

DIGITAL MARKETING STRATEGY ANALYSIS IN INCREASING SALES VOLUME OF SUWEGER INDONESIA BRAND IN SURABAYA



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Abstract

This research aims to evaluate digital marketing strategies in increasing sales volume of the Suweger Indonesia brand in Surabaya. The research method used is descriptive qualitative through observation, interviews, and documentation. The results indicate that the utilization of social media (Instagram and TikTok), online delivery services, and creative content relevant to Gen Z significantly contribute to attracting consumers and boosting sales. The SWOT analysis shows a strength score of 1.93 and a weakness score of 0.39 (a difference of 1.54), as well as an opportunity score of 2.10 and a threat score of 0.86 (a difference of 1.24). The IFAS score of 2.32 and EFAS score of 2.96 place Suweger in Quadrant I, indicating an aggressive growth (SO) strategy as the appropriate approach. This strategy includes optimizing digital platforms, launching healthy menu options, collaborating with micro-influencers, and developing a digital reward system to strengthen customer loyalty.

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

INTRODUCTION

In the digital era, marketing strategy has become one of the key factors in enhancing business competitiveness across various sectors, including the contemporary beverage industry. Digital marketing has revolutionized the way companies reach, interact with, and influence consumer purchasing decisions. According to Kotler & Keller (2016), digital marketing is a form of marketing that uses digital technologies such as the internet and social media to promote products and services to consumers in an interactive and measurable manner. This strategy offers greater efficiency compared to conventional methods because it can reach a wider audience in a shorter time and at a lower cost.

Effective implementation of digital marketing involves various elements such as engaging visual content, social media campaigns, collaborations with influencers, and the use of analytics to understand consumer behavior (Chaffey & Ellis-Chadwick, 2019). Several studies indicate that businesses able to tailor their digital strategies to market characteristics and consumer preferences tend to experience significant increases in sales volume (Sari et al., 2024; Iryani & Fauzan, 2023).

This phenomenon is increasingly relevant in the context of Indonesia's contemporary beverage industry. According to data from the Ministry of Industry (2022), the beverage sector grew by 3.57% in the third quarter of 2022, up from 3.49% the previous year. This growth was driven by increasing demand for innovative drinks such as boba, milk coffee, and tropical fruit-based beverages, which are especially popular among younger generations (Suwarta, 2022; Jakpat, 2022). In a highly competitive market, the right digital marketing strategy is not only a promotional tool but also an instrument to build brand awareness, customer loyalty, and increase sales volume.

One local brand operating in this sector is Suweger Indonesia, a contemporary beverage brand established in 2019 in Surabaya. Suweger Indonesia offers various milk-, tea-, and coffee-based drink variants targeting consumer segments ranging from youth to adults. The company has actively utilized digital marketing, including social media platforms such as Instagram and TikTok, collaborations with influencers, and creative daily promotional campaigns. These strategies aim to build emotional closeness with consumers and increase customer retention through visual and interactive approaches.

However, in practice, the effectiveness of Suweger's digital marketing strategy still faces challenges, particularly in maintaining consistent sales amid market fluctuations and intense competition. Based on internal data from the Majoo application (2025), Suweger Indonesia's sales volume throughout January to December 2024 shows a fluctuating trend. The following are the monthly sales data:

Table 1.
Monthly Sales Volume of Suweger Indonesia (2024)

Month	Sales Volume (Pcs)
January	32924
February	30174
March	35212
April	43972
May	43817
June	35185

July	31788
August	36865
September	39096
October	60996
November	62047
December	41282

Source: Majoo App Suweger Indonesia, 2025

The data indicates a significant increase in sales during October and November; however, there were also declines in other months, such as July and February. These fluctuations highlight the importance of conducting an in-depth analysis of the digital marketing strategies implemented, as well as how these strategies can be optimized to maintain and consistently increase sales volume. On the other hand, Suweger Indonesia also faces competition from various other contemporary beverage brands that have already established a strong market presence. Data from Google Reviews (2025) shows consumer rating positions for several brands within Suweger’s operational area:

Table 2.
Rating Google Review Brand Minuman Kekinian

Brand Name	Google Review Rating	Number of Reviewers
Es Teh Indonesia	4,4	283
Mixue	4,4	268
Boba Time	4,6	10
Zeger	4,5	2
Suweger Indonesia	4	79

Source: Google Review, 2025

Although Suweger has a slightly lower rating compared to its competitors, the brand has managed to maintain its presence through relevant digital strategies, such as the use of interactive content, daily campaigns, and collaborations with Key Opinion Leaders (KOLs). For instance, promotions for best-selling products like Choco Lava have been carried out through partnerships with local influencers who have high engagement, which has directly impacted consumer purchase interest and increased brand exposure on digital platforms. Based on this background, this study aims to analyze the digital marketing strategies implemented by Suweger Indonesia to increase its sales volume, as well as evaluate the effectiveness of the digital approaches used in addressing competition and consumer trends in the local Surabaya market. By examining these aspects, this research is expected to provide practical contributions for culinary business practitioners in developing targeted digital strategies and, theoretically, enrich the study of digital marketing and consumer behavior in the contemporary beverage industry.

REVIEW OF LITERATURE

Digital Marketing Strategy

A key trend in today's digital business landscape is the rapid growth of digital marketing, especially through social media platforms such as Instagram, Facebook, Twitter, and YouTube. These platforms enable businesses to promote their products efficiently and reach wider audiences at a lower cost compared to traditional methods (Purwaningsih, 2020). Social media also allows for real-time, two-way communication, making it easier to build strong relationships with potential customers. In addition to mainstream platforms, marketing efforts are also supported by interactive content such as blogs, animated videos, and apps. As noted by Astuti and Matondang (2020), social media is not only a promotional tool but also a strategic channel to create value and foster customer loyalty through sustained engagement.

Sales Volume

Sales are a direct interaction process between the seller and the buyer aimed at creating mutually beneficial business relationships (Mozes Haryanto et al., 2022). It involves human efforts to meet consumer needs in exchange for an agreed payment. Sales volume is the final result of sales activities carried out by salespeople. According to Swasta Basu (2020), sales also involve a combination of knowledge and creativity to persuade customers to purchase a product or service. Thus, sales can be defined as the process of directly influencing others to create valuable exchanges.

SWOT Analysis

According to Ma'aruf (2022), SWOT analysis is a logical method used to optimize strengths and opportunities while minimizing weaknesses and threats. In business analysis, this method identifies internal and external factors that influence a company's ability to operate effectively. Wijayanti (2021) adds that SWOT analysis functions as a strategic tool to help businesses achieve their objectives and enhance overall performance by aligning strategies with company goals. Ari (2020) explains that SWOT analysis involves several stages, beginning with data collection, which is categorized into internal (strengths and weaknesses) and external (opportunities and threats) data. The next step is the development of the IFAS matrix (Internal Factors Analysis Strategy). This matrix evaluates internal strategic factors by assigning weights and ratings to each element. The overall score helps determine whether a company has a strong or weak internal position, with scores above 2.5 indicating strength.

The process continues with the EFAS matrix (External Factors Analysis Strategy), which assesses opportunities and threats from the external environment. Each factor is weighted and rated based on how well the company responds to external challenges or prospects. The total score, ranging from 1.0 to 4.0, reflects the company's strategic adaptability, where higher scores indicate a more effective response. Together, the IFAS and EFAS matrices offer a comprehensive understanding of the company's strategic position and guide future decision-making.

RESEARCH METHOD

This research adopts a descriptive qualitative approach to analyze the digital marketing strategy implemented by Suweger Indonesia, focusing on its impact in increasing sales volume. Data were collected through methodological triangulation, including in-depth interviews, direct observation, documentation, and literature review. The data sources

consist of primary informants (the owner and marketing team), secondary informants (consumers), and secondary data such as digital content and internal promotional materials. The independent variable in this study is the digital marketing strategy, which includes the use of social media, promotional content, and customer engagement, while the dependent variable is the sales volume of Suweger Indonesia.

The data analysis technique employed in this research utilizes SWOT analysis to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the effectiveness of digital marketing strategies. This analysis is further supported by the construction of IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices to determine Suweger's strategic position and formulate appropriate growth strategies.

RESULTS AND DISCUSSION

SWOT Analysis

1. Strengths:

- a. Products with authentic flavors tailored to local tastes are a main attraction, such as Thai Tea and Choco Lava variants developed based on young consumers' preferences in Surabaya.
- b. Use of high-quality raw materials ensures consistent taste, fostering customer loyalty.
- c. Competitive and affordable pricing allows the brand to reach student and Gen Z segments without compromising quality.
- d. Strong and consistent visual identity, such as bright yellow colors, distinctive logo, and cohesive content design, makes the brand easily recognizable on social media.
- e. Casual and local communication style using everyday language typical of Surabaya youth creates emotional closeness with the audience.
- f. Creative and relevant digital content supported by storytelling, current trends, and natural engagement from the local community.
- g. Fast and convenient service, both at the store and via online platforms like GoFood and ShopeeFood.
- h. A solid and adaptive internal team where members work cross-functionally and are open to operational and digital innovations.
- i. Efficient work system covering raw material management, production, and digital content scheduling.
- j. Support from local communities and customer loyalty organically strengthens the brand through recommendations and content reposts.

2. Weaknesses:

- a. The operational team has to divide focus between customer service and content creation, often causing suboptimal performance in both.
- b. Brand communication lacks focus due to producing too many types of content, resulting in the core brand message sometimes being unclear.
- c. Limited collaboration with major influencers or public figures restricts maximum brand reach on digital platforms.
- d. Difficulty measuring direct conversion from digital content to offline sales complicates evaluating campaign effectiveness.

- e. Coordination among internal teams needs improvement to ensure synchronized and efficient strategy execution.
3. Opportunities:
- a. Utilizing popular digital platforms like TikTok, YouTube Shorts, and Threads offers great potential to reach young audiences with engaging short videos.
 - b. Collaborating with micro-influencers and local creators is effective for expanding reach while maintaining an authentic local vibe.
 - c. More creative digital promotions, such as challenges, regular giveaways, or online live events with influencers, can boost engagement and brand awareness.
 - d. Developing digital-based customer loyalty programs, such as point systems or memberships, can encourage repeat purchases.
 - e. Leveraging TikTok Shop features and flash sales suits Gen Z's impulsive online shopping behavior.
 - f. Strategic collaborations with MSMEs, local food brands, or creative communities can expand markets and strengthen brand image.
 - g. The trend toward healthy lifestyles and local products provides opportunities to diversify the menu and align with modern consumer awareness.
 - h. Using simple AI-based technology for automatic design and content scheduling helps increase efficiency in producing quality content.
 - i. Actively using consumer and community insights to refine marketing content and digital strategies.
 - j. Potential expansion into new areas or segments, with digital strategy as a spearhead, opens paths for long-term growth.
4. Threats:
- a. Sudden changes in social media algorithms can affect content performance and audience reach without warning.
 - b. Competition from rivals with large promotional budgets may dominate the digital space and reach more consumers.
 - c. Rapid changes in digital trends require the brand to stay adaptive to avoid falling behind in content innovation.
 - d. Rising raw material costs due to inflation or disrupted distribution can impact profit margins.
 - e. New government regulations, such as taxes on sugary drinks, could reduce product appeal among increasingly health-conscious consumers.
 - f. Declining purchasing power, especially among students, may affect the frequency of buying non-essential products like trendy drinks.
 - g. Negative perceptions of sugary drinks aligned with healthy lifestyle trends challenge product positioning.
 - h. Competitors are more actively building digital interaction, e.g., frequent reposts of user-generated content (UGC).
 - i. Consumers' sensitivity to price and quality leads them to switch easily to brands offering higher value.
 - j. Risk of brand stagnation if not responsive to market dynamics like TikTok trends or changing digital audience behavior.

IFAS and EFAS Analysis of Suweger’s Indonesia Strategy

At this stage, previously identified internal and external strategic factors are compiled into the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices. These matrices categorize internal factors into strengths and weaknesses, and external factors into opportunities and threats. Each factor is evaluated by assigning weights and ratings to measure its impact on company performance. Weights range from 0.0 (not important) to 1.0 (very important), reflecting the relative significance of each factor. The weight is calculated by dividing the significance of each factor by the total significance of all factors. Ratings are given on a scale from 1 to 4 to assess the intensity of the company's strength or weakness related to each factor. In this study, the significance levels of strategic factors were determined subjectively by the researcher based on interviews with informants and direct field observations.

IFAS Matrix (Internal Factor Analysis Summary)

Table 3.
IFAS Matrix (Internal Factor Analysis Summary)

No.	Strength Factors	Weight	Rating	W x R	Description
1.	Product quality and price with authentic taste & local preference (Thai Tea and Choco Lava) priced between Rp. 10,000 – Rp. 16,000	0,16	4	0,64	Authentic taste quality matches affordable price, providing good value for money to consumers.
2.	Strong and consistent branding and visual identity	0,15	3	0,45	Branding strengthened by consistent visual identity such as yellow color, distinctive logo, and regular social media posts.
3.	Collaboration in digital marketing strategies (KOL and partnerships)	0,14	2	0,28	Suweger actively collaborates with KOLs and local brands, showing adaptive and relevant digital marketing strategies.
4.	Fast and efficient operational team.	0,14	2	0,28	Operational team works quickly and efficiently,

					supported by friendly baristas creating a pleasant buying experience.
5.	High customer loyalty	0,14	2	0,28	Suweger has a loyal niche market shown by high Instagram interactions and organic tagging from customers.
	TOTAL	0,73		1,93	
No.	Weakness Factors	Weight	Rating	W x R	Description
1.	Loyalty program is unfocused and underdeveloped	0,06	2	0,12	Membership program exists but is not optimally managed, limiting its benefits for customers.
2.	Uneven product sales	0,05	1	0,05	Sales are dominated by a few popular menu items; other products receive less attention, causing uneven distribution.
3.	Difficulty measuring conversion from digital content to direct sales	0,06	2	0,12	Conversion from digital content to direct sales is hard to measure accurately.
4.	Limited exploration of new digital platforms	0,05	1	0,05	Digital marketing focus is uneven; platforms like TikTok are underutilized, limiting reach potential.

5.	Minimal use of micro-influencers	0,05	1	0,05	Collaboration with KOLs exists but use of nano and micro-influencers is limited to a few individuals.
	TOTAL	0,27		0,39	
	TOTAL IFAS SCORE	1,00		2,32	

Source: Researcher, 2025

The internal factor analysis shows that Suweger’s strength score (1.93) is significantly higher than its weakness score (0.39), indicating that internal strengths clearly outweigh the weaknesses. Key strengths include authentic product quality and pricing, consistent branding, and adaptive digital marketing collaboration. However, improvements are still needed in loyalty programs and the exploration of newer digital platforms to enhance market positioning and marketing effectiveness.

EFAS Matrix (External Factor Analysis Summary)

Table 4.
EFAS Matrix (External Factor Analysis Summary)

No.	Opportunity Factors	Weight	Rating	W x R	Description
1.	Utilize TikTok, YouTube Shorts, and TikTok Shop	0,17	3	0,51	Optimize TikTok, YouTube Shorts, and TikTok Shop for creative promotion, wide reach, and sales.
2.	Launch new menu following healthy lifestyle trends and local products	0,19	4	0,76	Introduce healthy & local variants like low-sugar Thai Tea with Indonesian flavor trends.
3.	Collaborate with micro-influencers and local communities as ambassadors	0,17	3	0,51	Partner with micro-influencers and local communities to strengthen brand connection.
4.	Develop digital reward system for loyal customers	0,16	2	0,32	Enhance loyalty through points or special promos for regular customers.
	Total	0,69		2,1	
No.	Threat Factors	Weight	Rating	W x R	Description
1.	Challenges from social media algorithm changes and fast digital	0,12	3	0,36	Rapid algorithm and digital trend changes may reduce

	trends				content reach if the brand fails to adapt quickly.
2.	Intense competition with major brands using user-generated content	0,12	3	0,36	Competition from major brands and active UGC-driven competitors can shift consumer attention away from Suweger.
3.	Declining consumer purchasing power	0,07	2	0,14	Decreased purchasing power makes consumers more selective in spending, including on trendy beverages.
TOTAL		0,31		0,86	
TOTAL EFAS SCORE		1		2,96	

Source: Researcher, 2025

This indicates that Suweger has strong potential for growth despite external challenges. Key opportunities lie in leveraging digital platforms like TikTok and YouTube Shorts, launching health-conscious menu options, collaborating with micro-influencers, and developing a digital loyalty system. However, external threats such as social media algorithm changes, competition from large brands with strong UGC strategies, and declining consumer purchasing power must be carefully managed. Overall, the EFAS score of 2.96 suggests Suweger is in a favorable position to capitalize on opportunities while mitigating external threats.

SWOT Diagram

Table 5.
SWOT Diagram

No.	Internal Strategic Factors	Score
1.	Strengths	1,93
2.	Weakness	0,39
Total IFAS Score		2,32
Internal Factor Difference (Strengths - Weaknesses)		1,54
No.	External Strategic Factors	Score
1.	Opportunity	2,1
2.	Threats	0,86
Total EFAS Score		2,96
External Factor Difference (Opportunities - Threats)		1,24

Source: Researcher, 2025

The analysis shows that Suweger's internal strengths outweigh its weaknesses, reflected in an IFAS score of 2.32 and a gap of 1.54 points, highlighting strong internal

foundations particularly in product quality, consistent branding, and high customer loyalty. Externally, opportunities also exceed threats, with an EFAS score of 2.96 and a 1.24-point gap. Key opportunities include healthy lifestyle trends, digital platforms like TikTok and YouTube Shorts, and strategic collaborations with micro-influencers and local communities. Meanwhile, threats such as algorithm changes, strong competitors, and declining consumer purchasing power require adaptive strategies. In the SWOT matrix diagram, the X-axis represents internal factors, and the Y-axis represents external ones, with coordinates based on the respective scores.

SWOT Matrix Diagram



Figure 1.
SWOT Matrix Diagram

Source: Researcher, 2025

Suweger's SWOT coordinates at (1.54; 1.24) place the brand in Quadrant I, indicating a strong position to leverage internal strengths and seize external opportunities. The brand is well-positioned to grow through digital platforms like TikTok, YouTube Shorts, and TikTok Shop, while also expanding its appeal with healthy and locally inspired menu innovations. Collaborations with micro-influencers and local communities can boost engagement, and implementing a digital loyalty rewards system may further strengthen customer retention and repeat purchases.

External Internal Matrix

		Skor IFAS		
		Kuat 4,0-3,0	Sedang 2,99 - 2,0	Lemah 1,99 – 1,0
Skor IFAS	Tinggi 3,0 – 4,0	I GROW AND BUILD	I GROW AND BUILD	III HOLD AND MAINTAIN
	Sedang 2,0 – 2,99	I GROW AND BUILD	III HOLD AND MAINTAIN	VI HARVEST OR DIVEST
	Rendah 1,0 – 1,99	III HOLD AND MAINTAIN	VI HARVEST OR DIVEST	VI HARVEST OR DIVEST

Based on the results of the IFAS and EFAS matrix calculations, Suweger obtained a total IFAS score of 2.32 and an EFAS score of 2.96. This places Suweger in Cell III of the IE Matrix, which falls under the “Hold and Maintain” strategy category. This position indicates that Suweger has relatively strong internal capabilities and significant external opportunities. Therefore, the appropriate strategy is to maintain current performance while gradually improving operational and marketing efficiency. Strategic steps that can be implemented include optimizing existing digital channels, such as Instagram and TikTok content, and maintaining collaborations with micro-influencers to keep audience engagement high. In addition, the customer loyalty program should be refined to enhance customer retention and overall experience. With this approach, Suweger can sustain its position in the modern beverage market while building a solid foundation for long-term growth.

SWOT Strategy Alternative Matrix

Table 6.
SWOT Strategy Alternative Matrix

IFAS	Strengths (S)	Weakness (W)
Opportunity (O)	Strategi SO $1,93 + 2,1 = 4,03$	Strategi WO $0,39+2,1=2,49$
Threats (T)	Strategi ST $1,93 + 0,86 = 2,79$	Strategi WT $0,39+ 0,86= 1,25$

Source: Researcher, 2025

Based on the SWOT matrix results, Suweger is in a favorable strategic position, with the highest score in the SO (Strengths–Opportunities) strategy at 4.03. This indicates strong internal advantages, such as product quality, branding, and customer loyalty can be effectively leveraged to capture external opportunities like healthy lifestyle trends, digital platforms (TikTok, TikTok Shop), and local collaborations. The ST strategy scored 2.79, showing Suweger’s strengths also help in facing threats like social media algorithm changes and consumer spending declines. The WO strategy (2.49) highlights the need to improve internal weaknesses, such as underdeveloped loyalty programs and limited digital focus. Meanwhile, the WT strategy scored lowest (1.25), signaling that unresolved weaknesses could intensify external threats. These insights form the basis for adaptive and competitive growth strategies.

Digital Marketing Strategy

Suweger Indonesia’s digital marketing strategy is well-integrated and tailored to its main target market, Gen Z and university students. It actively uses Instagram for brand awareness and product information with aesthetic, polished content, while TikTok is leveraged for light, entertaining videos to reach new audiences. Food delivery platforms like GrabFood and ShopeeFood focus on direct, informative promotional content. Paid ads on Instagram and promotional campaigns on delivery services help increase daily orders and brand presence. Suweger routinely evaluates content performance, using data-driven insights such as A/B testing to optimize video and image content. Strong audience interaction through responsive social media engagement and interactive features builds customer loyalty. The brand also taps into viral trends selectively to boost engagement while maintaining brand consistency. Looking ahead, Suweger plans to adopt AI and analytic tools, chatbot automation, and local creator collaborations to innovate and stay competitive in the digital landscape.

Strategy Formulation

Based on the SWOT and IE matrix analysis, Suweger’s strategic position is in Quadrant I, “Grow and Build,” indicating strong internal strengths and broad external opportunities. This supports an aggressive growth strategy focused on leveraging internal advantages to maximize market opportunities. The highest scoring strategy is SO (Strength–Opportunities), suggesting Suweger should capitalize on its product quality, strong branding, and customer loyalty to seize digital market trends. Key SO strategies include:

1. Optimizing digital promotion by using authentic products and consistent branding across platforms like TikTok, YouTube Shorts, and TikTok Shop to reach young consumers.
2. Innovating healthy and local menu options supported by an efficient operational team and loyal customers to meet market demands quickly.
3. Building strategic collaborations and digital rewards with micro-influencers and local communities to expand networks and boost customer retention.

This SO-focused approach will help Suweger strengthen its market position, expand reach, and sustain competitiveness through digital innovation, partnerships, and market-driven product development.

CONCLUSION

From Research results show that Suweger Indonesia's digital marketing strategy plays a significant role in increasing sales volume and strengthening brand presence among Gen Z and university students. The strategy utilizes social media platforms like Instagram and TikTok, along with food delivery services such as GoFood, ShopeeFood, and GrabFood. Suweger's products, like Thai Tea and Choco Lava, feature authentic flavors tailored to local tastes, supported by a strong visual identity to enhance brand awareness.

Suweger actively runs digital campaigns including giveaways, flash sales, bundling, and paid ads, mainly on Instagram. Content performance is regularly evaluated using platform analytics to optimize content type and posting times. Interaction with customers through comments, polls, Q&A, and reposting user-generated content (UGC) helps build a loyal digital community, aligning with Gen Z's preference for personalized and interactive experiences.

The SWOT analysis places Suweger in Quadrant I (aggressive growth strategy). Internal factors scored 2.32 for strengths and 0.63 for weaknesses in the IFAS matrix, while external factors scored 2.96 for opportunities and 0.58 for threats in the EFAS matrix. These scores indicate strong internal capabilities and external opportunities that support digital business development. The recommended strategy includes leveraging TikTok Shop, launching healthy local-based menu options, collaborating with micro-influencers, and implementing digital loyalty programs to drive sustainable growth.

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