

Digital Marketing Strategy : A Study On Start-Up Delivery Service Business In Manggarai Regencies

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Abstract

This research investigates the implementation of digital marketing in start-up entrepot service businesses in the Greater Manggarai region, particularly focusing on the use of social media as the main marketing tool. Against the backdrop of the rapid development of information technology and the increasing popularity of the trust services business, this study aims to understand how businesses utilize digital marketing strategies to expand their market and increase their brand exposure. The research method used is a descriptive qualitative approach using data from online observations and interviews with drop-off service owners and customers. The results show that the majority of businesses use social media such as Facebook and Instagram as the main marketing tools, with the implementation of digital marketing strategies such as search engine optimization (SEO) to increase their online visibility. The implementation of digital marketing aims to increase brand awareness, customer numbers, and sales. Although competition in the market is getting tougher, innovation and effective marketing strategies are key to winning the competition. In conclusion, the implementation of digital marketing is a must in the growth strategy of a delivery service business in this digital era, allowing businesses to win the trust and preference of customers through consistent and relevant interactions on social media.

Keywords: Digital Marketing, delivery service, Manggarai Regencies

Abstrak

Penelitian ini menginvestigasi implementasi digital marketing pada bisnis start-up jasa titip di wilayah Manggarai, terutama fokus pada penggunaan media sosial sebagai alat pemasaran utama. Dengan latar belakang perkembangan teknologi informasi yang pesat dan meningkatnya popularitas bisnis jasa titip, penelitian ini bertujuan untuk memahami bagaimana pelaku bisnis memanfaatkan strategi digital marketing untuk memperluas pasar dan meningkatkan eksposur merek mereka. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan menggunakan data dari observasi online dan wawancara dengan pemilik jasa titip dan pelanggan. Hasil penelitian menunjukkan bahwa mayoritas pelaku bisnis menggunakan media sosial seperti Facebook dan Instagram sebagai alat utama pemasaran, dengan penerapan strategi digital marketing seperti search engine optimization (SEO) untuk meningkatkan visibilitas online mereka. Implementasi digital marketing bertujuan untuk meningkatkan kesadaran merek, jumlah pelanggan, dan penjualan. Meskipun persaingan di pasar semakin ketat, inovasi dan strategi pemasaran yang efektif menjadi kunci untuk memenangkan persaingan. Kesimpulannya, implementasi digital marketing menjadi keharusan dalam strategi pertumbuhan bisnis jasa titip di era digital ini, memungkinkan pelaku bisnis untuk memenangkan kepercayaan dan preferensi pelanggan melalui interaksi yang konsisten dan relevan di media sosial.

Kata kunci: Pemasaran Digital, Jasa Titip, Wilayah Manggarai

INTRODUCTION

The increasingly uncertain development of the world requires all aspects of human life to be able to adapt to existing demands, thus requiring strengthening competencies as the main capital in dealing with the complexity of these developments. One aspect that must be strengthened is the capacity of Human Resources as the frontline. Along with strengthening this capacity, understanding the development of the world of information technology is a must for a business entity. Increasingly fierce business competition requires all types of businesses to adapt and overcome the problems faced quickly. Businesses are required to always perform high by utilizing information technology to the fullest so as to create accurate, timely, and useful information (Oktavia, 2015). This also applies to service businesses that must prioritize quality service for consumers. To face the increasingly fierce business competition, especially in the field of delivery services in Greater Manggarai, the implementation of digital marketing strategies is very important. Digital marketing allows businesses to reach more consumers efficiently and effectively. In this context, the ability to utilize information technology to create accurate and timely information is crucial. Delivery businesses that implement digital marketing can improve the quality of service to consumers by providing various real-time service information, which in turn can increase customer satisfaction and loyalty. Therefore, strengthening the capacity of Human Resources in understanding and implementing digital marketing is a must for delivery service businesses in Greater Manggarai to remain competitive and sustainable.

One of the most popular service businesses today is freight forwarding. This business is increasingly favoured by millennial business people who are familiar with information technology. Based on statistical data, the majority of the age of these business actors is in the range of 25 to 44 years (BPS, 2023). This reality departs from the fact that the process of distributing products and services has changed significantly in recent years where consumers tend to use online channels to carry out shopping activities (Dirgantari et al., 2022). Based on Facebook and Instagram social media search data, there are 27 delivery service startups actively operating in Greater Manggarai. In developing a new business or startup business in Greater Manggarai, the marketing aspect must be one of the important things that business people need to pay attention to. The sustainability of a business depends on the marketing aspect of its products or services (Oktavia, 2015). Therefore, these business actors need to optimize quality, effective, and efficient online marketing media in developing businesses in the field of delivery services.

One important aspect in advancing the delivery service business in Greater Manggarai is the implementation of digital marketing strategies. Digital marketing allows delivery businesses to reach consumers more widely and efficiently through online-based media. This strategy includes the use of various digital platforms for branding, promotion, and communication with customers, which can increase the effectiveness and efficiency of business operations. With the growing number of eCommerce businesses in Indonesia, which by 2022 is estimated to reach 2,995,986 businesses (BPS, 2023), the market potential for delivery services is also growing. An effective digital marketing strategy can help

delivery service businesses in Greater Manggarai to utilize the internet as an information and promotion hub, provide real-time services, and interact directly with consumers. In Manggarai Regencies, the implementation of a digital marketing strategy for delivery service businesses includes several key steps, namely building strong online branding through a responsive website and active social media to increase interaction with consumers, optimizing SEO so that businesses are easily found during searches related to delivery services, and businesses can take advantage of paid advertising on platforms such as Google Ads and Facebook Ads with the right targeting, using email marketing to establish personal relationships with customers. With these strategies, delivery service businesses in Greater Manggarai can remain competitive and increase customer satisfaction.

Historically, the delivery service business has been recognized since 2014 in Indonesia. Meanwhile, for the Greater Manggarai area, start-up businesses engaged in delivery services began to increase since 2018. This business has coloured the demand of the Greater Manggarai community as seen from the many hashtags *jastip manggarai* on various social media such as Facebook and Instagram (Sutjiadi et al., 2022). The delivery service business has long been a solution for people who are reluctant to visit conventional stores to avoid long queues (Dirgantari et al., 2022).

This research aims to find out the implementation of quality digital marketing in a startup business of delivery service from Surabaya to Greater Manggarai. The location of this research is Greater Manggarai, which includes Manggarai, West Manggarai, and East Manggarai regencies on Flores Island, East Nusa Tenggara. The high level of purchasing power of people who are starting to switch from conventional to online is the basis of this research, although e-commerce users are still dominated by Java Island with 76.38 percent of businesses, while only 4.19 percent of e-commerce businesses are in Bali and Nusra (Manahuruk, 2023). This is an important concern for delivery service businesses in this region.

This significant gap has made the delivery service business a new attraction in underdeveloped areas. As a research location, the Government of Indonesia's program to make Labuan Bajo one of the priority tourist destinations with Komodo as the main object has also influenced the shopping intensity and lifestyle of the community, including significant purchasing power. Increased tourism activity in Labuan Bajo has a positive impact on the local economy, increasing the need for delivery services to support the tourism industry and meet increasing consumer demand.

This research aims to explore the strategies applied by several online entrepreneurs dominated by Generation Z, such as MoTITIP Jastip, IJ Jastip, Adenha Jastip, EkaJastip, ercoleJastip, and other new entrepreneurs. This business is engaged in online goods delivery services from several platforms such as Shopee, Lazada, Tiktok Shop, Tokopedia, Akulaku, and various other shopping platforms. Based on researcher observations, some of these business entrepreneurs have used various social media platforms such as Instagram, Facebook, and Whatsapp to market their services. This strategy allows them to

reach consumers more widely and effectively, utilize the power of social media for promotion, interact with customers, and build brand awareness and customer loyalty.

Based on the researcher's online monitoring of Instagram social media, several types of jastip have shown significant growth trends. In general, the jastip hashtag on Instagram social media has reached 5.9 million posts, indicating the popularity and high demand for this service. Meanwhile, for Ruteng jastip (Manggarai Regency) there are more than 500 posts, Labuan Bajo jastip (West Manggarai Regency) has more than 500 posts, and Borong jastip (East Manggarai Regency) has more than 100 posts. This data reflects the increase in delivery service business activity in the Greater Manggarai region and shows that the use of social media as a marketing tool has had a positive impact in expanding market reach and increasing business competitiveness.

The difficult topography in the Greater Manggarai area is a major challenge to the development of this business. In addition, the challenge of human resources of the technology-savvy community is also one of the main problems where the majority of people still do conventional shopping activities. However, the development of technology that is increasing rapidly and touching all levels of traditional society is a new opportunity for the development of this business.

LITERATURE STUDY

Digital Marketing

Digital marketing is the use of digital resources through which digital marketing becomes an option to reach customers, interact with them in real-time, and ultimately achieve customer satisfaction (Langan et al., 2019). Innovations in digital marketing have experienced an increase in popularity in recent years, along with an increasing reliance on digital channels to improve communication between MSMEs and consumers (Jung & Shegai, 2023).

Digital marketing has changed the way companies manage and communicate with customers and communities around the world. It has become an important tool to overcome existing challenges in the marketing field (Diez-Martin et al., 2019). Thus, it can be concluded that digital marketing is becoming a crucial element in modern business strategies to improve communication effectiveness and customer satisfaction.

Delivery Service

Delivery service is one of the important alternatives for purchasing various basic consumer needs (Sholikhah et al., 2023). Delivery services have attracted attention and become a top priority because they can reduce travel time and waiting time (Shaeeali et al., 2020). It has changed consumer behaviour, which in turn can change spatial distribution in the long run (Safira & Chikaraishi, 2023).

Although the online shop business dominates, the entrustment service business is still able to generate profits for the perpetrators and attract consumer interest. The rapid development of technology, the increasing use of social media, and the

consumptive nature of the Indonesian people are the main factors that encourage the growth of people's interest in engaging in the delivery service business (Jung & Shegai, 2023). Thus, delivery services continue to be an effective solution in meeting the needs of modern consumers.

METHOD

This research uses a descriptive qualitative approach to explore the digital marketing strategies applied in the delivery service business (jastip) in three districts in Greater Manggarai. This approach was chosen because it can provide an in-depth understanding of how delivery service startup entrepreneurs dominated by Generation Z such as MoTITIP Jastip, IJ Jastip, Adenha Jastip, EkaJastip, and ercoleJastip implement digital marketing through social media and other platforms to expand market reach and increase sales of their services. The location of this research is Greater Manggarai which consists of Manggarai, East Manggarai, and West Manggarai Regencies. This location was chosen because there is an increase in the number of start-up delivery service entrepreneurs and a shift in people's lifestyle in shopping. The population in this study were all delivery service owners and customers selected based on their experience in using or providing jastip services in the region. The sampling technique used purposive sampling. This technique was chosen because the researcher wanted to get in-depth information from individuals who have been managing delivery services the longest and have certain knowledge, experience, or characteristics relevant to the objectives of this study, namely Adenha jastip, motitip, and ij jastip.

Data collection methods included online monitoring of social media activities such as Instagram and Facebook, where researchers observed interactions and marketing strategies used by delivery service entrepreneurs. In addition, in-depth interviews were conducted with delivery service owners and customers using telephone and face-to-face to gain first-hand insights into the challenges, needs, and solutions in operating a delivery service business. The collected data were then analyzed using the Miles and Huberman model, with stages of data reduction to organize findings, data presentation to describe patterns or findings, and conclusion drawing/verification to validate research results. The first stage, data reduction, involved filtering and categorizing data from in-depth interviews and online monitoring to identify important themes such as digital marketing strategies and challenges faced by jastip entrepreneurs in Greater Manggarai. The second stage, data presentation, involved organizing the data in the form of a digital marketing effectiveness matrix of social media accounts and narrative tables of interview results. Conclusion drawing/verification was done by looking for patterns and relationships in the data presented, and testing the validity of conclusions through source and method triangulation to ensure consistency and validity of the research findings. Method triangulation was conducted with interviews, online monitoring, and documentation, while source triangulation was conducted by retrieving information from several different relevant sources such as the owner and customers.

RESULT AND DISCUSSION

Business Overview

Based on observation, this business is still in the Start-Up stage. Several businesses in Greater Manggarai are still relatively new, with the average age of Jastip ranging from 1-3 years. An interview with the owner of Adenha Jastip stated that the challenge of establishing this business is the long time to adapt to existing conditions. In addition, another opinion from the owner of Motitip also said that there are many things that must be prepared by his business, especially related to capital, connections, and the ability to market services using social media. Owner IJ stated that the main challenge of this business is that people are still not technologically literate, which is the basis of business operations. Many people still choose conventional or offline shopping to fulfill their needs. In addition, limitations in online marketing design are a major problem.

The majority of business owners are still individuals and have not been educated in social media management and financial management. Therefore, there is a need for capacity building through training for business owners in social media and financial management, as well as the development of more effective online marketing strategies to increase awareness and accessibility of services at large. Meanwhile, based on an interview with the owner of Adenha, he stated that what they need now is a high level of adaptation.

They need support from various parties in the sustainability of this business, including consumers who have become subscriptions. Meanwhile, based on interviews with the owner of motitip, he stated that what is needed is entrepreneurial training and strong capital in order to improve the quality of services provided, especially in package packaging. Based on an interview with the owner of IJ, he stated that what is needed is an increase in the ability of the community to use information technology.

Based on an interview with Rizal, a customer who prefers offline shopping, he explained that online shopping has a high level of risk. The availability of cheap services does provide convenience from an economic perspective, but the risk of goods not matching expectations is a major problem for them. In addition, Tommy stated that there are still people who do not know the existence of delivery service businesses in sending goods from outside the Greater Manggarai area. In addition, Serlin stated that this business also does not guarantee the safety of their goods compared to other large delivery services. Meanwhile, based on interviews with loyal delivery customers, they explained that this business provides convenience for them. Ecik stated that this business, especially online shop business activities, has easy and cheap delivery.

This statement was confirmed by Tino, a Motitip customer, who stated that delivery services provide convenience for him in shipping costs and the rapid development of information technology is now a new opportunity for this kind of business. In addition, business people still need to implement a WOM (Word Of Mouth) marketing strategy, which is the first strategy in building public awareness of the importance of convenience in shopping.

Implementation of Digital Marketing

Based on the results of digital content analysis, researchers found that the majority of business people still use social media such as Facebook, Instagram, and WA businesses in their business operational activities. The implementation of digital strategies in marketing has a positive contribution to the effectiveness of a business engaged in services or trade. In the ever-changing digital environment, digital marketing has emerged as a critical component in the Company's growth (No et al., 2024).

Digital marketing relates to brand promotion through the internet as a step to attract customers and potential customers. This strategy has a significant return on investment at a lower cost. Some of its implementations include search engine optimization strategies, search engine marketing, social media marketing, digital advertising, and content marketing (Santoso, 2021).

The implementation of digitalization in business activities has a strong bargaining power in the face of ever-changing consumer tastes. Consumer demand for various conveniences in shopping activities requires business organizations to prepare everything simply, quickly, effectively, and efficiently. The presence of technology in doing business is the answer to globalization, business competition, and the demands of consumer tastes (Oktavia, 2015). The following are some of the issues related to the implementation of digital marketing identified from several Greater Manggarai delivery service businesses:

Social Media

In online monitoring, there are several entrusted service startups in Greater Manggarai that have used social media as a medium for marketing and communicating with customers. The most commonly used social media are Facebook and Instagram. The following are some examples of these business entrepreneurs who have used facebook social media in marketing activities:



Figure1. (a) Adenha Jastip; (b) Motitip; (c) Ij Jastip

Source: Instagram, 2024

In online monitoring, researchers also found that entrepreneurs have also used Instagram as an online marketing tool.

The following are some of the entrepreneurs who have used Instagram:



Figure 2. (a) Manggarainesia Jastip; (b) Motitip; (c) Ij Jastip

Source: Instagram, acces 2024

The use of social media has proven to be quite effective in marketing products in the form of package delivery services in Greater Manggarai. In an interview with the owner of motitip, Andik said that these two social media are very useful in disseminating delivery services to customers who need fast and cheap services. In addition, the owner of the Surabaya Manggarai delivery service also said the same thing and was more specific in providing updated information to customers who had not subscribed or had subscribed.

The implementation of social media is very important in providing information related to open batch delivery, price information, package weight, customer complaints, information related to opening hours and closing hours of delivery. Based on the results of researchers' observations, almost all entrepreneurs of entrepreneurs have not used paid Facebook ads and Instagram ads in their digital marketing. This was confirmed by several business owners, that their business scale is still in a small radius so they don't need it yet.

The use of Search Engine Optimization (SEO)

Search engine optimization (SEO) is key for businesses looking to increase exposure on online platforms, including Facebook and Instagram. In an increasingly crowded digital world, SEO is of key importance, especially as Google processes more than 3.5 billion searches per day. By implementing effective SEO strategies, businesses can increase their visibility in search results, attract organic traffic, and expand their online reach. Thus, understanding the importance of SEO in the face of high search volumes is a crucial step to gaining a competitive advantage (Asrigo & Kaburuan, 2024). In optimizing SEO, Manggarai Regencies' social media services apply several things such as complete business profiles, the use of keywords, informative content, the use of descriptions and meta tags, being active on social media platforms, and the use of images and videos.

Regarding the business profile, jastip social media either on Facebook or Instagram has a complete profile starting from the business logo, aesthetic appearance, delivery service prices based on location coverage, delivery route information, delivery procedure information, and WA numbers using the wa.me link on the social media profile. Regarding the use of keywords, entrepreneurs have also used keywords such as #jastipmanggarai, #jasatitip, #jastipmano, #jastipruteng, #olshopmurah, #belanjaonline, #onlineshop, and others.

Some of these keywords are very important to increase visibility and can be found more easily by users who are looking for information related to the topic or product offered. Regarding content on social media, every business has its own characteristics in digital marketing. Based on interviews with business owners, each business name has its own philosophical meaning. The color used in each post is also an attraction in itself as a branding of the entrusted service product. In improving the quality of posts, each jastip also strives to use photos and videos as quality promotional content to customers.

Digital Marketing Objectives and Performance

The implementation of digital marketing in the start-up business of delivery services aims to increase brand awareness, the number of customers, and sales. Achieving these goals requires consistency in marketing activities. The business owners unanimously agreed that using social media is highly effective because it reaches a diverse demographic in Greater Manggarai, including baby boomers, millennials, and Generation Z. Based on online monitoring, digital marketing has effectively reached numerous customers seeking easy and affordable delivery services. For instance, all Facebook and Instagram accounts associated with these businesses have thousands of followers, among which hundreds are regular customers, particularly online shop resellers using various online shopping platforms. By capitalizing on this trend and providing a pleasant and convenient online shopping experience, businesses can significantly expand their market share and boost their growth in this digital age (Ahmad et al., 2024).

The metrics used to measure the success of digital marketing strategies include follower growth on social media platforms, the number of engagements (likes, comments, shares), and conversion rates (the number of followers who become regular customers). Additionally, tracking the increase in customer inquiries and the number of orders placed through social media platforms provides concrete performance data. For example, a notable increase in the number of customers from 200 to 500 within six months and a corresponding rise in sales volume demonstrates the effectiveness of these strategies.

Interviews with several customers of IJ Jastip and MoTITIP highlighted the convenience provided by these parcel delivery services, such as straightforward procedures and affordable prices averaging Rp 10,000/kg. This feedback aligns with previous research findings, which emphasize that service quality, shipping rates, and timeliness are crucial in determining customer satisfaction for parcel delivery and logistics services. Customers demand safe, reliable, and timely deliveries at reasonable rates. By focusing on these aspects, logistics companies

can ensure high customer satisfaction, strengthen customer loyalty, and enhance their market reputation (Violinda et al., 2022). By leveraging digital marketing strategies effectively and monitoring performance metrics, these start-ups can achieve substantial growth and maintain a competitive edge in the market.

Competitive Analysis

Based on online monitoring results, business owners are optimizing digital marketing through social media platforms like Facebook and Instagram, each with its own unique characteristics. This indicates intense competitive dynamics among businesses in terms of promotion, pricing strategies, and service approaches. Each entrepreneur strives to position themselves in an increasingly competitive market, whether through business model development, distribution network expansion, or strategic partnerships. Regarding business model development, each business entity has its own distinctive features.

Based on an interview with the owner of Motitip, it was mentioned that Motitip offers an additional service, which is delivering packages directly to the customer's doorstep. This sets Motitip apart from other parcel delivery services in Manggarai Regencies. Additionally, Manggarainesia has been catering to large-scale deliveries, distinguishing it from other parcel services. Furthermore, IJ Jastip has expanded its operations to several areas in Manggarai Regencies to reach a wider market. A business entity must choose a location close to consumers for easy accessibility (Nafiuddin & Hamdan, 2020).

CONCLUSION

In the context of the development of parcel delivery startup businesses in the Manggarai Regencies region, the implementation of digital marketing has opened up new opportunities to expand markets and increase brand exposure. With the majority of businesses using social media platforms such as Facebook and Instagram as their primary marketing tools, brand awareness and customer interaction become more easily achievable. Additionally, search engine optimization (SEO) strategies also play a crucial role in enhancing the visibility of parcel delivery businesses on online platforms, making it easier for potential customers to find their services. The main objective of implementing digital marketing in parcel delivery start-up businesses in Manggarai Regencies is to increase the number of customers and sales. Through consistency in social media marketing activities and content optimization for SEO, business owners have managed to achieve significant results in reaching their goals. The use of social media also allows business owners to maintain good relationships with customers, provide timely information, and respond to inquiries or complaints quickly.

Although competition in the parcel delivery business market is intensifying, innovation and effective marketing strategies are key to winning the competition. By positioning themselves differently, such as through the development of unique business models, expansion of distribution networks, and strategic partnerships, business owners can differentiate themselves from competitors and gain the trust

and preference of customers. Therefore, the implementation of digital marketing is not only a necessity but also an important aspect of business growth strategies for parcel delivery services in this digital era.

ACKNOWLEDGEMENTS

Special thanks to the owner's delivery businesses in the Manggarai Regencies region for their willingness to participate in interviews and provide valuable insights into the industry.

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