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Implementation of Digital Marketing in Increasing Customers at PT. Banua Mentor Pratama

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ARTICLE INFO	ABSTRACT
<p><i>Historis:</i> Submit 5 September 2024 Review 27 October 2024 Revision 23 November 2024 Accepted 15 December 2024 Publish 27 January 2025</p> <hr/> <p><i>Keywords:</i> Digital Marketing, WhatsApp Business, Instagram, TikTok, Customers</p> <hr/> <p><i>Corresponding Author:</i> Syafiqah email: fikasyafiqah02@gmail.com</p>	<p>This study focuses on the implementation of digital marketing carried out by PT Banua Mentor Pratama through the social media platforms WhatsApp Business, Instagram, and TikTok to increase the number of customers using private tutoring services. The results of the study show that although digital marketing has a positive effect on increasing the number of customers, the impact is not significant. However, companies that are active in digital marketing tend to experience an increase in the number of customers, which indicates a positive correlation between the level of online interaction and customer base growth. The increase in customers is more visible in the use of Instagram Ads and WhatsApp Business, while TikTok plays a greater role in expanding the market by increasing profile visits.</p> <p>This study suggests that although digital marketing provides good results, PT Banua Mentor needs to improve and enhance the quality of the content posted, and focus more on the distribution of educational content. Digital marketing opens up great opportunities for business development and needs to be maximized, considering the transformation from conventional marketing to digital which is very important in facing increasingly tight economic competition. To achieve more significant results, companies must develop more targeted strategies and utilize the features available on social media platforms more optimally.</p>

INTRODUCTION

Digital technology has changed the way people communicate, act, and make decisions. This change has also affected marketing activities, which are now inseparable from the influence of digital technology. The term digital marketing has evolved from simply marketing goods and services using digital channels, to a more complex process involving consumer acquisition, building consumer preferences, brand promotion, retaining consumers, and increasing customers (Mona & Audini, 2023). The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technology to create,

communicate, and deliver value to consumers and other stakeholders. Digital marketing is now used not only as a way to market products, but also as a strategic tool that has a significant impact on business growth, especially in expanding market reach and increasing brand competitiveness (Sofyan, 2024; Warsiman et al., 2024).

PT Banua Mentor Pratama was founded in 2014 and initially focused on connecting mentors or private teachers with students or mentees who needed additional educational services. Over time, Banua Mentor has developed into a collaborative space that supports sustainable development, especially in the fields of contextual education, digital transformation, and social entrepreneurship. In facing the challenges of the development of the digital era, Banua Mentor has begun to implement digital marketing strategies as part of an effort to stay relevant and thrive in a highly competitive market. The implementation of this strategy is not only aimed at promoting products or services, but also to expand the market and increase the number of customers, so that companies can compete more effectively in this fast-paced digital world (Lestari, 2022; Mardiani et al., 2023).

Digital marketing utilizes various online platforms and digital technologies to promote products or services, and interact with target audiences more efficiently. The main purpose of using this strategy is to introduce products or services, expand the market, and increase the number of customers (Marszałek & Ratajczak-Mrozek, 2021; Sayudin et al., 2023). In the context of Indonesia, where people are increasingly spending time on the internet and social media, digital marketing is a very effective means of reaching new customers. Through the rapidly growing social media phenomenon, Banua Mentor utilizes platforms such as WhatsApp, Instagram, and TikTok to communicate directly with potential customers and provide information regarding the private tutoring services they offer. This shows that the internet and social media have become very important tools in digital marketing (Fierro et al., 2017; Zakaria, 2022).

Based on this phenomenon, PT Banua Mentor utilizes digital marketing through social media as the main means to interact with the audience and offer services. Through social media platforms such as WhatsApp, Instagram, and TikTok, companies can make direct offers and attract new customers (Handayani et al., 2023; Santoso et al., 2022). Research shows that digital marketing, which uses social media platforms, can influence purchasing decisions and increase customer loyalty (Genaro & Rifiyanti, 2023). With the rapid advancement of communication technology, more and more people are choosing to shop or use services online, making digital marketing a very important tool in the business world (Chen et al., 2021; Vania & Fikriah, 2023). Digital marketing allows direct and integrated interactions between sellers, buyers, and market intermediaries through online platforms (Chen et al., 2021; Hofacker et al., 2020) and, on the other hand, has characteristics that allow companies to communicate more personally with consumers (Hadiyati et al., 2024; Wahyuni & Rusidah, 2024).

Overall, digital marketing plays an important role in creating new business opportunities and supporting business development in today's digital era (Bruce et al., 2023; Gardašević et al., 2021). Thus, PT Banua Mentor continues to strive to integrate digital marketing strategies to achieve success in growth and competitiveness (Astari, 2021; Wijaya, 2024).

RESEARCH METHODOLOGY

This study uses a qualitative method approach with a case study to examine the implementation of digital marketing in increasing customers at PT Banua Mentor Pratama. This method was chosen because it can provide an in-depth understanding of real experiences in implementing digital-based marketing strategies in companies engaged in private education (Siddiquee & Ali, 2024; Tan, 2023). This case study focuses on how PT Banua Mentor utilizes digital technology, especially through social media such as WhatsApp, Instagram, and TikTok, in an effort to introduce private tutor services and interact directly with their target audience (Koesharijadi et al., 2022; Pascucci et al., 2023).

Data collection was conducted through in-depth interviews with parties involved in the implementation of digital marketing at PT Banua Mentor, including business owners, marketing managers, and several customers who have used the service. This interview aims to explore information about the digital marketing strategy implemented, the challenges faced, and its impact on increasing the number of customers. In addition to interviews, researchers also collected secondary data in the form of company reports, sales data, and statistics on visitors to the company's social media. Direct observation of interactions on social media was also carried out to observe how communication and promotion were carried out through the platform (Huang, 2024; Pranata et al., 2024).

The collected data will be analyzed using a thematic analysis approach, which aims to identify key patterns in the implementation of digital marketing and its impact on increasing customers (Karen & Zai, 2022; Purnomo, 2023). Thematic analysis will help researchers to explore themes related to the effectiveness of social media as a marketing channel and how much influence it has in attracting new customers. Researchers will also evaluate whether the use of social media has succeeded in increasing brand awareness and customer loyalty to the services offered by Banua Mentor.

This study will also evaluate the extent to which the implementation of digital marketing at PT Banua Mentor contributes to the company's goals, namely increasing the number of customers. This evaluation includes an analysis of whether the strategies implemented are in accordance with the characteristics of the target audience and whether digital marketing has expanded market reach (Agustian et al., 2023; Noveriyanto, 2021). Recommendations will be given based on the research results to improve digital-based marketing strategies, including the use of social media, as well as to overcome challenges that may be faced in optimizing the use of digital technology (Kamuri, 2021).

With this case study approach, the research is expected to provide deeper insight into the successes and challenges faced by PT Banua Mentor in implementing digital marketing, as well as provide contributions to other companies who want to utilize digital technology to increase customers and develop their business (Mala et al., 2024; Malenko & Shabala, 2024).

RESULTS AND DISCUSSION

Results

This study focuses on the implementation of digital marketing carried out by PT Banua Mentor Pratama through the social media platforms WhatsApp Business, Instagram, and TikTok, with the aim of increasing the number of customers using the private tutoring services offered by the company. Based on the results of in-depth interviews conducted with the founder of PT Banua Mentor Pratama, it is known that although the digital marketing strategy has a positive influence, the influence is not significant in increasing the number of customers (Almohaimmed, 2019). However, companies that are active in digital marketing tend to experience an increase in the number of customers. A positive correlation was also found between the level of online interaction through social media and the growth of the customer base, indicating that although there is no very drastic change, social media has a significant impact on increasing the company's visibility and attracting the attention of potential customers (Ashdaq et al., 2024).

The results of an interview with the founder of PT Banua Mentor Pratama confirmed this, where they stated that,

"There is a difference in the number of customers in using private tutoring services at Banua Mentor after doing paid advertising through Instagram or what is often known as Instagram Ads. In addition, an increase in customers also occurred after doing a promo blast or broadcast message through WhatsApp Business. While promotions using TikTok social media, Banua

Mentor can expand its market because of the many profile visits when posting promotional content or educational content."

-(Source: Results of an interview with the founder of Banua Mentor, January 25, 2024).

This shows that even though there has been an increase, the use of digital marketing through these platforms requires a more mature strategy to achieve maximum results in increasing customers.

The results of an interview with the founder of PT Banua Mentor Pratama confirmed this, where they stated that there was a difference in the number of customers in using private tutoring services at Banua Mentor after doing paid advertising via Instagram or what is often known as Instagram Ads. In addition, an increase in customers also occurred after doing a promo blast via WhatsApp Business. Promotion using TikTok social media also helps Banua Mentor expand its market because of the large number of profile visits when posting promotional content and educational content (Utami, 2023). This shows that even though there has been an increase, the use of digital marketing through these platforms requires a more mature strategy to achieve more optimal results in increasing the number of customers.

WhatsApp Business is one of the effective media for PT Banua Mentor in interacting with customers. With more than 200 contacts, WhatsApp Business is used to coordinate with customers and send broadcast messages offering private tutor services (Gökerik, 2024). The following is a display of PT Banua Mentor Pratama's WhatsApp Business social media which is used to send promotional messages for services. Instagram is also used to market services, where PT Banua Mentor has more than a thousand followers on their Instagram account, which is used to post promotional and educational content (Bian, 2021). In addition, Instagram is also used to carry out paid advertising, which has been shown to have a positive impact on increasing the number of customers.

The TikTok platform is used to introduce private tutoring services in a more creative and engaging way for a younger audience. PT Banua Mentor's TikTok posts are viewed by an average of more than a hundred people, with the highest post being viewed by more than a thousand people. However, of the three social media platforms, educational content attracts more consumer attention, so researchers suggest that Banua Mentor increase educational content to increase customer appeal (Ellitan, 2022).

The implementation of digital marketing opens up opportunities for PT Banua Mentor Pratama to develop its business and expand its market reach. Conventional transformation to digital is becoming increasingly important in facing tight economic competition. Digital marketing, which utilizes social media, allows Banua Mentor to increase interaction with customers, build better relationships, and disseminate information more quickly and efficiently. Although its influence on increasing customers is not yet significant, digital marketing remains an instrument that needs to be maximized so that Banua Mentor remains relevant in this industrial era 4.0 (Irawan et al., 2024).

Digital marketing by utilizing social media such as WhatsApp Business, Instagram, and TikTok provides a great opportunity to introduce and promote private tutor services more effectively. Although the costs incurred are lower compared to conventional marketing methods, it is important for Banua Mentor to continue to develop more targeted promotional strategies, improve the quality of posted content, and utilize the features available on digital platforms to achieve more optimal customer increase goals (Kovanovienè et al., 2019). In the future, to achieve more significant results, improvements in the quality of interactions and deeper data-based marketing strategies are needed (Ambili, 2023).

Discussion

This study aims to explore how PT Banua Mentor Pratama utilizes digital marketing strategies through social media platforms such as WhatsApp Business, Instagram, and TikTok in increasing the number of customers using private tutoring services. Based on the results of interviews with the

founder of PT Banua Mentor Pratama, it was found that although digital marketing strategies have a positive effect on the number of customers, the effect is not significant (Syaiful & Sari, 2017). This shows that although there is an increase in the number of customers, the use of digital marketing through social media requires a more focused and mature strategy to achieve a greater impact. It is important to note that although the impact is not yet fully significant, there is a positive correlation between the level of online interaction and the growth of the customer base (Anggraini & Sukaris, 2023).

In other words, companies that are actively involved in digital marketing, especially in interacting through digital platforms, tend to see an increase in the number of customers. The founder of PT Banua Mentor Pratama explained that the use of Instagram Ads, WhatsApp Business blast promos, and content on TikTok have helped expand their market and attract more customers (Amin et al., 2021). Instagram Ads and WhatsApp Business provide clearer results in terms of increasing customers, while TikTok plays a bigger role in expanding audience reach, especially with high-profile visits. This shows that although there are differences in the effectiveness of each platform, each has an important role in creating interactions with customers and introducing services (Arianto, 2022).

In using WhatsApp Business, PT Banua Mentor has utilized it very effectively to communicate directly with customers and send broadcast messages offering services. With more than 200 contacts on WhatsApp Business, the company is able to maintain good relationships with customers through more structured and direct coordination (Syawal & Subroto, 2023). Meanwhile, on the Instagram platform, with more than a thousand followers, Banua Mentor not only posts promotional content but also educational content that can increase interaction with their audience. The use of Instagram Ads has a positive impact, especially in attracting more customers (Syafrina & Alfalisi, 2024).

In addition, TikTok also has a positive impact in introducing Banua Mentor's private tutoring services, especially among younger audiences. With an average post viewed by more than a hundred people, and some posts reaching more than a thousand people, TikTok has been shown to expand market reach (Herdiyani et al., 2022). However, the results of the study showed that educational content attracted more attention from customers on the three platforms used. Therefore, it is recommended that Banua Mentor focus more on creating and distributing educational content that can provide added value to customers and more in-depth in describing the benefits of using their private tutoring services (Nugraha, 2021).

Overall, digital marketing provides a great opportunity for PT Banua Mentor Pratama to develop its business and reach a wider audience. The transformation from conventional to digital marketing has become a strategic necessity in facing increasingly tight market competition, especially in the era of industry 4.0 which is driven by the development of digital technology (Widahartana et al., 2021). Although the impact on increasing customers has not been significant, digital marketing remains an important instrument and must be maximized. To improve more optimal results, Banua Mentor needs to continue to improve the quality of interactions with customers through more targeted, data-based marketing strategies, and make better use of the features available on social media platforms such as Instagram, WhatsApp, and TikTok (Isnanto & Saputro, 2024). In addition, digital marketing allows for more efficient marketing at a lower cost than conventional marketing methods. Therefore, Banua Mentor must continue to innovate in developing promotional strategies, enriching posted content, and utilizing the potential of digital platforms to introduce private tutoring services more widely and attractively (Kusuma et al., 2024). Going forward, with a more mature approach to digital marketing, Banua Mentor has the opportunity to achieve more significant results in increasing the number of customers and expanding their market.

CONCLUSION

The implementation of digital marketing by PT Banua Mentor Pratama through various social media platforms, such as WhatsApp Business, Instagram, and TikTok, has a positive impact although not significant in increasing the number of customers. However, companies that are active in digital marketing strategies tend to experience an increase in the number of customers. This shows the importance of social media in increasing company visibility and attracting potential customers. The use of Instagram Ads and WhatsApp Business has proven to have a more significant impact, while TikTok plays a greater role in expanding the market and attracting new audiences.

Although the use of digital marketing has produced positive results, there is a need to develop a more mature strategy in utilizing existing social media platforms. Improving the quality of educational content is one of the recommended steps to attract more customers and increase interaction. For this reason, PT Banua Mentor needs to continue to improve the quality of content and use data to design a more targeted marketing strategy. Thus, digital marketing can be a more effective tool to increase customers and expand market reach, which in turn will support the growth and success of the company in today's digital era.

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