



STRATEGIC PLANNING OF *BUSINESS INTELLIGENCE* OPTIMIZATION OF DIGITAL MARKETING CONTENT AT PT. SOKA CIPTA NIAGA USING *BUSINESS MODEL CANVAS*

Novianti Indah Putri^a, Yogi Saputra^a, Alfinur Hamdani^a

^a National University Republic of Indonesia

Corresponding author: noviantiindahputri@ukri.ac.id.

Abstract — Through implementation comprehensive methodology , research This analyzing digital marketing strategy of PT. Soka Create Commerce in digital marketing strategies in the industry halal fashion . SWOT analysis identifies strength in live streaming and education content , with focus on human resource and equipment limitations . PEST analysis shows How environment influenced by halal regulations that prevent and encourage style life healthy . Instagram performance shows improvement range by 81% with expansion significant geographic and segmentation audience aged 18-34 years . The Business Model Canvas presents a proposal for product fashion class above which is halal certified and has integrated multi- channel distribution . In conclusion , PT. Soka Create Commerce need continue transformation digital with focus on development human resources and technology capacity For optimize market opportunities and facing competition industry . Method Business Model Canvas can make effective company in design and implement knowledge business For increase performance achievement digital marketing content . With do SWOT analysis in comprehensive , business can identify the right strategy For increase Power compete , reduce risk , and take advantage of source available power . Strategies based on SWOT analysis can covers Power competition , diversification product , market expansion , optimization technology information , management risk , and adaptation business . SWOT analysis is very useful tool For help business identify factors key influencing performance them , develop a comprehensive and thorough strategy For growth , and develop decision more strategic effective [3]. PEST is analysis management strategic that identifies factor macro external influences business.

Keywords — Digital Marketing; SWOT; PEST; Business Model Canvas.

Manuscript received May 2025; revised May 2025; accepted May 2025. Date of publication May 2025.

International Journal of Applied Information systems and Informatics is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.



I. INTRODUCTION

Planning strategic in operate marketing in the digital era This can done with various the way that is increasingly complex with consider progress technology . The presence of digital platforms has change landscape marketing fundamentally and create a dynamic ecosystem that demands perpetrator business For fast responsive . Good and comprehensive research required For match customer with need specific they , preferences media consumption , and the ongoing revolution in progress in purchase , allows business For build more relationship intimate with customer .

Digital marketing has become the main strategy For promote or describe product with a better way interactive and informative . Through planned content in a way strategic , business can compare Features and Prices product they with product competitors in the market. Implementing effective digital marketing strategies need understanding about data analysis , trends moment this , and behavior consumers on

digital platforms . Successful business is business that can integrate various digital assets to in marketing strategy they , make appropriate content For each platform, and individually consistent improve and optimize performance team they [1].

PT. Soka Create Commerce is one of company manufacturing which operates in the field of production , distribution and trade Halal products such as socks , *inner* , hijab and products halal *fashion* , which is traded in a way *offline* and also *online* in the National and International market . PT. Soka Create Commerce market existing products with method make content about products , benefits product , difference with other products that stand out halal from PT. Soka products Create Commerce . Content created moreover formerly done planning manually with see trends on social media especially on Instagram. The choice of the platform under consideration with statistics users who have already many in various circles as a target to be addressed to PT. Soka Create Commerce [2].

PT. Soka Create Commerce as companies engaged in the field trading face challenge significant in optimizing its digital marketing content strategy in the midst of increasingly competitive market strict . The importance of understanding company For know factors that can influence optimization content *digital marketing* PT. Soka Create Commerce For increase attention Good customer or candidate customers on social media . There is a number of content *digital marketing* that has not can achieve the expected target become challenges , so that important For do strategic planning in making content *digital marketing* . With presented a number of guidelines in making content expected capable increase attention of customers on social media and accordingly with the current trend walk in social media Instagram. With SWOT analysis and PEST analysis are expected capable help understand factors that influence optimization content *digital marketing* at PT. Soka Create Commerce . Needs on guidelines content *digital marketing* with compile planning strategic *Business Intelligence* For optimize it use *Business Model Canvas* at PT. Soka Create Commerce .

Study This will focused on planning strategic *business intelligence* optimization digital marketing content at PT. Soka Create Commerce use *Business Model Canvas*. Stages in planning This started from SWOT analysis , *PEST*, and performance data analysis digital marketing content created in period observation on October 25 until by October 31, 2024, November 15, November 21, 2024 and December 6 , 2024 until by December 12, 2024.

Method *Business Model Canvas* can make effective company in design and implement knowledge business For increase performance achievement digital marketing content . With do SWOT analysis in comprehensive , business can identify the right strategy For increase Power compete , reduce risk , and take advantage of source available power . Strategies based on SWOT analysis can covers Power competition , diversification product , market expansion , optimization technology information , management risk , and adaptation business . SWOT analysis is very useful tool For help business identify factors key influencing performance them , develop a comprehensive and thorough strategy For growth , and develop decision more strategic effective [3]. *PEST* is analysis management strategic that identifies factor macro external influences business. Analysis This shared into 4 namely politics (regulations) government , policy), economy (growth) economy , infrastructure , power buy), social (democracy , tension social , behavior consumers), and technology (innovation , infrastructure technology). Analysis This help organization understand environment external and identify opportunities and challenges in planning strategic [4].

II. METHOD

In this study, the strategic planning methodology with *Business Model Canvas* . To collect data, researchers used descriptive qualitative methods by conducting interviews with correspondents. Strategic planning begins with analyzing the company's SWOT then a comparative analysis with an emphasis on external factors, namely *PEST*, both of these analysis results are used as material for making *Business Model Canvas* for optimizing digital marketing content of PT. Soka Cipta Niaga.

A. Literature review

1. SWOT Analysis

The purpose of SWO T analysis For identify strengths and weaknesses company as well as opportunities and threats to business . The company is able to improve and strengthen quality with understand limitations self myself . Besides that , loss can reduced with increase weakness organization . SWOT analysis can used For understand condition organization moment this and highlight emerging trends [5]. *Strengths* (Strengths), which are characteristics positive and internal of A organization *Weakness* , which is characteristics negative or internal from A organization . *Opportunities* , which are factor external that can influence A organization and *Threats* , which are factor external that can influence A organization . Through SWOT analysis , a organization can develop strategies with maximize source available power and capabilities while minimize existing risks and challenges [6].

2. PEST Analysis

PEST is abbreviation from factor politics , economics , social and technology , used For analyze factor external influences business . Aspects political covering intervention government and activities politics . Factors economy covering factor economy macro . Factor social , including culture and demographics . Factors technology , including infrastructure incentives , and changes technology [7]. *PEST* analysis is tool strategic that can used For analyze environment external moment develop content digital marketing . Analysis This consists of from elements that is Politics (digital order , data privacy), Economy (power buy digital, budget marketing), Social (demographics) social media users , engagement), and Technology (digital platforms, social media algorithms). Analysis This help organization develop a relevant , appropriate content strategy target , and flexible in face change digital [8]marketing .

3. Business Model Canvas

Business Model Canvas is the method used in study This For describe and analyze business models company in one format page , provided in framework visual work that helps practitioner business visualize , analyze , and design business models in a way comprehensive , simplify draft complex become easy overview understood For business strategy evaluation and development [9]. *Business Model Canvas* (BMC) is tool Work strategic that facilitates design , analysis and development of business models with interesting way visually and organized . *Customer segments*, *Value proportions* , *Channels*, *Customer Relationships*, *Revenue streams*, *Key resources*, *Key activities*, *Key Partnerships*, and *Cost structure*. With BMC company can understand operation business , identification opportunity innovative , and develop flexible strategies For face change market [10]conditions .

III. RESULT AND DISCUSSION

A. SWOT Analysis

Moment create content strategy digital marketing , PT. Soka Create Commerce can use SWOT analysis as tool strategic importance For evaluate internal and external factors . Strengths , weaknesses , opportunities , and threats that impact capacity . company For optimize productivity digital especially in create competitive social media presence and digital marketing strategies are identified through approach methodical in analysis This is . SWOT Analysis at PT. Soka Create Commerce as following :

TABLE I SWOT
ANALYSIS OF PT. SOKA CREATE BUSINESS

INTERNAL	STRENGTHS (S)	WEAKNESS (W)
EXTERNAL	1. <i>LIVE STREAMING</i> PROGRAMS .	1. LIMITATIONS .
	2. COOPERATION WITH AFFILIATES .	2. LIMITATIONS EQUIPMENT .
	3. PRODUCT ADS PROGRAM .	3. FREQUENCY CONTENT .
	4. ANALYTICAL DATA .	4. USE ACCOUNT TIKTOK THAT HASN'T BEEN MAXIMUM .
	5. PUTTING IT FIRST EDUCATION CONTENT .	5. <i>RETURN ON ADS SPEND</i> NOT YET REACH THE TARGET (TIKTOK).
	6. QUALITY PRODUCT .	
OPPORTUNITIES (O)	- O STRATEGY	W - O STRATEGY
COOPERATION WITH AGENCY EXTERNAL .	1. EDUCATIONAL LIVE STREAMING STRATEGY WITH FASHION INFLUENCERS, UTILIZING LIVE STREAMING PROGRAMS TO EDUCATION PRODUCT , DO COLLABORATION WITH FASHION INFLUENCERS FOR EXPAND REACH , BUILD TRUST CONSUMER THROUGH CONTENT QUALITY .	1. DEVELOPMENT DIGITAL HR CAPACITY , UTILIZING COOPERATION WITH AGENCY EXTERNAL FOR TRAINING , IMPROVING ABILITY TEAM THROUGH ENDORSEMENT PROGRAMS WITH INFLUENCERS, OPTIMIZING USE TIKTOK ACCOUNT WITH DIGITAL KNOWLEDGE TRANSFER .
EXPAND NETWORK AFFILIATES .		
ENDORSEMENT AND COLLABORATION WITH <i>FASHION</i> INFLUENCERS .	2. DEVELOPMENT NETWORK AFFILIATES DATA ANALYTICS DRIVEN , USING ANALYTICAL DATA FOR IDENTIFICATION PARTNER AFFILIATE POTENTIAL , EXPANDING NETWORK WITH FOCUS ON	2. OPTIMIZATION DIGITAL INFRASTRUCTURE , USING DATA ANALYTICS FOR ALLOCATION SOURCE POWER TOOLS , DEVELOPING AFFILIATE STRATEGIES FOR SUPPORT INVESTMENT TECHNOLOGY , IMPROVE FREQUENCY
UTILISE FEATURE TIKTOK PROMOTION .		
MARKET EXPANSION .		

	EFFECTIVENESS AND PERFORMANCE , OPTIMIZING PRODUCT ADS PROGRAMS THROUGH NETWORK AFFILIATES .	CONTENT WITH SOLUTION EFFICIENT TECHNOLOGY .
	3. DIGITAL MARKET EXPANSION THROUGH TIKTOK PLATFORM, UTILIZING FEATURE TIKTOK PROMOTION FOR PRODUCT QUALITY , COMBINING EDUCATION CONTENT WITH ENDORSEMENT STRATEGY, DEVELOPING COOPERATION WITH AGENCY EXTERNAL FOR CONTENT CREATIVE .	3. DIGITAL ADVERTISING PERFORMANCE IMPROVEMENT , INCREASING <i>RETURN ON ADS SPEND</i> , USING EDUCATION CONTENT FOR INCREASE QUALITY AND EFFECTIVENESS ADVERTISING , OPTIMIZING ADVERTISING TARGETS BASED ON DATA ANALYSIS AND INFLUENCER COLLABORATION .
THREATS (T)	S - T STRATEGY	W - T STRATEGY
COMPETITION IN THE SAME INDUSTRY .	1. DEFENSIVE STRATEGY QUALITY PRODUCTS , WITH FOCUS ON DIFFERENTIATION PRODUCT THROUGH SUPERIOR QUALITY , BUILD TRUST CONSUMER FOR ENDURE FROM COMPETITOR NEW , USING EDUCATION CONTENT FOR SHOW SUPERIORITY COMPETITIVE .	1. MITIGATION RISK COMPETITIVE WITH EMPOWERING HUMAN RESOURCES, DEVELOPING TRAINING PROGRAMS INTENSIVE FOR OVERCOME HUMAN RESOURCE LIMITATIONS , ANTICIPATING COMPETITION INDUSTRY THROUGH IMPROVEMENT DIGITAL CAPACITY , FOCUS ON DEVELOPMENT SKILLS N DIGITAL PLATFORM ADAPTATION .
THE PRESENCE FACTORY DIRECT APPEAR ON DIGITAL PLATFORMS.		
POLICY AND SENSITIVITY TIKTOK'S IMPROVING ALGORITHM .	2. DIGITAL ADAPTATION WITH MULTIPLATFORM STRATEGY, REDUCING DEPENDENCE ON TRADITIONAL DISTRIBUTORS , DEVELOPING INDEPENDENT DIGITAL CHANNEL , ANTICIPATING CHANGE TIKTOK ALGORITHM WITH PLATFORM DIVERSIFICATION .	2. EFFICIENCY STRATEGY ADVERTISING AND INFRASTRUCTURE OPTIMIZE <i>RETURN ON AD SPEND</i> WITH APPROACH DATA- BASED , MINIMIZING DEPENDENCE ON TRADITIONAL DISTRIBUTORS DO ADVERTISING STRATEGY
STILL DEPENDENT ON TRADITIONAL DISTRIBUTORS .		

	3. MANAGEMENT RISK COMPETITIVE , WITH IMPLEMENTATION OF LIVE STREAMING PROGRAM FOR MARKET PENETRATION , BUILDING LOYALTY CONSUMER THROUGH CONTENT QUALITY , ADAPTABLE FAST WITH CHANGE DIGITAL PLATFORM POLICY .	ADJUSTMENT WITH CHANGE TIKTOK ALGORITHM .
		3. MANAGEMENT RISK TECHNOLOGY AND CONTENT , ADDRESSING LIMITATIONS EQUIPMENT WITH SOLUTION TECHNOLOGY COST-EFFECTIVE , IMPROVE FREQUENCY AND QUALITY CONTENT FOR ENDURE FROM COMPETITORS , DEVELOPING CONTENT STRATEGY ADAPTIVE DEFENSIVE TO PLATFORM CHANGES .

to the products owned by the company and then adapted into digital marketing content making social media one of the technological advances to increase sales and direct interaction with customers.

C. Analysis Achievements Instagram Content

From the results of creating digital marketing content from October 25 to October 31, 2024, November 15 to November 21, 2024 and December 6 to December 12, 2024 on the Instagram account soka_indonesia obtained the company's business knowledge regarding digital marketing content , namely:

1. PT. Soka Cipta Niaga's digital marketing content produces a reach account increase significant : 5,923 → 10,145 → 10,727 accounts (total increase of 81%). Percentage of non- followers increased : 55.6% → 74.9% → 81.6%. Reels dominate as a content format (64-79%), while stories declined (13% → 5%). Engagement rates fluctuated : 2.68x → 1.59x → 2.13x per account .
2. Demographics Audience reach range Age 18-34 years consistent dominate (>70% of total audience . Gender composition is changing drastic from domination women (ratio 3:1) become almost balanced (1:1) in the period December . Geographic Domestic : Bandung and Jakarta are dominant even though the percentage decreased . The emergence of cities new such as Yogyakarta, Banjarmasin, Semarang, Medan, and Bandar Lampung. Expansion international start seen with decline percentage of Indonesia (98.5% → 93.4%) and the emergence of the Indian, Malaysian, US and Mexican markets .
3. Recommendation strategic that can be a suggestion for development range digital marketing content on Instagram PT. Soka Create Commerce that is focus on reel production with viral potential and optimization time upload . Segmentation content based on group age and relevant products . Balancing content For interesting audience from both genders. Optimization content local For various city with relevant style and language . Development multi- language content For reach international markets .

B. PEST Analysis

Value Chain PEST Analysis helps in know factor external that can influence operational as well as growth PT. Soka business Create Commerce in aspect politics , economics , social and technology . The following PEST analysis for PT. Soka Create Commerce :

TABLE 2
PEST ANALYSIS OF PT. SOKA CREATE BUSINESS

Political
The obligation of halal certified products is in accordance with Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector. This regulation regulates all products that are specifically produced by PT. Soka Cipta Niaga must always be maintained and trusted by the Indonesian people, the majority of whom are Muslim, by always renewing or <i>updating</i> both <i>online</i> on Soka social media and in <i>offline stores</i> that have partnered. The impact if this Halal certification is not supervised on products that have been produced or are being or will be produced, there will be sanctions from the Halal Product Guarantee Agency (BPJPH), in the form of sanctions to withdraw goods from circulation. This can be detrimental to the company because of the operational costs that have been incurred for the production of goods, so strict supervision is required to increase the halalness of products that will be circulated in the community.
Economy
<i>Fashion</i> industry Halal in Indonesia shows bright prospects with large market potential. With government support such as Bank Indonesia (BI) which in 2024 held ISEF (<i>Indonesia Sharia Economic Festival</i>) in the event the money turnover recorded by Bank Indonesia reached Rp1.85 trillion. PT. Soka Cipta Niaga needs to maximize its participation in the event to increase the company's sales profit.
Social
Currently, the awareness of Indonesian Muslim society towards Halal products is increasing, the growth of halal lifestyle is also increasing. The use of creative content on social media such as Instagram is the key to attracting the attention of young consumers who are always <i>updated</i> on <i>fashion trends</i> every day. Halal.
Technology
Taking advantage of digital technology advances such as Instagram can increase opportunities to expand product networks. The use of digital marketing content allows companies to reach a wider target market in an efficient way. Analysis of <i>fashion trends</i> on social media can be adjusted

D. Business Model Canvas

Model *Canvas* conducted at PT. Soka Create Commerce , as following :

1. *Value Propositions*. PT. Soka Create Commerce is a committed company provide product quality , meet standard Islamic law with Halal certification . The company presents product premium *fashion* that prioritizes comfort and quality best for Consumers . Products start from socks with various feature special For different needs , up to choice customized *fashion* with diverse activity . Every product available in various size For ensure optimal comfort for every customer .
2. *Customer Segment*. Target segment targeted by PT . Soka Create Commerce is men and women Muslims who have interest to halal *fashion* , especially category socks , hijab, and modest clothing . PT.

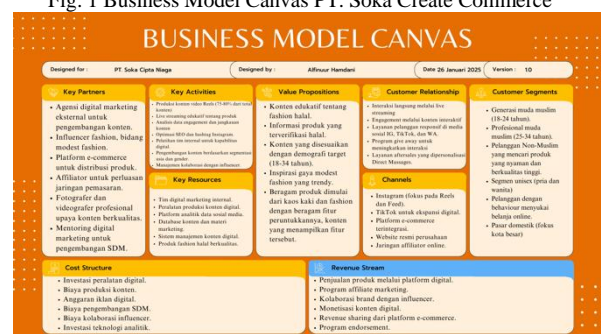
Soka Products Create Commerce is also in demand by non- Muslim consumers who prioritize comfort and premium quality in dressed up . Familiar and comfortable consumers with online shopping platform as means shopping main become one of the product's target markets . In terms of age , PT. Soka products Create Commerce designed For fulfil need various group age , good from children age school base until circles mature age 30-45 years .

3. **Customer Relationships.** PT. Soka Create Commerce in to weave connection with customer done with use various social media platforms such as Instagram, TikTok, and WhatsApp. Communication with customer used For gather bait back and effort For increase *engagement* as well as service *after sales*. Hold *flashsale* and promotional programs special during session *live streaming* . Making content interactive such as , educational videos , content humor , and reviews products featured on social media platforms company .
4. **Channels.** PT. Soka Create Commerce convey information about product with utilizing social media namely Facebook, Instagram, TikTok and Youtube For reach consumer digitally . Taking advantage of existing *marketplace* namely Shopee, Lazada, Zalora, and Tokopedia for facilitate the online purchasing process . Serving purchase in a way *offline* with physical store namely Halal Bloc, Hijab Story, Umama , Transmart , Bursa Sajadah , Yomart , Yogya and Griya . Providing an *e-commerce* platform exclusive via the Soka website . Network distribution reinforced with distributors , affiliates and *resellers* spread across various regions to ensure product Soka can accessible to consumers in a way wide .
5. **Cost Structure.** Cost operations that must be issued by PT. Soka Create Commerce covers various aspect operational , start from material standard like rubber , dyes , cloth , thread , etc. plastic For packaging . Cost production covering use machine , consumption electricity and water, as well as power work in the production division . Cost research and development For support innovation product . Cost distribution and logistics for delivery product . Cost utilities like electricity , water and internet for support operational building office . Cost Halal certification for the product that will be marketed .
6. **Revenue Stream.** PT. Soka Create Commerce carry out sales strategy through marketplace *on line* as one of the channel main , and through partnership with distributors and *affiliates* . Leveraging *live streaming* platforms like TikTok and Shopee for increase interaction and sales in a way directly . The company also serves physical stores For give experience shopping in a way direct .
7. **Key Activities.** PT. Soka Create Commerce operate activity routine like development product with *update* market trends for create valuable product high . Collect bait come back from customer through service *after sales* For increase quality services and products . Doing distribution through diverse

channel such as physical stores , distributors, and online stores. Maximizing marketing product with content and promotional programs For to increase sales . Ensure all product has through Halal certification tests . Procurement material standard with prioritize comfortable materials and have diverse feature in accordance needs . Do supervision production For ensure halal products and pass stages strict *quality control* . The company also carries out management supply and demand customer set up in a way effective , then do design product *fashion* and customized socks with market needs .

8. **Key Partnership.** PT. Soka Create Commerce to weave cooperation with the provider vendor material standard For ensure quality products , as well as retail stores, distributors, *affiliates* , and *resellers* For expand network distribution . Partnering and collaborating with other brands for create product innovative and exciting collaboration . Working together with *influencer* For increase visibility product especially on social media. Halal certification body for ensure compliance to Halal standards , then partner logistics such as J&T, SiCepat , JNE, Shopee Express and Anteraja For support smoothness delivery product to consumers . In operational PT. Soka addition Create Commerce involving participant internship and *part-timer*.
9. **Key Resources.** PT. Soka Create Commerce in support its operation own source Power man that is power Work in the field production , marketing , finance , and *human resources* , then also involving participant interns and workers beak time For fulfil need operational additional . On source Power physique company have facility like office For management , shops , factories , warehouses , and machine production . In source Power finance company have initial capital , profit from sales , and investors. For source Power intellectual covering right create on design and branding and Halal certification for support credibility and uniqueness products in the market.

Fig. 1 Business Model Canvas PT. Soka Create Commerce



IV. CONCLUSION

With a series results research that has been implemented , research This identify importance planning strategic in digital marketing content for reach the target market. PT. Soka

Create Commerce has build strong position in the industry halal fashion through comprehensive strategy development . SWOT analysis shows that company own strength in live streaming, working The same with affiliation , and education content , but also has challenge in matters of human resources and equipment . Through digital market expansion and collaboration with fashion influencers , companies can take benefit from trend industry and sensitivity digital platform algorithm . PEST analysis reveals environment external support growth industry halal fashion in Indonesia, which is mainly driven by halal regulations and certification as well improvement awareness Muslim consumers . Development digital technology creates significant opportunity For increase range marketing . Reel is the most effective type of content format , with improvement range account by 81%, the need will be demographic data covering people aged 18 to 34 , and expansion geographical influences trading international . Business Model Canvas identifies quality proposals tall For product fashion class on with halal certification , with market segmentation that serves Muslim and non-Muslim consumers who value Quality . Business maximize distribution through markets, shops physical , and social media platforms . PT. Soka Create Commerce own strong foundation For grow with utilise digital transformation , improving content strategy , and enhancing quality halal products , which are priority main company . Improvement human resources and technology capacity become factor important For face tight market competition and optimizing opportunity expansion to new markets .

ACKNOWLEDGEMENT

I'm grateful and praise and worship always raised writer by the Will of God Almighty One on all perfect gift and health . With pleasure Almighty God One writer can finish article scientific this . In presentation of writing and knowledge writer realize Still Lots things to do corrected Because lack or error writing , with That writer expecting suggestions and criticism from articles that have been made to be able to become learning for writer For increase more servings good later day .

Making article This No off from help parties related , author to pronounce accept love to all over party related in general and in particular to Mr. Yogi Saputra , ST, M.Kom . for direction and guidance , as well to the PT. Soka community Create Commerce on all thoughts and input so that writer can finish article with title Planning Strategic *Business Intelligence* Optimization Digital Marketing Content at PT. Soka Create Commerce Use *Business Model Canvas* .

REFERENCES

- [1] N. Za kki , U. Abrar, and S. Anwar, “ Influence Content Quality , Search Engine Optimization (SEO) and Social Media To Success Digital Marketing Campaign for MSMEs in the Regency “Sumenep ,” 2024.
- [2] EF Himmah , A. Ghea , N. Accounting , F. Economics, and D. Business , “ Analysis Design System Accounting PT. Soka Create Commerce ,” Nov. 2023.
- [3] R. Delzy Perkasa, N. Sitorus , and A. Wahyuni Siregar , “SWOT ANALYSIS AS A STRATEGY FOR DEVELOPING MAKMUR MANDIRI COOPERATIVE BUSINESS,” Jul. 2024.
- [4] S. Tri Nurhayati , A. Andira Kirana, M. Handani , and U. Islam Negeri North Sumatra Correspondence Author , “ Analysis of Tokopedia's E-commerce Strategy with PEST Approach For Implementation of Integrated Marketing Communication (IMC),” 2023.
- [5] IY Lintang Putri Permatasari , " Analysis of Management Strategies Implemented by PT Karya Giri Palma with use SWOT Analysis ,” Economics And Business Management Journal (EBMJ), vol. 3, no. 2, pp. 425–432, 2024.
- [6] Muhamad Rio Albariq and F. Wijaya, “ Development Strategy Use “Swot Analysis of Kona Koffee Bandung,” JEMSI (Journal of Economics, Management , and Accounting), vol. 10, no. 1, pp. 638–642, Feb. 2024, doi : 10.35870/ jems.v 10i1.2051.
- [7] R. Ahmad, A. Sidiq , and S. Jatmiko , “ Analysis of Management Strategy of PT. Gadai Syariah Indonesia with SWOT and PEST Approach ,” 2022.
- [8] A. Rahman, A. Lesmana , FE University, P. Pengaraian , and R. Hulu, “ORGANIZATIONAL STRATEGY DEVELOPMENT USING PEST AND SWOT ANALYSIS AT THE FACULTY OF ECONOMICS, PASIR PENGARAIAN UNIVERSITY,” Journal Scientific Cano Ekonomos , vol. 14, pp. 1–21, 2025, [Online]. Available: <http://canoekonomos.com/index.php/cano/index>
- [9] Y. Maulana Rifki Haiqal , “E-COMMERCE DESIGN AT JEYS CORNER TO INCREASE SALES USING BUSINESS MODEL CANVAS METHOD,” Jul. 2020.
- [10] L. Daffa , Y. Ramadhan, and T. Siwi Agutina , “ANALYSIS OF BUSINESS MODEL DEVELOPMENT OF ‘HANIFFA KOST’ WITH BUSINESS MODEL CANVAS APPROACH,” vol. 7, no. 1, pp. 1–15, 2024, doi : 10.30587/ jre.v 7i2.7329.