

Digital Marketing Strategies in Marketing Evangeline Products to Increase Company Competitiveness at PT. Griff Prima Abadi

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ABSTRACT

This study aims to analyze the digital marketing strategy implemented by PT. Griff Prima Abadi (Evangeline) in the beauty industry. The qualitative method is used with a consumer data analysis approach and online advertising campaigns. The findings show that the application of the Technology Acceptance Model (TAM) concept, such as usability and ease of use, affects consumer acceptance of digital advertising. Additionally, understanding the consumer journey and personalizing messages increases the relevance of the customer experience. The results of the study confirm that digital marketing strategies based on data analysis contribute significantly to increased sales, as well as the importance of continuous adaptation to technological developments and consumer behavior.

INTRODUCTION

Evangeline is a product whose sales are in several markets in Indonesia Established since 2008. Together with Shopee, Evangeline is one of the local perfume brands that has succeeded in creating the quality of local perfumes that are suitable for all groups.

The owner of Evangeline, Jimmy Liong, stated that Evangeline comes with the advantage of being a perfume brand that has a good quality scent, not only quality, the scent of its products is in demand by all circles and parts of its users. "Each bottle of Evangeline carries a story that's ready to be told, connecting each scent to a special moment in their lives," Jimmy explains.

Evangeline Products is a local Indonesian perfume brand that focuses on high-quality fragrances at affordable prices. They offer a wide range of scent variants, from sweet and feminine to fresh and unique, and have a wide range of collections such as the Sakura Series, Musk Series, and Selection Series. Evangeline is also active on e-commerce platforms such as Shopee and uses various marketing strategies such as live streaming and Shopee Video to reach consumers. Evangeline is a successful example of a local perfume brand that has managed to compete with international brands, offering premium quality at a more affordable price. They offer a wide range of perfume variants, including the Sakura Series with sweet and feminine floral shades, the Musk Series for musk scents, and the Selection Series with seductive gourmand scents. Evangeline continues to innovate in creating scents that are relevant to global trends, using high-quality raw materials and processed in accordance with BPOM, halal, and GMP standards.

Evangeline leverages e-commerce platforms like Shopee and various features like Shopee Live and Shopee Video to reach consumers, provide educational content, and offer special discounts. Evangeline's success in the local perfume market has also created jobs for the surrounding community and supported the local economy. Evangeline has a vision and mission to deliver high-quality scents, as well as to continue to innovate and follow global trends. Evangeline is optimistic about the growth of the local perfume industry, and sees the uniqueness of local perfume scents as the key to winning the hearts of customers.

Problem Formulation

Based on the previous discussion, the formulation of the problem in this study is as follows:

1. How is the digital marketing strategy implemented by PT. Griff Prima Abadi in marketing Evangeline products?
2. What are the supporting and inhibiting factors in the implementation of the digital marketing strategy?
3. How effective is the digital marketing strategy in increasing the company's competitiveness?
4. What are the recommendations for digital marketing strategies that can be optimized to increase the competitiveness of PT. Eternal Prima Griff?

LITERATURE REVIEW

Marketing

Marketing is a series of activities carried out by organizations or individuals to fulfill the wishes of customers in order to create value for them (Ilahi, 2023). Marketing aims to introduce products to be acceptable to the target market. Marketing involves a number of strategies and goals to achieve specific goals, such as increased sales, better brand understanding, or market share development. Some key elements in the definition of marketing involve understanding and responding to the market, both macro (market share, industry trends) and micro (individual preferences, consumer behavior). Marketing activities also include the preparation of products or services, pricing, distribution, and promotion to achieve business goals.

Modern marketing does not only focus on the transactional aspect, i.e. the sale of products or services, therefore, today's marketing often involves the concept of relational marketing, where companies seek to build customer trust, satisfaction, and loyalty by providing consistent value. According to Kotler and Keller (2017:6), marketing management is marketing to make consumers interested, persist and there is an increase in consumers and improve quality even more. Marketing management is a science that is applied to a business to stay alive through the process of planning, implementing, and controlling marketing concept creation programs.

Digital Marketing

Digital Marketing is an introduction system by using digital media and applications to introduce and distribute or services (Ilahi et al., 2023). Awa et al. (2024) stated that it states that Digital marketing, creativity and innovation have a significant effect on business success. Awa (2024c:13) states that Digital marketing strategies must be implemented because they are necessary to provide consistent direction to a company's online marketing activities. Digital marketing strategy is a series of tactics planned to promote a company's products or services through digital media, this point involves the use of online platforms such as social media websites, emails, searches, and mobile applications (Wati et al., 2020) Unlike the traditional market system, only focusing on printing, wireless communication, or television, Digital Marketing uses online shops and digital technology to achieve marketing. Some elements in the sense of digital marketing involve: Social Media, SEO (Search Engine Optimization), Online Advertising, Email Marketing and Data Analytics.

Strategy

Technology Acceptance Theory (TAM)

This theory provides an important structure in understanding how consumers respond to and accept new technologies, including digital platforms (Setyaningrat et al., 2023). In the context of digital marketing, TAM can be used to evaluate consumer adoption of digital innovations such as mobile apps, responsive websites, or social media platforms. By understanding the factors influencing the adoption of technology, companies can design digital experiences that are more intuitive and relevant to consumers. In the context of digital

marketing, Technology Acceptance Theory (TAM) has an important role in helping to understand how consumers respond to and accept digital innovations (Arifuddin & Machmud, 2023). The results of the study show that the TAM concept provides a useful framework in evaluating consumer adoption of digital marketing strategies, particularly through social media channels and online advertising. According to TAM, the acceptance of technology by consumers is influenced by two main dimensions:

- **Persepsi Kegunaan (Perceived Usefulness):**
In the context of an online advertising campaign, messages that bring value, relevant information, or special offers have a positive impact on usability perception. Therefore, companies can ensure that their digital marketing content provides real added value to consumers.
- **Perceived Ease of Use:**
The convenience and ease of use of digital platforms have also emerged as critical factors in consumer acceptance of digital marketing strategies. The research findings show that consumers are more likely to interact with online advertising campaigns that are designed with an easy-to-understand and accessible interface. In this case, companies need to ensure that their navigation with the web, mobile app, or social media platforms is intuitive and user-friendly. By leveraging TAM theory, companies can detail aspects that affect consumer acceptance of digital marketing strategies.

This helps companies to focus more on developing solutions that truly suit consumer needs and preferences, increase campaign effectiveness, and ultimately, accelerate product sales growth. Thus, a deep understanding of TAM theory is the key to designing a successful digital marketing strategy in this digital era.

Consumer Behavior Model

In addition to Technology Acceptance Theory (TAM), Consumer Behavior Models also play a significant role in shaping the results of this study (Rumondang et al., 2020). In the context of digital marketing, this model helps companies understand the online consumer journey, including the pre-purchase, purchase, and post-purchase stages.

Consumer Data Analysis

Consumer data analysis is key in unearthing valuable information related to customer preferences and needs. By using sophisticated data analysis tools, companies can identify consumer trends, measure the effectiveness of marketing campaigns, and provide in-depth insights into consumer preferences (Setiadi & SE, 2019).

Increased Product Sales

that is, efforts carried out by a company or individual to increase the number of product units sold (Sholicha and Oktafia, 2021). Here are some common ways to increase product sales:

- **Effective Marketing**
Includes a structured strategy and understanding the target market, the preparation of appropriate marketing messages, and the use of various marketing channels, including social media, online advertising, and promotional campaigns.
- **Product Quality Improvement**
Improving the product can make an increase in customer satisfaction, create brand loyalty, and stimulate a positive word-of-mouth effect, which in turn can increase sales. **Competitive Pricing and Discounts** Setting the right price and providing attractive discounts can be a significant driver in increasing product appeal. Consumers often respond positively to special offers and discounts that provide added value.
- **Service Improvement**
Customers Provide superior customer service and encourage repurchases. Satisfied customers are often effective brand advocates.
- **Product Bundling**
Offering packages or bundling products can stimulate additional purchases and provide more value to consumers. This could involve offering a package of products at a special price or providing discounts on concurrent purchases.
- **Loyalty Program**
Customers gain loyalty such as exclusive discounts, gifts, or access to special offers, which can increase customer retention and stimulate repeat purchases.
- **Data Analysis**
Utilize data analytics to understand consumer market behavior, and the effectiveness of marketing campaigns. With a better understanding, companies can make smarter decisions to improve their sales strategy. Increasing product sales involves a combination of holistic strategies, which involve marketing, sales, and customer relationship aspects (Amang et al., 2023). With a careful and responsive approach to changes in the market, companies can achieve significant sales increases.

Frame of Mind

In today's digital era, business competition is getting fiercer, especially in the cosmetics industry which is very dynamic and influenced by consumer trends. Companies are required to not only produce quality products, but also be able to market products effectively through digital channels. Digital marketing is one of the main strategies to reach consumers more widely, quickly, and measurably.

PT. Griff Prima Abadi as a manufacturer of Evangeline products has begun to adopt digital marketing strategies through various platforms such as social media, marketplaces, and collaborations with influencers. However, to improve the company's competitiveness, the strategy needs to be designed in an integrated, sustainable manner, and in accordance with the behavior of the target consumers.



Figure 1. Frame of Mind

In this framework, the research departs from the understanding that the right digital marketing strategy can increase product visibility, create relationships with consumers, and provide a competitive advantage. Therefore, it is important to analyze how the digital marketing strategy is implemented, the obstacles faced, and its impact on the company's competitiveness.

METHODOLOGY

This research uses a qualitative method. Creswell (2016) stated that qualitative research examines in terms of strategies that relate between humans and social problems with the aim of researching and knowing from individuals or groups. In examining human attitudes and similarities in activities, one of them is data collection. The method in qualitative research involves questions and procedures based on data obtained in public review and inductive analysis. The purpose of the implementation of qualitative research is to make it easier for research to research and explain a phenomenon by collecting as much data as possible, perceptions, and beliefs.

RESEARCH RESULT AND DISCUSSION

The results show that digital marketing strategies, with a focus on online advertising campaigns on social media and consumer data analysis, are able to have a significant positive impact on increasing product sales.

The Influence of Technology Acceptance Theory (TAM)

The results of the study show that the concepts of Technology Acceptance Theory (TAM) contribute greatly to the acceptance and adoption of digital marketing strategies. The perception of usability and the perception of ease of use are critical factors in determining how consumers respond to online advertising campaigns on social media. Building campaigns that are not only informative but also easy to access and use by consumers is key to achieving success.

Contribution of Consumer Behavior Models

Make purchasing decisions in the context of digital marketing. Identifying the stages of the consumer journey, the influence of psychological and social factors, and the emphasis on personalization and relevance of marketing messages are key factors in designing campaigns that inspire and motivate consumers to make a purchase.

The Role of Consumer Data Analysis

By carefully analyzing consumer data, companies can dig into insights that can guide their strategic moves. A deeper understanding of consumer preferences and behaviors is not only a tool for optimizing sales, but also a cornerstone for building closer and more sustainable relationships between companies and customers. In an era where data is a key asset, the ability to wisely embrace and analyze consumer data can be a significant differentiator in a company's success in a competitive market.

Increased Product Sales

By combining the findings of the research results, companies can implement digital marketing strategies that are more targeted and responsive to consumer needs. The emphasis on social media interaction, message personalization, and the utilization of consumer data can directly contribute to increased product sales. Through campaigns that combine the effectiveness of technology, understanding consumer behavior, and in-depth data analysis, companies can achieve significant business growth in this digital age. The results of this study reveal that the implementation of digital marketing strategies, especially through online advertising campaigns on social media and consumer data analysis, has a significant positive impact on the improvement of product sales.

CONCLUSIONS AND RECOMMENDATIONS

PT. Griff Prima Abadi has implemented various digital marketing strategies in marketing Evangeline products, such as the use of social media (Instagram, TikTok), e-commerce (Shopee, Tokopedia), and influencer endorsements. This strategy is considered quite effective in increasing brand awareness. Digital marketing strategies play an important role in strengthening the company's competitiveness, especially in the midst of fierce competition in the cosmetics industry. The implementation of the right strategy is able to increase market reach and attract new consumers, especially from millennials

and Gen Z. Even so, there are several obstacles in the implementation of digital strategies, such as limited human resources who understand digital trends, lack of content consistency, and not optimal analysis of digital marketing data. Overall, the digital marketing strategy has a positive impact on the growth of Evangeline product marketing and the increase in the competitiveness of PT. Griff Prima Abadi in the national market.

Recommendations

Companies need to improve the competence of their digital marketing team, both through internal training and the recruitment of experts who understand the dynamics of the digital market. Optimizing the use of data and digital analytics is essential to measure campaign effectiveness and understand consumer behavior more deeply. Consistency in the creation and distribution of digital content must be maintained so that the brand image remains strong and relevant to the target market. Expand collaboration with influencers or content creators that fit Evangeline's market segment, to increase customer engagement and loyalty. Conducting regular evaluations of digital marketing strategies so that companies can continue to adapt to technological developments and market trends.

Limitations of the Research

1. The scope of objects is limited to one company
This research is only focused on PT. Griff Prima Abadi as a single subject, so the findings cannot be generalized widely to other companies in the cosmetics industry.
2. The research approach is qualitative descriptive
This study does not use quantitative methods or more detailed statistical data, so the analysis of the effectiveness of digital marketing strategies does not reflect objective numerical measurements.
3. Limited research time
The data collection process is carried out in a certain short period of time, so changes in digital marketing strategies that are dynamic and rapid may not be fully captured in this study.
4. Limited access to internal information of the company
Not all internal data, such as financial statements, complete digital marketing metrics (CTR, engagement rate, ROI), and long-term strategy, is accessible for reasons of company confidentiality.
5. Respondent subjectivity
The data obtained from interviews and observations relies heavily on the perception and knowledge of the research subjects, which has the potential to cause bias in the delivery of information.

ADVANCED RESEARCH

Future research should explore the long-term impact of integrated digital marketing strategies on brand loyalty and consumer lifetime value within the cosmetics industry. In-depth analysis of multi-platform consumer engagement – across social media, e-commerce, and offline interactions – would provide

valuable insights into optimizing omnichannel experiences. Additionally, investigating the role of artificial intelligence (AI) and machine learning (ML) in personalizing content and predicting consumer trends could further enhance marketing effectiveness. Comparative studies between local and international cosmetics brands may also reveal best practices in adapting digital marketing strategies to shifting consumer preferences, particularly among younger, digitally native demographics. Finally, longitudinal studies examining how continuous digital innovation influences market positioning and sustained competitive advantage would offer significant contributions to the evolving field of digital marketing in beauty and lifestyle sectors.

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