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# Optimization of Digital Marketing Strategy with Implementation of SOSTAC Method

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## ABSTRACT

**Purpose:** This training aims to develop digital marketing strategies for pesantren cooperative business entities as one of the efforts in countering the impact of the COVID 19 Pandemic.

**Design/methodology/approach:** Qualitative phenomenological approach is this research approach where in the process of data collection is done with participant observation to gain an understanding of the essential phenomena that occur.

**Findings:** The result of this research is a digital marketing strategy for Koperasi Pesantren where pandemic must further develop online marketing. Limited resources on understanding the mechanisms of online marketing become one of the main problems. This needs to be improved through a variety of relevant training activities.

**Research limitations/implications:** This research is limited to Koperasi Pesantren Zain Amanah Masalah Lumajang Regency.

**Practical implications:** The results of this study can be a reference for other business entities to develop digital marketing strategies in the pandemic era.

**Originality/value:** This paper is original

**Paper type:** Research paper

**Keyword:** SOSTAC, Digital Marketing Strategy, Koperasi Pesantren

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## I. INTRODUCTION

Pandemics hit the whole world, as did Indonesia. Various impacts occur in many sectors of society both in the economy and education. The covid19 pandemic caused an economic crisis that greatly impacted various community business units, both Small Community Enterprises and cooperatives. A cooperative is a business entity operated for the common good. So, the purpose of the cooperative itself is to prosper its members in terms of the economic field.

Pesantren cooperative is one of the business entities that develop in the pesantren environment. Pesantren is an Islamic social and educational institution that implements the concept of balance between life as a form of good worship that is direct (Mahdhoh) to the creator (Kholiq) namely Alloh SWT as a welfare of birth and indirect worship (Ghoir Mahdhoh) by interacting socially and economically to get welfareborn. The growth of the cooperative movement among santri is one form of embodiment of the concept of mutual help (ta'awun), brotherhood (ukhuwah), demanding knowledge (tholabul ilmi) and various other aspects of Islamic teachings. The concept together (berjaa'ah) and carried out in a clear and fair legal (sharia) that is relevant to the purpose of cooperatives established, managed shah with the provisions of joint regulations and prosperous for members together (Adhi Iman Sulaiman & Sri Pangestuti, 2016)

The Indonesian Business Development Services Association conducted a survey of community business units on the impact of the COVID 19 pandemic. The results of the survey showed that community business units struggled to grow even Small Community Businesses did not get sales of 36.7%, as much as 26% decreased sales and as much as 60% had problems with the availability of raw materials and installment arrears (Asosiasi Business Development Services Indonesia, 2020). The same thing happened to Koperasi Pesantren where it was difficult to develop in this pandemic era.

As a result of the impact of the pandemic, it is necessary to formulate a marketing strategy not only for Koperasi Pesantren but also all community business units. The strategy for boarding school cooperatives must be in accordance with government regulations on health protocols. The rapid development of technology in the field of information technology allows buying and selling transactions without having to meet in person. In the era of new normal business actors are required to immediately transform into the digital era, not least the students of Koperasi Pesantren.

Koperasi Pesantren rescue policy from the impact of the COVID19 pandemic requires support in the form of short and long-term strategies to maintain business continuity as economic actors in Indonesia (Sulistyan & Paramita, 2021; Lukiana & Sulistyan, 2021; Mikro, 2020). In the pandemic period that does not know the end of when, pesantren cooperatives are expected to strengthen strategies and change business models and transform to digital by adjusting pandemic conditions and government regulations so as to overcome existing challenges (Thaha, 2020).

The implementation of digital marketing strategies can provide fast, clear and precise information to consumers and to maximize the implementation process needs to be controlled and evaluated. The result is that the implementation of e-marketing strategies can affect the company's targets. (Gunawan & Fikri Wahyudi, 2019). From the results of this research can prove that the application of marketing strategy is needed for companies to be able to recognize the company's targets and objectives.

Some strategies that can be applied by Koperasi Pesantren in the face of the covid19 pandemic are to make direct sales through e-commerce, digitally and transform digitally, improve product quality and add value to products and services, establish good relationships with customers with some of these strategies expected to increase sales and community efforts can survive (Alfin, 2020).

Post-pandemic recovery is needed for Koperasi Pesantren to survive, in fact many Koperasi Pesantren have not implemented strategies in entering into digital, the results of observations that have been made by most Koperasi Pesantren many who go into digital without planning a good strategy.

Many of the previous studies have not implemented a comprehensive strategy in preparing digitally transformed pesantren cooperatives. For this reason, the research aims to develop digital marketing strategies in the face of pandemics and post-pandemic as a whole and prepare documents as a reference for Koperasi Pesantren Zain Amanah Masalah Lumajang Regency. The results of this study are expected to be a reference for pesantren cooperatives when going into digital marketing.

## II. METHODOLOGY

The study used a qualitative phenomenological approach where researchers collected data with participant observations to find out the essential phenomena that occurred. While the method used is the SOSTAC method, which consists of 6 stages, among others; situation analysis, objectives, strategy, tactic, action and control (Chaffey, 2015; Setyo, Paramita, & Sulistyan, 2021). The basis of this method is assumed to be usable in e-marketing and expand marketing for companies.

Based on figure 1 outlined discussion about each stage, in this SOSTAC analysis there are 6 stages, namely:

### 1. Situation analysis

Situation analysis is used to find out how the surrounding conditions of Koperasi Pesantren Zain Amanah Masalah Lumajang Regency. The results of this analysis are used as materials to create marketing strategies. The purpose of situation analysis is to analyze how current and future conditions can be realized. At this stage also use tools such as SWOT, competing analysis and demand analysis. SWOT is used to find out what conditions in the environment of Koperasi Pesantren Zain Amanah Masalah Lumajang Regency from the internal (Strength and weakness) and external (Opportunity and Threat). The information obtained from swot analysis can be used for planning. The goal of SWOT is to help find the goals you want to achieve.

### 2. Objective

Used for the purpose of what is cool or what it wants to achieve for the company. In the objective stage has 5S, namely: sell, serve, speak, save and sizzle.

3. Strategy

In this section it is very important how not in this part of the strategy is very big role to achieve the goals that want to be obtained. With a good strategy, the goal is easy to achieve.

4. Tactics

At this stage, several steps are taken that will be used for system development, the resulting formulation of the strategy that has been made.

5. Actions

This is done after getting the strategies and tactics that will be implemented.

6. Control

In this last stage to evaluate and check whether the action process that has been done runs smoothly and according to the goal so that it can be the maximum result.



Figure 1 – Alur SOSTAC (Chaffey, 2015) (Smith, 2011)

**III. RESULTS AND DISCUSSION**

The results of this study are divided into 5 stages in accordance with the analysis of the SOSTAC method. Here is the implementation on the condition of Koperasi Pesantren Zain Amanah Maslahah in Lumajang Regency.

1. Situation Analysis

This step is one of the most important parts within the SOSTAC model. Before starting any marketing campaign, Koperasi Pesantren Zain Amanah Maslahah Lumajang Regency have to understand where the business currently lies, how well the performing, what’s getting in the way of your succes and what you need to focus on. This stage is used to find out the environmental situation in Koperasi Pesantren Zain Amanah Maslahah Lumajang Regency. This step uses SWOT analysis. (Safanta, et al., 2019)

Table 1 – Analisis SWOT

STRENGTHS	WEAKNESS
Cheap products	Sales are still conventional
Unique product	The product does not vary.
Focus on only one product	Resources doesn’t know online marketing yet.
Raw materials are easy to get	Resources are less knowledgeable about digital marketing

<i>OPPORTUNITIES</i>	<i>STRATEGI SO</i>	<i>STRATEGI WO</i>
<i>Large local and national markets</i>	<i>The use of digital marketing to reach a wider national market</i>	<i>Develop a digital marketing strategy</i>
<i>Koperasi Pesantren Zain Amanah Masalah Lumajang Regency products are starting to be seen by consumers</i>	<i>Use social media better</i>	

  

<i>THREATS</i>	<i>STRATEGI ST</i>	<i>STRATEGI WT</i>
<i>Cheaper substitution products</i>	<i>Competitive product prices and maintaining quality</i>	<i>Cooperate with cosmetic shopping centers in Lumajang Regency</i>
<i>Competing products of the same quality and low prices</i>	<i>Give discounts on many purchases</i>	
<i>Very cheap Chinese imported products</i>	<i>Strengthening the value of the product as an Koperasi Pesantren Zain Amanah Masalah Lumajang Regency product</i>	

2. Objective

On this step, Koperasi Pesantren Zain Amanah Masalah Lumajang Regency determine the campaign objective based on the step before. Objective determination is based on the situation of analysis using 5S, namely sell, serve, save and sizzle. (Tjiptono & Diana., 2016)

*Table 1 – Analisis Objective*

<i>Objective</i>	
<i>Sell</i>	<i>: Improve the process of marketing potential by promoting products on social media</i>
<i>Serve</i>	<i>: Creating product variance</i>
<i>Speak</i>	<i>: Interact with customers through social media</i>
<i>Save</i>	<i>: Develop a promotional process that starts offline into online</i>
<i>Sizzle</i>	<i>: Improving brand awarness through online channels</i>

3. Strategy

The next stage is to determine the strategy by using STP (Segmentation, Targeting and Positioning). Based on the previous stages, the following strategies were made;

- a. Planning a product
- b. Planning place
- c. Set a price
- d. Planning a promotion

4. Tactic

This step is the methods incorporated at various stages to ensure the strategy is successful. This stage is done based on 7P Marketing Mix analysis. (Pogorelova et al., 2016) among others;

*Table 1 – Analisis Tactics*

<i>Tactics</i>	
<i>Product</i>	<i>: Koperasi Pesantren Zain Amanah Masalah Lumajang Regency products have several types of variances with good quality</i>
<i>Promossion</i>	<i>: Provide information from the product to the contact number that can be contacted  more on the social media used</i>
<i>Price</i>	<i>: Provides affordable prices and stabis in accordance with market prices and also provides the best quality raw materials</i>
<i>Place</i>	<i>: Putting marketing through social media</i>
<i>People</i>	<i>: Target market segmentation with an age range of about 18-60 years for adolescents and parents and also provide digital marketing training to employees in order to be able to continue to promote to the maximum.</i>
<i>Process</i>	<i>: The process of marketing sandal bandol products by providing contacts listed on websites and social media and creating content and posts that can help in the product promotion process</i>
<i>Physical Evidance</i>	<i>: Strategic locations that can be reached by customers</i>

5. Actions

Once the objective has been established, then make how this objective will be achieved based on comprehensive digital marketing strategy (Cowley, 2016). From several points about comprehensive digital marketing strategy researchers take several points that will be used as a digital marketing strategy, the point is in between:

a. Marketing Foundation

At the point marketing foundation consisting of personas, positioning, messaging taken by researchers because the point is the basis of marketing to market products.

b. Content Strategy

In marketing the product content strategy, the goal is to make the content to be more interesting as in article creation and also techniques in making the quality of content to be more maximal.

c. Social Media Marketing

Koperasi Pesantren Zain Amanah Masalah Lumajang Regency require social media marketing in promoting their products. This is done on the basis of social media users who are increasing every day. On the other hands to expand marketing with paid online advertising to increase brand awareness. Social media used in this digital marketing strategy is facebook, instagram, youtube, tokopedia and shopee

6. Control

At this stage created to analyze and monitor the statistic of running the strategy. In this way it will be very profitable in monitoring and analyzing brand awareness, user engagement, sales volume through conversion mapping data from engagement to sales per consumer per digital marketing media channel. If there are shortcomings, the SOSTAC model will allow searches ranging from actions and control points back to the restructuring of objectives at the beginning.(Cowley, 2016)

#### IV. CONCLUSION

The process of creating a digital marketing strategy at The Zain Amanah Masalah Lumajang Regency Pesantren Cooperative using the SOSTAC method (Chaffey, 2015) It begins with a situation analysis of the business unit. From this initial stage will be identified problems in the business unit by using SWOT analysis. The next steps are objectives, strategies, tactics, action and control. In the implementation process, the resources of the business unit were given training related to the development of digital marketing at the Zain Amanah Masalah Lumajang Regency Pesantren Cooperative. Social media used in this digital marketing strategy is facebook, instagram, youtube, tokopedia and shopee. In addition to improvements in digital marketing capabilities, business unit resources also require an understanding of the importance of offline marketing to product innovation that is felt to be needed for the Zain Amanah Masalah Lumajang Regency Pesantren Cooperative.

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