The results of this study are expected to provide both theoretical contributions in marketing management studies and practical recommendations for improving company performance.

2. Literature Review

2.1 Digital Marketing

According to Heinze and Huertas (2021), digital marketing strategy involves planning, developing, and implementing marketing activities that utilize digital technology and social media to achieve business goals such as increasing sales and brand awareness. According to (Pramudita & Suharyati, 2024) Digital Marketing is an effort made by companies to utilize digital media or the internet so that consumers can receive information about the products or services offered, so that ultimately the company's sales increase.

2.2 Sales

According to Sumiyati and Yatimatun (2021: 2), sales are defined as the purchase of goods or services from one party to another in exchange for money. Sales are a source of company revenue; the greater the sales, the greater the company's revenue. Swastha, in Setianto and Dunan (2022), states that selling is the art and science of persuading customers to buy their

products or services. In short, selling involves transferring a product to a buyer in exchange for money. According to Kotler and Armstrong in Yolanda (2021), selling is a managerial social process where individuals and groups get what they need and what they want, create, offer, and exchange products of value with other parties. According to William G. Nicklels in Taher (2022), he states that "face-to-face selling is defined as an interaction between individuals, meeting face to face, aimed at creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties."

2.3 SWOT Analysis

According to Mujito (2023:43), SWOT analysis is a method used to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) that affect a company's access. This helps companies evaluate their strategies and determine what actions to take to strengthen their market position. According to Virgo Simamora (2022:27) Analysis of strengths, weaknesses, opportunities and threats or the abbreviation SWOT is an analysis carried out to determine the current situation faced by the Company concerning external factors, namely opportunities and threats, as well as internal factors, namely strengths and weaknesses.

3. Research Method

According to Sugiyono (2020:9), qualitative research is a method used to examine natural object conditions, where the researcher acts as the key instrument, data collection techniques are carried out through triangulation (combination), data analysis is inductive in nature, and qualitative research results emphasize meaning rather than generalization.

This research was conducted at Raisa AEON Store BSD, located at Jl. BSD Raya Utama, Pagedangan, Tangerang, Banten. Supporting informants are individuals who provide additional information to complement the analysis and discussion in qualitative research. The total number of informants in this study was 20 people, consisting of 1 key informant and 19 supporting informants. The key informant was the Assistant Manager of Raisa AEON Store BSD because the Assistant Manager has comprehensive knowledge regarding the company's digital marketing strategies and overall operational activities. Meanwhile, the supporting informants consisted of 1 Group Leader, 1 Assistant Group Leader, 4 employees, 3 personal shopper, and 10 customers who were considered to understand the implementation of digital marketing and service processes at Raisa AEON Store BSD.

According to Sugiyono (2020:105), there are four data collection techniques commonly used in qualitative research, namely observation, interviews, documentation, and triangulation (a combination of observation, interviews, and documentation). In this study, data were collected through direct observation of digital marketing activities, semi-structured interviews with informants, documentation of sales data for the period 2022–2024, and triangulation to ensure data validity. The data were then analyzed using SWOT analysis by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats), which were further evaluated using IFAS and EFAS matrices to determine the company's strategic position and formulate appropriate digital marketing strategies to increase sales.

4. Results and Discussion

4.1 Results

Matrix SWOT, Ifas and Efes RAISA Aeon Store

Based on the results of interviews, observations, and documentation, the internal and external factors influencing digital marketing strategy at Raisa AEON Store BSD are identified as follows:

Table 2. SWOT Matrix Strategy Options

Strength	Weakness
1. Interactive and communicative personal shopper service 2. A wide variety of Aeon products available 3. High repeat order rates from loyal customers 4. Exclusive promotional programs for RAISA customers 5. Trusted digital transaction security	1. The administration and shopping systems are still manual 2. Limited number of personal shoppers during peak season 3. Slow response when handling more than one customer 4. Lack of broad market awareness (brand awareness). 5. Complete reliance on physical inventory in stores.
Opportunities	Threats
1. High interest in online shopping without having to queue physically 2. Potential for business-to-business expansion 3. Effectiveness of word-of-mouth promotion from satisfied customers 4. Utilization of customer feedback data for digital marketing 5. Growth in WhatsApp users as a shopping medium	1. Competitors have more automated instant shopping apps 2. Human error in product selection. 3. Unstable stock availability fluctuations. 4. The emergence of similar services with lower shipping costs 5. The risk of negative complaints on social media if the response is slow.

Source: Processed data (2025)

Based on the SWOT analysis in Table 1, it can be concluded that RAISA AEON Store BSD has several key strengths, such as interactive and communicative personal shopper services, a wide variety of products, a high repeat order rate from loyal customers, exclusive promotional programs, and a secure and reliable digital transaction system. These strengths are an added value in increasing customer satisfaction and loyalty. However, there are several weaknesses that need to be addressed, such as the still manual administration and service system, limited number of personal shopper human resources during peak seasons, slow response when handling more than one customer, low brand awareness, and dependence on physical inventory in the store.

Opportunities that can be exploited include the increasing interest in online shopping without having to queue at physical stores, the potential for expansion into the business-to-business (B2B) segment, the effectiveness of word-of-mouth promotions from satisfied customers, the use of feedback data to support digital marketing strategies, and the growth of WhatsApp users as a shopping medium. On the other hand, threats that need to be anticipated include competitors with more automated shopping applications, the risk of human error in

product selection, fluctuations in stock availability, the emergence of similar services with cheaper shipping costs, and the risk of negative complaints on social media due to slow responses. Therefore, the right strategy is needed by optimizing strengths to capitalize on opportunities, improving weaknesses through system innovation and human resource development, and anticipating threats so that RAISA remains competitive and is able to increase sales sustainably.

Table 3. Matrix SWOT

IFAS EFAS	Strengths (S) 1. Interactive and communicative personal shopper service 2. A wide variety of Aeon products available 3. High repeat order rates from loyal customers 4. Exclusive promotional programs for RAISA customers 5. Trusted digital transaction security	Weakness (W) 1. The administration and shopping system is still manual. 2. Limited number of personal shoppers during peak season. 3. Slow response when handling more than one customer. 4. Lack of broad market awareness (brand awareness). 5. Complete reliance on physical inventory in stores
Opportunities (O) 1. High interest in online shopping without having to queue physically 2. Potential for business-to-business expansion 3. Effectiveness of word-of-mouth promotion from satisfied customers 4. Utilization of customer feedback data for digital marketing 5. Growth in WhatsApp users as a shopping medium	Strategy S-O 1. Optimizing personal shopper services and product variety to meet the high demand for online shopping. (S1, S2, O1) 2. Leveraging exclusive promotions to attract potential market expansion into the B2B business segment. (S4, O2) 3. Maximizing transaction security on the WhatsApp platform to increase sales volume. (S5, O5)	Strategy W-O 1. Increase market awareness through effective word-of-mouth promotion and consistent social media content. (W4, O3) 2. Improve manual shopping systems by utilizing customer feedback data to digitize services. (W1, O4) 3. Expand reach through WhatsApp to address low brand awareness. (O5, W4)
Threats (T) 1. Competitors have more automated instant shopping apps.	Strategy S-T 1. Leveraging personal shopper interactions as an added value to counter automated app competitors.	Strategy W-T 1. Increase work efficiency and the number of trained personnel to avoid the

2. Human error in product selection. 3. Unstable stock availability fluctuations. 4. The emergence of similar services with lower shipping costs 5. The risk of negative complaints on social media if the response is slow.	(S1, T1) 2. Strengthening customer trust through transaction security to mitigate the risk of negative complaints. (S5, T5) 3. Leveraging a comprehensive product variety to address fluctuations in stock availability in the market. (S2, T3)	risk of negative complaints due to slow response. (W2, T5, W3) 2. Improve the purchase recording system to minimize the potential for human error in product selection. (W1, T2) 3. Strengthen loyalty through promotions and excellent service to mitigate the impact of the threat of cheap personal shopping services. (S4, T4)
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Source: SWOT analysis results 2025

Based on the analysis above, Table 2 shows that the performance of RAISA Aeon Store can be determined by internal and external factors, as these two factors are interrelated. The next step after creating a list of indicators for internal and external variables and formulating them into S-O, S-T, W-O, and W-T strategies is to assign weights to each indicator by comparing the role of each indicator with the others.

Internal and External Identification of RAISA Aeon Store Matrix IFAS (Internal Factor Analysis Summary)

After a company's internal strategic factors have been identified, an IFAS table is prepared to formulate these internal strategic factors within the company's strengths and weaknesses. The steps are as follows:

- Determine the factors that constitute the company's strengths and weaknesses in column 1.
- Determine factor weights on a scale from 1.0 (most important) to 0.0 (unimportant), based on the influence of each factor on the company's strategic position. (The sum of these weights should not exceed a total score of 1.00).
- Calculate a rating (in column 3) for each factor on a scale from 4 (outstanding) to 1 (poor) based on the factor's influence on the company's condition.
- Then, multiply the weights in column 2 by the rating in column 3 to obtain the weightings in column 4.
- Sum the weighted scores (in column 4) to obtain a weighted score for the company's response to each of the factors. Good supplier support. Internal strategic planning. This total score can be used to compare the company with other companies in the same industry group.

Table 4. Internal Matrix of Evaluation Factors

FACTORS INTERNAL				
No	INDICATOR	WEIGHT	RATING	WEIGHTED SCORE
STRENGTH				
1	Interactive and communicative personal shopper service	0,10	4	0,40
2	Availability of a very complete variety of Aeon products	0,10	3	0,30
3	High repeat order rate from loyal customers	0,11	4	0,44
4	There is an exclusive promo program for RAISA customers	0,10	4	0,40
5	Trusted digital transaction digital security	0,09	3	0,27
	Amount	0,5		1,81
WEAKNESSES				
1	The administration and shopping system is still manual	0,12	2	0,24
2	Limited number of personal shopper HR during peak season	0,10	1	0,10
3	Slow response when handling more than one customer	0,10	2	0,20
4	Lack of broad market awareness (brand awareness)	0,10	2	0,20
5	Complete reliance on physical stock in stores	0,08	2	0,16
	Amount	0,5		0,90
	SUB TOTAL	1.00		
	TOTAL IFAS		2,71	

Source: SWOT analysis results 2025

Table 3 Internal Matrix of Evaluation Factors shows that the total weighting of the Strengths is 0.5, with a total weighting score of 1.81, indicating that the company's strengths contribute significantly to improving RAISA's digital service performance. The Weaknesses indicator has a total weighting of 0.5 with a weighting score of 0.90, indicating that several internal challenges remain that require attention. The overall IFAS score (the sum of the strengths and weaknesses scores) is 2.71, indicating the company has a strong internal position, as it is above the average score of 2.50. The total IFAS coordinate score is 0.91, obtained by subtracting the total strengths from the weaknesses. This total IFAS score of 0.91 indicates that RAISA AEON Store BSD internal conditions have significant strengths, with the strengths still able to offset the company's weaknesses.

Table 5. External Matrix of Evaluation Factors

EKSTERNAL FACTORS				
No	INDICATOR	WEIGHT	RATING	WEIGHTED SCORE
OPPORTUNITIES				
1	High interest in online shopping without having to queue physically	0,12	4	0,48

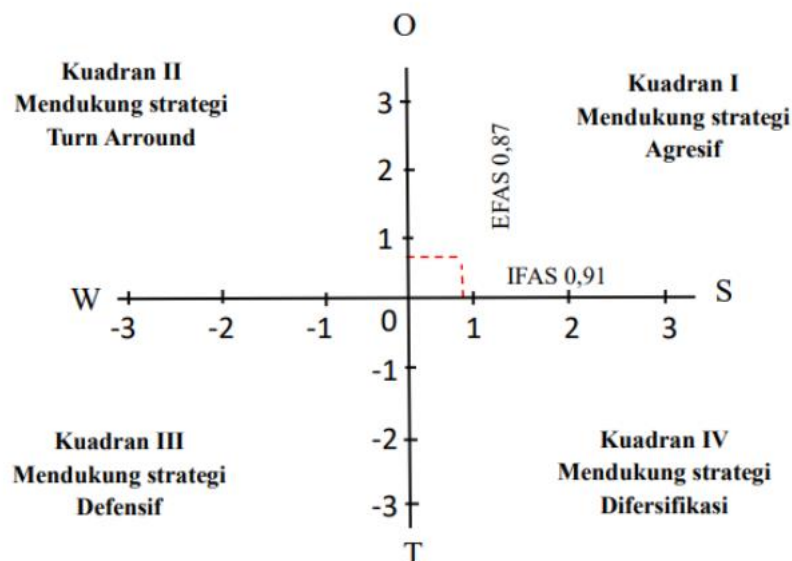
2	Potential for business-to-business expansion	0,10	3	0,30
3	Effectiveness of word-of-mouth promotion from satisfied customers	0,11	3	0,33
4	Utilizing customer feedback data for digital marketing	0,10	3	0,30
5	Growth in WhatsApp users as a shopping medium	0,12	4	0,48
Amount		0,55		1,89
THREAT				
1	Competitors have more automated instant shopping apps	0,12	3	0,36
2	Human error in product selection	0,10	2	0,20
3	Fluctuating stock availability	0,08	2	0,16
4	The emergence of similar services with lower shipping costs	0,08	2	0,16
5	Risk of negative complaints on social media if the response is slow	0,07	2	0,14
Amount		0,45		1,02
SUB TOTAL		1.00		
TOTAL EFAS			2,91	

Source: SWOT analysis results 2025

Based on Table 4. of the External Factor Evaluation Matrix (EFAS), the total weighted Opportunities score is 0.55 with a total weighted score of 1.89, indicating significant external opportunities for RAISA AEON Store BSD to expand its market reach and increase sales through digital strategies. The Threats indicator has a total weighted score of 0.45 with a weighted score of 1.02, indicating external challenges, such as competition from personal shopping services (jastip) and technological changes, that the company must anticipate. The overall EFAS score (the sum of the opportunity and threat scores) is 2.91, indicating the company is responding very well to external factors, as this score is above the average of 2.50. The total EFAS coordinate score is 0.87, obtained by subtracting the total opportunity score from the threat score. The total EFAS value of 0.87 shows that the external conditions of RAISA AEON Store BSD are very favorable, where the available opportunities are still much greater and are able to cover existing threats from external part.

4.2 Discussion

Based on the calculation of RAISA Aeon Store position value in the SWOT, IFAS, and EFAS matrices, the following can be illustrated:



Source: Research 2025

The Cartesian diagram above is used to map strategies based on IFAS (internal factors) and EFAS (external factors) analysis. The horizontal axis depicts IFAS, with the left side showing Weaknesses and the right side showing Strengths. Meanwhile, the vertical axis depicts EFAS, with the top side showing Opportunities and the bottom side showing Threats. This diagram is divided into four quadrants: Quadrant I (top right) supports an Aggressive Strategy with a focus on strengths and opportunities; Quadrant II (bottom right) supports a Diversification Strategy with a focus on strengths to overcome threats; Quadrant III (top left) supports a Turnaround Strategy with a focus on improving weaknesses while capitalizing on opportunities; and Quadrant IV (bottom left) supports a Defensive Strategy with a focus on overcoming weaknesses and threats.

Based on the coordinate positions resulting from internal and external analysis, namely the IFAS value of 0.91 and EFAS of 0.87, strategic conclusions can be drawn regarding the position of RAISA AEON Store BSD. The IFAS value is at the horizontal axis point (X) with the number 0.91 located to the right of the zero point (0), this indicates that the company's strengths are far more dominant compared to its internal weaknesses. Meanwhile, the EFAS value of 0.87 is above the zero point on the vertical axis (Y), which indicates that external opportunities significantly exceed the threats that exist in the business environment.

5. Conclusion

Based on the results of the study, it can be concluded that the digital marketing strategy implemented by Raisa AEON Store BSD plays an important role in supporting sales performance, particularly through the utilization of WhatsApp Business and various promotional programs such as discounts, cashback, and free delivery services. However, sales data from 2022–2024 indicate fluctuating performance, where sales targets were not consistently achieved in the last two years. The SWOT analysis shows that Raisa AEON Store BSD is positioned in Quadrant I (aggressive strategy), indicating strong internal capabilities and favorable external opportunities. Therefore, the appropriate strategy is to optimize strength

in order to maximize opportunities, especially by improving digital content consistency, expanding promotional channels, enhancing service responsiveness, and strengthening customer relationship management. The implementation of a more integrated and innovative digital marketing strategy is expected to improve sales performance sustainably and increase competitiveness in the online retail service sector.

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